



The News of Women in Development, New York

**“Corporate Support Through Grantmanship, Sponsorship, and Partnership:
Tips From the Experts”**

FEATURING PANELISTS:

Dale Brooks

Director of Corporate Relations and Special Events, Wildlife Conservation Society

Esther Kaufman Harper

Chief Development Officer, Girls, Inc.

Maria Laghi

Director of Development, Film Society of Lincoln Center

Robin Rosenbluth, CFRE

Assistant Vice President of Development, Columbia University Medical Center

Monday, March 5, 2007 • 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, February 28, 2007 • To register visit: www.widny.org

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PROFILES OF THE PANELISTS

DALE BROOKS is the Director of Corporate Relations and Special Events at the Wildlife Conservation Society (WCS), the mission of which is to save wildlife and wild lands through science, global conservation, education and the management of urban parks such as the Bronx Zoo and the New York Aquarium.

At WCS, she is responsible for the stewardship of over \$16 million in corporate giving to institutional and global programs, in addition to overseeing special events that gross over \$3 million for the organization.

Her career has included not only development work but also marketing and sales promotion for Estee Lauder and L’Oreal.

Ms. Brooks earned a B.A. in French and Art History from Tufts University.

ESTHER KAUFMAN HARPER serves as the Chief Development Officer at Girls Incorporated®, a non-profit organization that inspires all girls to be strong, smart, and bold. In this role, she oversees the Major Gifts, Special Events, Institutional Giving, Planned Giving, and Corporate Development departments in their national fundraising efforts.

Prior to joining Girls Inc., Harper spent eleven years at Thirteen/WNET New York, one of PBS’s flagship television stations. As the Managing Director of Corporate and Educational Development, she cultivated relationships with private and corporate foundations, as well as government agencies. Throughout her time at Thirteen, Harper also developed, oversaw, and managed the corporate membership and corporate challenge grant programs for the station’s annual pledge drives. She was also the lead fundraiser for the education department and solicited funding for television programs such as *Cyberchase*, the recently released *Planet H2O*, and Ed Online, an interactive, multi-media website for educators. Over the years, Harper developed strong relationships with companies such as the JP Morgan Chase Foundation, Toyota USA Foundation, and the Citigroup Foundation.

Harper has taught classes at the National Society of Fundraising Executives (NSFRE) and PBS Annual Development conferences, where she specialized in teaching the difference between corporate sponsorship versus philanthropy.

MARIA LAGHI is Director of Development for the Film Society of Lincoln Center, a role she assumed in April, 2003 after nearly ten years as Director of Corporate and External Affairs for Lincoln Center for the Performing Arts, Inc. At the Film Society, she is responsible for raising approximately 50% of the organization’s \$7.5 million annual budget as contributed income. The organization’s major

sponsors for high profile annual programs such as The New York Film Festival, New Directors/New Films and the Film Society Gala Tribute include HSBC Bank, Stella Artois, The New York Times, Air France, Bank of New York, illy caffè, agnès b. and Audi, among others.

Ms. Laghi joined Lincoln Center, Inc. in January 1994 as its first Director of Sponsorships after a long career in public relations with a focus on creating and leveraging sponsorships and cause-related marketing campaigns. During her 15-year pr career, Ms. Laghi created sponsorship scenarios for clients such as Absolut Vodka, Grand Marnier, Evian, Sandoz Pharmaceuticals, Jergens and Carter-Wallace. At Lincoln Center, she drew on her corporate experience to secure and maintain partnerships with sponsors including Lexus, American Express, Continental Airlines, Movado, Fleet Bank and MetLife for programs including Great Performers, Midsummer Night Swing, Mostly Mozart, Lincoln Center Festival and the nationally televised Live From Lincoln Center.

ROBIN H. ROSENBLUTH, CFRE, is Assistant Vice President for Development at Columbia University Medical Center. She is responsible for raising funds for the academic medical research priorities for Columbia University’s \$4 billion capital campaign. She oversees corporate and foundation relations for the College of Physicians & Surgeons. She recently served as Corporate Director for Continuum Health Partners, Inc., where she managed corporate and foundation giving for four major New York City hospitals. She is the former Director of Development for the Ms. Foundation for Women and served as the chief development officer for the organization’s annual and endowment fundraising.

In addition to her full-time fundraising positions, Robin has served as a development consultant and volunteer for a broad range of non-profit organizations. She is on the faculty of the Columbia University’s Master of Science in Fundraising Management for Nonprofit Administration in the School of Continuing Education and the NYU Heyman Center for Philanthropy and Fundraising. She has conducted fundraising presentations and classes for the Association of Fundraising Professionals; the CFRE overview course; the Ivy, Stanford MIT foundation and corporation relations group; the Association of Health Care Professionals; and the Support Center for Non-Profit Management. As a member of professional fundraising associations, including WID, she has mentored new development professionals.



Empowering
Women in Development
 New York

**The Special Programming Committee
 of Women in Development, New York**

There was a terrific turnout of more than 70 participants for the January 16th workshop, *“How To Ask For What You’re Worth.”* Our special thanks go out to our moderator, **Susan C. Davies** and panelists, **Linda C. Hartley**, **Stephanie Thomas** and **Barbara Leshinsky** who led a lively discussion on compensation levels for women at different stages in their careers and strategies for salary negotiation. Breakout groups divided according to years in the field followed and gave everyone the chance to discuss individual issues.

Handouts from the workshop and links to related web sites are now available for the WID membership at www.widny.org

Fasten your seatbelts for our next networking extravaganza to learn first-hand how to expand your network, land a new job, transition into a new field, pursue a passion, and make your next move in this participatory workshop:

Thursday, June 7, 2007 • 6:00–9:00pm

The Kaplan Penthouse @ Lincoln Center
 165 West 65th Street, 10th Floor, NYC

To register visit: www.widny.org

More to come!

MARK YOUR CALENDARS!

**Monday, March 26th
 Luncheon**

at The Princeton Club

FEATURING:

Tara Cortes, Ph.D., R.N.
Executive Director
Lighthouse International

**Monday, April 30th
 Woman of Achievement Luncheon**

at The Rainbow Room

HONORING:

Vishakha N. Desai, Ph.D.
President
Asia Society

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