



The News of Women in Development, New York

PRESIDENT'S COLUMN

Dear WID Members,

Virginia Strull is in full swing as the new President of WID, NY. Many members know Virginia through her long term involvement with WID and her many years in the nonprofit world. We're pleased to provide this interview introduction in this first issue of the newsletter. Virginia is currently a principal of Strull Consulting and S&S Partners—focusing on executive search, fundraising and management. She was a founder of Professionals for NonProfits (PNP), and has been a Director of Development and a consultant for a number of museums, cultural and educational institutions in the New York area. Here's what Virginia has to say about WID as she assumes the role of President:

First things first: What are your goals for your two-year tenure?

WID has experienced amazing growth and I believe that this is a direct result of responding to our members' survey. We must continue to respond to our members, and to strategically plan for future membership and program expansion to reflect the diversity of our membership, and the field at large. We need to foster leadership in a competitive field, helping our less experienced colleagues advance as well as to engage our senior development professionals with issues that are relevant to their careers. For instance, issues of pay equity, and providing role models and mentors is very important to me.

Because we have grown so quickly, we are now assessing our internal management capacity (to support a growing organization), and also want to ensure that as a Board, we uphold best governance practices, while becoming more transparent about how the Board and committees operate and how members can become more involved. I know I will have terrific support from my WID colleagues to meet these goals—and whatever else develops along the way.

Your career has been impressive and is inspiring to WID members. You have founded a company, are a respected consultant, and have been a director of development for prominent cultural institutions. What is the accomplishment of which you are proudest?

I feel great pride in the 25+ years I have spent in the fundraising field and of my enduring commitment to the nonprofit field. It is also exceptionally rewarding to know that I have made a significant positive impact on the organizations for which I have worked.

Your career path could serve as a model for development professionals, especially our members who are just starting out in the field. How did it evolve?

Throughout my life, I have loved the arts and museums. After graduating from college, I literally fell into a museum job in upstate New York where I assumed the role of Membership Director. Because it was a small institution, I learned first-hand how things worked in a nonprofit. When I decided to go to New York City, I thought carefully about how to leverage that experience. I felt that academic credentials were important. I set out to add to what I had learned by the seat of my pants and pursued an M.A. in Arts Administration at NYU. I began my career as a generalist in the arts, but

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"Getting Even: Why Women Don't Get Paid Like Men and What To Do About It"

FEATURING

Evelyn F. Murphy

President

The WAGE Project, Inc

Monday, December 4, 2006 • 12:00 to 2:00 p.m.

The Princeton Club, 15 West 43rd Street

Members: \$40 in advance/\$65 at the door

Non-Members: \$50 in advance/\$65 at the door

Cancellations not accepted after Wednesday, November 29, 2006.

To register visit: www.widny.org

Evelyn Murphy is President of The WAGE Project, Inc., a national organization to end wage discrimination against working women, and Resident Scholar in the Women's Studies Research Center at Brandeis University, where she has researched and authored a book on women's wages entitled, *Getting Even: Why Women Don't Get Paid Like Men and What To Do About It*, published by Simon & Schuster in October 2005.

She is a corporate director of SBLI USA Mutual Life Insurance Company and Citizens Energy Corporation. In her civic role, she serves as a founding director of The Commonwealth Institute, a trustee of Regis College, Honorary Chair of the Lost Coin Women's Fund, Inc., a director of The Polaris Project, and a visitor of Boston University's School of Public Health.

Evelyn Murphy earned a B.A. from Duke University in mathematics; an M.A. in economics from Columbia University; and a Ph.D. in economics from Duke University.

In the late 1970s, she served as Massachusetts Secretary of Environmental Affairs with responsibility for the state's environmental policy. Her leadership in opposing offshore oil and gas exploration in the fishing grounds of the Georges Bank and initiating state heritage parks earned her national recognition. After an unsuccessful campaign for Lt. Governor in 1982, she was appointed the state's Secretary of Economic Affairs from 1983-1985, with responsibility for the state's economic policies and programs advancing biotechnology, computer technology, marine sciences,

polymers, and photovoltaics along with unemployment compensation and retraining programs.

In 1986, Evelyn Murphy was elected Lt. Governor and became the first woman in the state's 210 year history to hold constitutional office. Prior to that, despite the state's progressive image, no woman had ever been elected Governor, Lt. Governor, Secretary of State, Attorney General, Treasurer, Auditor, or U.S. Senator in Massachusetts.

After campaigning for Governor in 1990, Evelyn Murphy became Managing Director of Brown, Rudnick, Freed & Gesmer, a New England law firm. While managing the law firm, she became a corporate director of Blue Cross and Blue Shield of Massachusetts; and Shawmut National Banks of Massachusetts, Rhode Island and Connecticut, Fleet National Bank, Fleet Mortgage Company, and Fleet Credit Card Corporation. Blue Cross recruited her to the position of Executive Vice President to manage all federal and state, media and civic relations. While Executive Vice President, she founded and became President of the health insurer's HealthCare Policy Institute.

In her community and civic roles, in addition to the previously mentioned groups, Dr. Murphy is a member of the International Women's Forum and the Boston Club; for the last eight years, she has co-chaired the annual fundraiser for Rosie's Place, a homeless women's shelter. She is the recipient of 10 honorary degrees and over one hundred national, state, and local awards.

In her spare time, she has run the Boston Marathon many times and can be seen in the bleachers of Fenway Park cheering for the Boston Red Sox.

WID needs your expertise!

This month we've begun a column highlighting places to entertain and network throughout the city. On page 2, you'll find places to go in lower Manhattan, below Canal Street.

Next month, we will be exploring Midtown.

Send your suggestions to phyllisd@aspca.org for the best place in Midtown to:

- Have a meal with a major donor
- Grab a drink for some networking time
- Convene a working lunch.

I found tremendous satisfaction in working with organizations in transition. In each position, I created and professionalized development departments in mid-sized institutions and was involved in strategic planning, while raising the funds required to implement programs. Search and recruitment was a natural outgrowth of this experience. Working for organizations without human resources staff, I saw first-hand how difficult it is to hire top notch staff, particularly in fundraising and other critical management positions. Now this is my forte and I love it; having done the jobs for which I recruit is extremely helpful.

WID's mission includes providing mentors. Who was your greatest role model?

I have worked for many accomplished women, but my first and most outstanding mentor was Joan Rosenbaum, Director of the Jewish Museum, where I was Director of Development early in my career. Joan is an immensely intelligent, creative and successful leader. She not only expected the best from me, but made it possible for me to succeed by providing support, encouragement and respect. I credit her with "launching" my career.

Are these the qualities that you view as creating a leader in the field?

Absolutely—you must lead by example, and support your staff and colleagues in accomplishing their goals. This is what WID is all about: helping members in their professional advancement, fostering leadership skills through mentoring, providing opportunities for members to meet role models and leaders in the field, and by encouraging all to network, network, network.

What is your philosophy about being successful as a fundraiser?

I think it is critical to be passionate about and committed to your organization's mission, and to learn as much as possible about the field. I embraced the mission of each organization I worked for, and that enthusiasm and excitement combined with my other skills as a generalist, were major factors in my success. It is also essential to cultivate relationships and to gain the trust and respect of supervisors, trustees, colleagues and donors. Your professional and personal network is a resource you can draw upon throughout your career.

Any other thoughts as you start your tenure?

I take great pride in my 15-year involvement with WID. It is a wonderful resource for all of us. During our 25th Anniversary year, we embellished the WID logo with "Empowering Women." I want to see that we continue doing just that—encouraging growth and advancement of women in fundraising. We have come a long way—but there is much more we can do, and together, we will.

There's More To WID Than Luncheons!

Yes, they're delicious, and provide a regular opportunity to network with peers and hear speakers who are tops in their fields, but much goes on behind the scenes that is worth getting involved in if you are looking to meet other members and sharpen your skills. The following WID Committees need you. If you'd like to enhance your membership experience, you are urged to participate in one of the following ways:

Career Coaching—WID is seeking experienced members of the field to serve as career coaches to members seeking advice and counsel. Career coaching committee chairs will connect you to a woman in the field who is thinking of making a change, seeking advice on how to ask for a raise or promotion, is just entering the profession, or needs some general advice on career management. Commitment is to conduct an in-person 1 hour meeting with coachee. Contact Bobbie Kraus at bobbiebk@hotmail.com.

Sponsorship—the Sponsorship Committee welcomes members to help find corporate sponsors of WID events. Want to expand, hone or flex your fundraising skills—come join the Sponsorship Committee! Contact Jennifer Kirby at jenniferpkirby@yahoo.com.

New Programs—this committee invites energetic, creative WID members to join their efforts. They welcome those who are anxious to build on WID's successful luncheon series by developing new opportunities for networking and learning. New Programs Committee members brainstorm ideas and run several new programs collaboratively with fellow members over the course of the year. This is a committee for an ideas person who also feels energized by creating program ideas and executing them. To learn more, please contact Susan Kotcher at Susan.Kotcher@theIRC.org.

WID, New York Welcomes The Following New Members

Elizabeth Abele, Ph.D.
Nassau Community College

Patricia Abrams
amfAR, The Foundation for AIDS Research

Gail Abramson
Spectrum for Living

Shari Albert

Lisa Alonge
Governor's Conferences for Women

Rebeca Ames
Brooklyn Children's Museum

Thrisha Andrews
New York Urban League

Melissa Antenucci
Baby Buggy, Inc.

Keli Anthony-Tianga
NAACP Legal Defense and Educational Fund, Inc.

Jill Aragones
Sesame Workshop

Jamee Ard
The Juilliard School

Sophia Athie
WNYC Radio

Pamela Barry
Christ Church Greenwich

Zoë Barry
New Beginnings Family Academy

Rebecca Bean
Trevor Day School

Holly Bellows
Covenant House New York

Louisa Benton
Theatre for a New Audience

G. Meredith Betz
Hunterdon Medical Center Foundation

Merritt Birnbaum
American Committee for the Weizmann Institute of Science

Maxine Blake
American International Companies

Karen Bohovich

Anais Borg-Marks
Katonah Museum of Art

Kathy Brahimi
National Urban League, Inc.

Laura Brennan

Lucy Briglia
The Berkeley Carroll School

Polly Brooks

Jamie Brown
Japan Society

Moira Butner
Publicolor, Inc.

Sandra Cahn
Diabetes Research Institute Foundation

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WID Members' "Best Of" Lower Manhattan

Based on last month's call for nominations, members offered the following suggestions for their favorites below Canal Street for:

Having a meal with a major donor:

- Dylan Prime in Tribeca, 62 Laight Street, at Greenwich Street (212) 334-2274
- Harry's Steak and Café, 97 Pearl Street, at Hanover Square (212) 785-9200
- Landmarc, 179 West Broadway, at Leonard Street, (212) 343-3883

Grabbing a drink for some networking time:

- Church Lounge at the Tribeca Grand, 2 Avenue of the Americas, (212) 519-6677
- Pound and Pence, 55 Liberty Street, (212) 716-1140
- RED, 19 Fulton Street, (212) 571-5900
- SouthWest NY, 225 Liberty Street, inside Two World Financial Center, (212) 945-0538

Convening a working lunch:

- Les Halles Downtown, 15 John Street, (212) 285-8585

Next month we'll be looking at Midtown. Let's hear from you! Send suggestions to: phyllisd@aspca.org.

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Jessica Champness
The Trust for Public Land

JuWon Choi
The Foundation Center

Shannon Clemmer
Baruch College

Schary Cole
New Jersey Performing Arts Center

Maria Concepcion
American Cancer Society

Terri Coppersmith
Central Park Conservancy

Nancy D'Ambrosio
Providence College

Anne Dalgish
The New York Public Library

Elizabeth Daoust

Erin Davies
The Hewitt School

Lynn DeLuca
Habitat for Humanity Newark

Portia DePina
The Spence School

Lisbeth Diringier
NYU Child Study Center

Erin Dodd
New York University

Kala Dwarakanath

Susan Eddy

Lorri Elder
Teach For America

Karen Ellis
CUNY

Debra Evans

Jennifer Falcone Tanis
Promoshop

Grace Ferri
Calvary Hospital, Inc.

Jo-Ann Ficca
Leukemia & Lymphoma Society

Stana Fields
NAMIC, Inc.

Leslie Fleisch
National Down Syndrome Society

Margaret Fox
Pratt Center for Community Development

Shara Freeman
The Chapin School

Tricia Fusco
The New York Botanical Garden

Susan George
Inner-City Scholarship Fund, Inc.

Amy Gillenson
UJA Federation of NY

Gabrielle Gilliam
Bottomless Closet

Sandra Girado
NAMIC

Kim Gist
Hospital for Special Surgery

Adele Goldberg
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Sharlene Goode
Sharlene Goode Fundraising and Development

Eden Graber
Association of Institutes for Aesthetic Education

Maryanne Greenfield
Big Brothers Big Sisters of NYC

Jacqueline Halpern
Lenox Hill Neighborhood House

Nancy Hart
The Hewitt School

Kate Haw
American Federation of Arts

Katherine Heineman, M.S.W.
Jewish Home & Hospital Lifecare System

Paulette Henriquez
Lehman College, CUNY

Deborah Hernan
amfAR

Karen Holland

Lara Holliday
The Fund for Public Schools

Molly Honigsfeld
St. Mary's Hospital for Children

Eileen Hopkins

Elizabeth Howell
Community Healthcare Network

Kim Hudson
Doctors Without Borders

Amy Hunter
International Crisis Group

Suzanne Isack
Leodas Solymar, Inc

Ann Jackowitz
HHC Foundation of New York City

Margaret Jacobstein
Baryshnikov Dance Foundation

Cathy Jenkins
Dorot

Amanda Johnston
Equality Now

Louise Kane
Management Consultants for the Arts, Inc.

Jennifer Kaplan
JK Executive Coaching

Sharon Kaplan

Debbie Katz
Jewish Funds for Justice

Debora Kellogg
The Partnership For A Drug-Free America

Maureen Kiers
Iona Preparatory School

Margaret King
Scenic Hudson, Inc.

Jennifer Koenig
The Seamen's Church Institute

Angela Kovalesky
New York-Presbyterian Hospital

Hanya Krill
The Ukrainian Museum

Virginia Lake, C.S.J.
Bishop Kearney High School

Desta Lakew
Open Door Family Medical Centers

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International Rescue Committee

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Phoenix House

Nancy Mathiasen
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New York Weill Cornell Medical Center

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Agnes Mercado
Ethical Culture Fieldston School

Meredith Meth
Lincoln Center Corporate Fund

Kathryn Miele
Metro International

Catherine Mikic
Future Leaders Institute Charter School

Jessica Miley-Brubaker
Crohn's & Colitis Foundation

Myra Mogilner
A E Feldman Associates

Mia Mooney
The Buckley School

Erin Moran

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The City College of New York

Amy Mugavero
Lutheran HealthCare

Samantha Nathan
92nd Street Y

Linda Naugle
US Fund for UNICEF

Lydia Neumann
Neumann Consulting

Meagan O'Neil
Dartmouth College

Michelle Ores
Global Goods Partners

Hidelise "Hillary" Pena
Hispanic AIDS Forum

Sharon Peterson
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TechFoundation

Nora Simpson
The Chapin School

Caroline Sincerbeaux
The Foundation Center

Cynthia Smith
Yerwood Center

Katherine Snider
Lower Eastside Tenement Museum

Amy Sokal-Canino
Urban Dove

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Eileen Solomon
The Mount Sinai Medical Center

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