



Dear WID Colleagues:

Didn't my tenure as President of WID just begin? This two year term has flown by and been filled with many wonderful events, successes and advances for WID. I have been so fortunate to have been surrounded by dedicated women serving on the Board and on its committees. They have worked tirelessly on behalf of our growing membership and freely shared their expertise and knowledge to ensure that WID continues to flourish. We owe them all a huge debt of gratitude. There aren't enough adjectives to adequately describe the work they have done to make this organization so magnificent.

All of these wonderful volunteers have made being President a true pleasure. I have had the extraordinary partnership of a fabulous working Board of 33 talented development professionals without whom this organization would not exist. Our two Vice Presidents, Poonam Prasad (First Vice President) and Whitney Namm Pollack (Second Vice President), are invaluable advisors and deserve both my appreciation and admiration. The other members of the Executive Committee, Stephanie Thomas (Secretary), Melissa Cohen (Assistant Secretary), Arlene Swartz (Treasurer), Renee Greene (Assistant Treasurer), Brenna Sheenan Mayer (Immediate Past President) and Susan Kotcher and Jeanne Sigler (Nominating Committee Co-Chairs) are extraordinary in their commitment and array of skills. I want to express my sincere thanks to all of them.

I also want to acknowledge our Committee Chairs and their respective committees. What these committees have accomplished this year is truly amazing. Thanks to their hard work, we have offered our membership outstanding programs that have had better attendance than in any year of WID's existence. The attention our committees have paid to membership needs, through surveys and listening to their fellow members, has resulted in innovative programs that address those interests. We have raised the caliber of what we can offer both current and prospective members.

There is a list on page 4 of this incredible group of thinkers and doers who make this organization tick. Please take a look at it and

*continued on page 2*

## 2008 Woman of Achievement Award



*2008 Woman of Achievement Award Recipient Paula A. Kerger, President & CEO of PBS*

Over 325 members and friends of Women in Development, New York, were treated to an optimistic report on the state of our profession on May 5th, when the organization honored Paula A. Kerger, President and CEO of Public Broadcasting System, at the 2008 Woman of Achievement Award Luncheon. The Woman of Achievement Award Luncheon was sponsored for the sixth year by Raybin Associates.

Ms. Kerger joined PBS in 2006, after serving for more than a decade at Educational Broadcasting Corporation (EBC)—the parent company of Thirteen/WNET and WLIW New York. During her tenure WNET completed the largest successful endowment campaign ever undertaken by a public television station.

She was introduced by Maria Hinojosa, Senior Correspondent for NOW, on PBS, in glowing terms as the head of a network who "leads with her heart."

Originally from Baltimore, Ms. Kerger spoke of her earliest days in fundraising—accompanying her grandmother as she went door-to-door collecting for the Heart Fund and hating it. Eventually, her marketing degree led her to a succession of development positions in the non-profit sector, culminating in the position of the Director of Principal Gifts at the Metropolitan Opera, from where she moved to the EBC.

*continued on page 3*

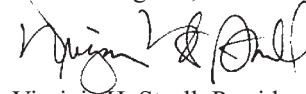
join me in thanking these volunteers for their efforts. As WID grows stronger, as our profile as an organization gains greater prestige and visibility, as we add programming that is unique and responsive to our members, as membership numbers continue to grow, we must remember all the work that goes on behind the scenes to make this happen.

In addition to our outstanding Board, Executive Committee, Committee Chairs, Co-Chairs and committee members, we are fortunate indeed to have Fran Morris and Sharon Epstein of The E/M Management Group keeping everything running smoothly in our office. Thanks as well to Annalee Van Kleeck of Lyric

Systems for her expertise in developing our terrific database and website. It takes our WID village to communicate with and serve our growing membership.

I am most grateful for the opportunity I have had to serve as President of such an exceptional organization and to work with so many terrific women.

Warmest regards,



Virginia H. Strull, President

## Career Tips for 50+ Workers— and the rest of us as well

By Karen Caruso

**I**n *Motto for 50-Plus Interviewing: Be Prepared*, Monster.com's John Rossheim defines what a potential employer is looking for in a 50-plus worker: "an energetic lifetime learner who knows his [her] industry, keeps up with technology and can communicate effectively with colleagues of any age." Here's how to be or become this kind of person:

### Figure Out What You're Passionate About

Regardless of age, we are energized when we work at something that interests us, engages us and has meaning for us. If you're unsure of what that is, think back upon some of your proudest achievements, peak experiences and times when you "lost" yourself in a project or activity that totally absorbed you.

### Do Your Homework

Do your skills need updating? Are you well versed in the latest technology? Get up to speed by reading industry publications; taking a class, workshop or seminar; or finding a colleague willing to teach you. In return, offer to help them in areas they'd like to learn more about.

### Expand Your Network

Depending on your level of managerial experience, 50-plus workers may not only be supervising younger employees but also may be reporting to a much younger boss. Having younger folks in your network may increase your comfort level with any perceived "generational divide." Keith Ferrazzi, author of *Never Eat Alone and Other Secrets to Success, One Relationship at a Time*, advises "more than reaching out to younger people—ask them to mentor you ... In return, you can mentor your mentors by offering your own experience. If you're actively job hunting, here are a few more tips:

### Retool Your Resume

Your resume should be no longer than two pages in a type size that is easily readable. Emphasize accomplishments over years of experience. Limit work history to the last 10 to 20 years,

depending on the relevance of previous positions to the one you're currently pursuing. Leave the graduation dates out in listing your degrees. Regardless of the format you use, start with a brief summary of your qualifications and particular strengths.

### Tap Your Network

As Richard Nelson Bolles writes in *What Color is Your Parachute?*, "You have—or should have if you stop to think about it—lots of contacts, individuals or networks of friends. In a word, a *grapevine*. They can lead you to jobs, they can speak enthusiastically about you." They may also be a good source of information about potential clients.

### Do an "Attitude Check" Before the Interview

Monster.com's John Rossheim offers the following advice from fellow experts in *Motto for 50-Plus Interviewing: Be Prepared*: "Attitude is the maker or breaker in an interview," says Sarah Hightower Hill, CEO of Chandler Hill Partners, a career search strategies firm. "A combination of fear and ego most often causes older job seekers to fail."

"The most important ingredient is to feel good about who you are and what you offer," says Kevin Ecclesine, a senior vice president for Lee Hecht Harrison, a career consulting firm.

And lastly, remember to trust your instincts, especially at this age. Your years of wisdom are one of your best assets!

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*As President of Caruso Consulting Corporation, Karen Caruso provides fundraising counsel to nonprofit organizations and career coaching to individuals in transition.*

# 2008 WOMAN OF ACHIEVEMENT AWARD

*(Continued from page 1)*

She urged the audience to stay involved in WID, and take advantage of its mentorship opportunities. The importance of mentors in her career was demonstrated by their attendance at the luncheon. Jonathan Abbott, President of WGBH in Boston, Ward Chamberlain, former Managing Director of Thirteen, Rosalind P. Walter, Trustee of the Educational Broadcasting Corporation, and Ric Burns, documentary filmmaker whose work has been shown on PBS, shared in the celebration.

She concluded her comments with a bullish prediction on the future of philanthropy and public broadcasting, noting the recent statistic that 20 gifts of \$100 million or

more were made by individuals in 2007 and \$43 billion was distributed by foundations. It is her view that Americans are taking citizenship seriously again and are demonstrating it by giving back.

Ms. Kerger exhorted all fundraisers in the room to share her hopefulness for the future because as fundraisers, of any profession, we have the unique opportunity to make a difference.

Ms. Kerger's remarks can be found in their entirety within the Member's area ("Program Handouts" page ) of the WID, New York website, [www.widny.org](http://www.widny.org).



*WID Women of Achievement Luncheon Committee members, Jeannine Glazewski, Shelley Jane Grossberg and Patricia Pollok (far right) with President Virginia Strull and Paula Kerger*



*A welcome is extended by Nancy Raybin, Managing Partner of event sponsor Raybin Associates*



*PBS Colleagues Ric Burns, Maria Hinojosa and Jonathan Abbott congratulate Paula Kerger*



*Past and present WID Board members Margaret Holman, Susan Marx, Virginia Strull, and Linda Hartley catch up before the luncheon*

# WID, New York thanks the following volunteers for their service in the past year. We couldn't have done it without you!!

## **Arrangements Committee:**

Patricia Boswell, Browell Industries, *Chair*  
Perri Bein, Hadassah, WZO

## **Career Coaching Committee:**

Bobbie Kraus, MFY Legal Services, *Co-Chair*

Sara Mahoney, University of Pennsylvania, *Co-Chair*

Cathy Levy, The New York Women's Agenda, *Co-Chair*

Chandra Anderson, Anderson Consults

Vera Bullock, The Chapin School

Patricia Caesar, Caesar Consulting Group

Sue Davies, Rutgers University Foundation

JoAnn Ficca, VMEC

Angelia Garvich, American Cancer Society

Roxanne Greenstein, Greenstein Consulting

Aileen Hefferen, Prep for Prep

Kathy Herre, Herre Consulting

Susan Kotcher, International Rescue Committee

Didi Lacher, Kaufman Center

Annie LaRock

Rose London, American University in Beirut

Susan Marx, S. T. Marx + Associates

Ann Morrell, American Friends Service Committee

Maureen O'Brien, Midori & Friends

Bonnie Osinski, CFRE, CAMBA

Tamar Podell, Lincoln Center for the Performing Arts

Whitney Namm Pollack, Robin Hood Foundation

Patricia Prunty, Dutchess Community College

Amanda Riley, Museum of the City of New York

Robin Rosenbluth, CFRE, Columbia University Medical School

Mary Ann Routledge, Solomon R. Guggenheim Museum

Melissa Sandor, Development Consultant

Jeanne Sigler, Jeanne Sigler & Associates

Stephanie Thomas, Susan Ulin Associates

Judith Weiss, CUNY

## **Communications Committee:**

Phyllis Dunlop, Community FoodBank of NJ, *Co-Chair*

Melissa Sandor, Development Consultant, *Co-Chair*

Betsy Fuchs, *Co-Chair*, Primary Care Development Corporation

Merritt Birnbaum, Youth Renewal Fund

Susan Goodman, Susan Goodman Marketing Communications

Shirley Longshore, Anti-Defamation League

Filomena Machleder, Alzheimer's Drug Discovery Foundation

Elizabeth Wagner, J.C. Geever, Inc.

## **Luncheon Program Committee:**

Donna Rich, Rich Associates, Inc., *Co-Chair*

JuWon Choi, Ph.D., The Foundaton Center, *Co-Chair*

Renee Greene, Big Brothers Big Sisters

Susan T. Marx, S.T. Marx + Associates

## **Membership Committee:**

Gloria Kao, NewYork-Presbyterian Hospital/Weill Cornell Medical College, *Co-Chair*

Mary Ann Routledge, Solomon R. Guggenheim Museum, *Co-Chair*

Yvonne Ervin, CFRE, Hazelden

Myra Garcia, Wagner College

Cathy Levy, The New York Women's Foundation

Ilana Lewin, Wave Hill

Harriet Shohet, Professionals for Nonprofits

Linda Spencer, LNSpencer, LLC

## **Nominating Committee:**

Susan Kotcher, International Rescue Committee, *Co-Chair*

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Chandra Anderson, Anderson Consults

Nina Diefenbach, The Metropolitan Museum of Art

Laurie Dorf, Queens College

Brenna Sheenan Mayer, The College of New Rochelle

Poonam Prasad, Prasad Consulting & Research

Margarita Rosa, Esq., Grand Street Settlement

Virginia Strull, Strull Consulting

## **Special Programming Committee:**

Susan Davies, Rutgers University Foundation, *Co-Chair*

Laurie Krotman, Special Events Unlimited, Inc., *Co-Chair*

Suzi Barlow, Pace University

Holly Bellows, The Summit School

Nora Benoliel, International Rescue Committee

Carol Ausubel Blumenfeld, CFRE, Memorial-Sloan Kettering Cancer Center

Roberta Caplan, Albert Einstein College of Medicine

JuWon Choi, Ph.D., The Foundation Center

Kimberly Datz, City Harvest, Inc.

Karen Ellis, City University of New York

Ruth Gilden, Anti-Defamation League

Lorri Greif, CFRE, Breakthrough Philanthropy, Inc.

Beth Golden

Kathy Herre, Herre Consulting

Yolanda Johnson, Princess Grace Foundation-USA

Sarah Kochav, The Children's Aid Society

Irene Kopley, CPC

Susan Kotcher, International Rescue Committee

Beth Kougasian, Calvary Hospital

Angie Kovalesky, NewYork-Presbyterian Hospital

Victoria LeBron, NewYork-Presbyterian Hospital

Sarah Long, International Rescue Committee

Delilah Lora, NewYork-Presbyterian Hospital

Jackie Lunsford, Fountain House

Barbara Paxton, Children of Bellevue

Maria Petulla, International Rescue Committee

Ann Putnam, International Rescue Committee

Caitlin A. Quinn, Lincoln Center Corporate Fund

Beatrice Sampong, UNEEQ

Susan Shattuck, Special Events Unlimited, Inc.

Mary Taylor, International Planned Parenthood Federation

Martha Valerio, Barnard College

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Marion Boteju-Albaugh, Roman Catholic Diocese of Brooklyn

Melissa Cohen

Louise Dunbar, The College of New Rochelle

Alexandra Eising, The Hewitt School

Patricia R. Levins, The College of New Rochelle

Katie Nagle

Christine Pecorella, NYU Stern School of Business

## **Woman of Achievement Award Luncheon Committee:**

Patricia Pollok, Pollok&People, *Co-Chair*

Jeannine Glazewski, Asia Society, *Co-Chair*

Laurie Dorf, Queens College

Roxanne Greenstein, Greenstein Consulting

Lorri Greif, CFRE, Breakthrough Philanthropy, Inc.

Shelley Jane Grossberg, Development Counsel

Rachel Lovett, Theatre for a New Audience

# Pay Equity: Beyond Assertiveness

By Linda C. Hartley

On April 17, I represented WID New York and was one of several board members from The New York Women's Agenda (NYWA) who testified at a hearing on pay equity at City Hall. The hearing was preceded by a press conference and rally highlighting Pay Equity Day, sponsored by NYWA and Councilmember Helen Sears for the second year in a row. Follow this link for the full story: [www.nywa.org](http://www.nywa.org).

WID New York is a long-time member of NYWA. In addition to WID, NYWA's new equal pay coalition includes NOW-NYC, A Better Balance, the American Association of University Women, Junior League of the City of New York, League of Professional Theatre Women-NY, National Association of Female Executives, National Association of Women Business Owners, NY Coalition of 100 Black Women, NYC Coalition of Professional Women in the Arts and Media, NYS Pay Equity Coalition, Women in Health Management, Women's Center for Education and Career Advancement, NY Women in Film & TV, Fund for Women Artists, Women's City Club of NY, and 9 to 5, National Association of Working Women.

The Fair Pay Act (S3936), sponsored by NYS Senator Craig Johnson (Nassau) has been passed by the Assembly with bipartisan support every year since 2002, but has stalled since then in the NYS Senate Labor Committee. Because this is an election year, Senate sponsors attempted to force a preliminary vote for the record by proposing a vote to allow discussion of the bill on the Senate floor. Instead the Chairman of the Labor Committee, State Senator Joseph Robach, introduced his own bill. Labeled by pay equity supporters a "cardboard" bill—for a box promising cereal but containing none—it calls for a pay equity study (but no budget) and increased the rarely (if ever) applied fine for salary discrimination from \$500 to \$1,000. The cardboard bill was quickly passed by the Senate. As a result those who opposed the Fair Pay Act can now claim they are "in favor" of pay equity.

Stay with me. Remember that our profession is highly educated and female dominated, and that women across the country are still earning 77 cents to the dollar compared to men. The gap is larger for women with children and for those with higher levels of education. Compounded over a career, the wage gap can add up to over a million dollars. Here is what we call the cereal, as described by NYWA board member Beverly Neufeld. The Fair Pay Act would:

- ✓ Require that job titles where women and/or people of color predominate receive equal pay with comparable job titles. Jobs disproportionately held by women and people of color have traditionally been undervalued in the marketplace and therefore, paid less than comparable jobs with the same level of skill and responsibility.
- ✓ Allow employees to voluntarily share salary information without fear of being fired or reprimanded for disclosing information or asking about pay. *The vast majority of workers are employed in the private sector where salaries can be kept secret and employees can be fired for sharing salary information.* Without salary information, it is impossible for employees to know whether they are being paid fairly.

I have conducted many of the salary negotiation seminars at WID. Should pay be based on the strength of self promotion, or on results? What about the excellent performers in your office who are shy, or who are good at promoting others, but not themselves?

Studies show that when something is wrong, women tend to blame themselves, and men tend to blame others. Bringing home this point is a statement from women's studies Professor Ellen Bravo, former director of 9 to 5 and author of *Taking on the Big Boys, or Why Feminism is Good for Families, Business and the Nation* (The Feminist Press, CUNY):

*Blaming the wage gap on women's lack of assertiveness is like blaming sexual harassment on women's lack of snappy comebacks. The real problem isn't that women don't ask for more—it's that employers pay women so much less than they deserve. Why do employers pay women so little money? Because they can, and often because they think they have to in order to compete.*

*A key problem is that society undervalues the work women do. Many jobs that are now female-dominated, such as clerical work, once excluded females. When men were in short supply during the Civil War, women were hired into these positions at half to two-thirds the wages of men. Women performed well, employers hired more and more of them—and that discriminatory wage eventually became the market rate. Similarly, the lack of regard for women's work as caregivers in the home set low values for that same work in the marketplace. That's why those who care for our young children earn less than those who care for our cars, our pets, our lawns.*

NYWA is working with the City Council on passing a resolution in support of the Fair Pay Act, *and on fair pay legislation for NYC*. We are also sending a letter to every member of the NYS Senate Labor Committee, along with a report on pay equity by Marilyn Gettell and Bill McKinney of the CUNY Howard Samuels Center, entitled **The Economic Status of Women in New York**.

Yes, keep asking for those major gifts for the good causes you represent, and for the promotions, salaries and raises you well deserve, but let's all work together to create a fair playing field for everyone. In 2005 WID received a Proclamation from Mayor Bloomberg celebrating its 25<sup>th</sup> anniversary. The mayor quoted Jane Addams: *"The good we secure for ourselves is precarious and uncertain until it is secured for all of us and incorporated into our common life."*

If you want to become more involved in shaping public policy on behalf of your colleagues and all women in New York, please write to your city/state representatives, and send a special note to the members of the NYS Senate Labor Committee, two of whom represent Queens, NYC. You can also contact me at [lhartley@hartleyconsulting.com](mailto:lhartley@hartleyconsulting.com). Happy Spring!

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Linda C. Hartley is President, Hartley Consulting, Inc., Vice President, New York Women's Agenda and Former President, Women in Development, New York

## NEW 4-PART VIDEO AVAILABLE NOW!!

Women in Development, New York is pleased to announce the premiere of a four-part video entitled *“Mentoring & Coaching: The Importance of Giving and Receiving.”* The video was taped during a WID workshop of the same name held on Tuesday, January 22, 2008 at St. Bartholomew’s Church in NYC.

The Workshop, developed by the WID Special Programs and Career Advancement Committees, was in the format of a panel discussion covering the keys to career advancement and giving back to the future leaders in our field. Included in the discussion was the difference between a Mentor and a Coach—how to become one, how to find one, and learning about the WID Career Coaching Program. To view the video and/or listen to a podcast of the program, please visit [www.widny.org](http://www.widny.org).

### REGISTER NOW FOR WID’S ANNUAL NETWORKING RECEPTION

Please join the Board of Directors of Women in Development, New York and your fundraising colleagues as we welcome new members to WID and greet old friends. This year’s program also includes a Volunteer Recognition component to thank all the wonderful and generous people who have made our organization and its programs possible.

Don’t miss this opportunity to meet other professionals in the development field and learn more about WID!

**MONDAY, JULY 14, 2008**  
**6:00–8:00pm**

*If you are a New Member this year, please join us at 5:30pm for a Special Welcome*

Refreshments will be served.  
Register at [www.widny.org](http://www.widny.org)

Members: \$20 advanced registration; \$30 at-the-door  
Non-Members: \$30 advanced registration; \$40 at-the-door

The event will take place at:

**The Helen and Martin Kimmel Center  
for University Life**

New York University  
60 Washington Square South  
10th Floor

### SAVE THE DATES!

**Women in Development, NY  
2008/2009 Luncheons**

**Wednesday, October 15, 2008**  
The Princeton Club

*Guest Speaker:*  
**Susan Feagin**

Executive Vice President, Development,  
for University Development and  
Alumni Relations, Columbia University

**Monday, November 10, 2008** (The Princeton Club)—  
program TBD

**Wednesday, December 10, 2008** (The Princeton Club)  
Guest Speaker: **Leslie Koch**, President, Governor’s Island  
Preservation & Education Corporation

**Monday, February 2, 2009** (The Yale Club)—program TBD

**Monday, March 2, 2009** (The Yale Club)—program TBD

**Monday, April 6, 2009** (The Yale Club)—program TBD

PBS graciously donated copies of the documentary **“Not for Ourselves Alone: The Story of Elizabeth Cady Stanton and Susan B. Anthony”** for the Woman of Achievement Luncheon. There are a limited number remaining for WID members.

If you are interested in obtaining a copy, please contact the WID office at 212-265-7650 or [widny@widny.org](mailto:widny@widny.org).

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