

# CHAPTER VERSE ONLINE

## A Date to Remember:

**April 15 is the Great Lakes Regional Conference at the Rochester Plaza Hotel**



It's time to don your best; you have a big date!

Wednesday, April 15, 2009 is the AFP Genesee Valley Chapter's annual Great Lakes Regional Conference, to be held at the Rochester Plaza Hotel. This year's theme, *The Dating Game: From the thrill of the chase, to long-lasting relationships*, says it all. Fundraising at its essence is about connecting people – matching philanthropists and organizations that share common goals and interests. As you know, in this challenging economic climate it is more important than ever for you to be at the top of your game, and continuing education is the key to your success.

The Committee for the 2009 Great Lakes Regional Conference chaired by Samantha Standing has put together a stellar program full of relevant information to help not-for-profit professionals navigate through these changing times. Experts from across Upstate NY and the East Coast are converging to bring you an exceptional educational program.



Our keynote speaker, Simone P. Joyaux, ACFRE, is an internationally recognized leader in the philanthropic profession.

Her dynamic style and straight talk are certain to motivate you and your Board. Plus, her Executive Session presentation is a must for all senior development professionals, CEOs and volunteers.

Along with connecting with experts in the field, you will also be able to establish relationships with vendors that can help you do your job more efficiently and effectively. And, don't forget about the opportunity to do a bit of "speed dating" as you network with colleagues from the Greater Rochester Community as well as our friends from Ithaca, Syracuse, and across the region.

*The Dating Game* is the event to attend for people who want to expand their knowledge base and connect with the philanthropic community. Make your reservation today to take advantage of the early registration discounts.

For more information or to register, visit the chapter website at [www.afpgv.org](http://www.afpgv.org) or call the AFP office at 585-586-7810. We look forward to seeing you on Wednesday, April 15th! ■

**Save with Early Bird Registration until March 18 – Call today!**

**Also, see page 2 for information about the 2009 Meyers Scholarships!**

# From the President

What an interesting time we're living in. The current economy has presented fundraisers with challenges to raising funds for our organizations. Most would say that as fundraisers we have never had such a challenging time. I'm glad to be a Member of an organization that can be responsive to the times and offer training such as the program we offered at the end of the year on what fundraisers should do in a down economy.

Our Chapter's great volunteers have been responsive to the needs of our Members by forming special interest groups, such as the grant writers and one-person development shop networking groups. If you are interested in forming a group which would address a topic on an ongoing basis, please contact the AFP Office.

I would like to thank all who contributed to our 2008 Every Member Campaign and helped surpass our goal of \$10,000. It is thanks to your generosity that we are able to promote philanthropy and offer educational and networking opportunities like those mentioned above.

I hope you will take full advantage of the programs of our chapter. If you would like to be a part of our success, and would like to volunteer, please contact me at [tschleyer@ABVI-Goodwill.com](mailto:tschleyer@ABVI-Goodwill.com).

I look forward to seeing you all at The Dating Game Conference on April 15.

*Tracy Schleyer, CFRE  
AFP-Genesee Valley, President  
ABVI-Goodwill, Director of Development*

## Applications are now being accepted for the 2009 Meyers Scholarships!

These awards provide financial assistance toward the cost of attending the AFP Genesee Valley Chapter Great Lakes Regional Conference, to be held Wednesday, April 15 at the Rochester Plaza Hotel.

The Genesee Valley Chapter will award up to four Meyers Scholarships of \$220 each and both AFP members and non-members are invited to apply. For members, this is a full scholarship. The non-member early-bird price for attendance is \$250, so by winning a scholarship, a non-member will pay only \$30!

The Meyers Fund was established through donations from his peers to honor Daniel M. Meyers as the 2001 Outstanding Fundraising Professional of the year. Recognizing that many local organizations cannot afford the cost of professional development, Mr. Meyers elected to have the AFP Genesee Valley Chapter use these donations to create a fund for professional development scholarships. The Meyers Fund is intended to increase knowledge and skills by helping people in qualifying organizations cover the costs of attending AFP conferences.

If you are interested in applying, Applications are available at the AFP Genesee Valley Chapter website ([www.afpgv.org](http://www.afpgv.org)). Send completed applications postmarked no later than March 4, 2009, to: Cathie Wright, CFRE, Director of Development, Humane Society at Lollypop Farm, 99 Victor Road, Fairport, NY 14450. If you have questions, contact Cathie at 595-223-1330 x245 or [wright@lollypop.org](mailto:wright@lollypop.org). ■

### **A MESSAGE FROM A PREVIOUS WINNER:**

*Receiving the Meyers scholarship last year was wonderful! It allowed me to attend a top-notch fundraising conference in a year when our educational resource budget had been depleted. My employer was impressed and appreciated the fact that I looked for alternative ways to attend, in an effort to expand my knowledge.*

*The conference was well thought out and organized. Attending allowed me to stay up with recent trends, theories and practices in philanthropy.*

*With all of us closely watching our budgets or experiencing budget cuts, I would strongly encourage anyone who otherwise would not be able to attend the conference to apply. For the few minutes it takes, the reward could be great.*

*Linda Rosenbaum, Associate Development Director  
St. Joseph's Villa*

# Thanking those who think of others

Two years ago on January 1, the AFP Buddy Program was born. Now, it has completed its second year with nearly 50 Buddy Pairs!

We all know that fundraising is about building relationships, and the Buddy Program is a great way to get some practice. It connects us with new AFP members to give them a trusted advisor and friend, and we get the opportunity to share our wisdom and insight. The program has truly made a difference: new members consistently state that the Buddy Program was one of the reasons they joined AFP, and experienced AFP members love to give back.

A big thank you to all of our Buddy Pairs who make our chapter of AFP the best it can be!

**Barbara Bangs:** Jackie Wright

**Kat Bassney:** Teresa Freeman

**Debbie Bleier:** Amanda Birchenough

**Mark Boylan:** James Eichinger

**Rod Christian:** Elizabeth Weinpress,  
Marco Altieri

**Carol Anne DeMoulin:** Dyann Brown

**MaryAnn Dever:** Zory Martinez-Allocco

**Diane Ellis:** Meaghan deChateauviex,  
Ethan Fogg

**Heather Engel:** Keischa Higdon

**Laura Garrison:** Ann Marie Pennella

**Becky Herman:** Andi Lippincott,  
Jennifer Frame

**Jeffrey Hough:** Katie Dickinson

**Carolyn Hunt:** Judy Schuster

**Bill Keenan:** Kelly Petrucci

**Dana Kimberly:** Larry Hovey

**Barbara Lacker-Ware:** Lisa Bors

**Susan Latoski:** Cynthia Pacia

**Diana Lauria:** Laura Stell

**Judy Lemoncelli:** Liz Adnrzejewicz,  
Eileen Shannon

**Charles Levensgood:** Lori VanAuken

**Alison Martinez:** Amy Reinhardt

**Paul Mastrodonato:** Alli O'Malley

**Linda McFarland-Rosenbaum:**  
Sarah Post

**Dan Meyers:** Mary Rogan,  
Monica Summerville

**Jan Miller:** Mark Zawacki

**Sara Niemeyer:** Linda Wojciechowski

**Mike O'Neal:** Julie Goodsell

**Mark Peterson:** Joan Gerrity,  
Susan Yovanoff

**Jill Pranger:** Felicia Garcia

**Donna Pritchard:** Heather Bundschuh

**Angela Pullen:** Karen McIntyre

**Gerianne Puskas:** Jamie Beers-Wilson

**Eric Shoem:** Lori Foster

**Steve Smith:** Linda Rock

**Mary Staropoli:** Shelley Falitico

**Pamela White:** Abby Wade

**Elizabeth Wilder:** Carol Wittmeyer,  
Maryjane Link

**Cathie Wright:** Susan Latoski,

Linda McFarland, Michelle Parnett

**Rodney Young:** Nita Brown

**Deborah Zeger:** Diana Lauria

Consider becoming a Buddy to someone new to AFP this year. The only requirements are that you are an AFP member with an interest in befriending and guiding someone new to AFP. Please contact Alison Martinez at (585) 697-5711 or [amartinez@abvi-goodwill.com](mailto:amartinez@abvi-goodwill.com) to become a Buddy. ■

## Welcome new board members!

The AFP Genesee Valley Chapter is pleased to welcome the following members to our Board.

**Colleen A. Brade, CFRE**

**Director of Donor Stewardship,  
Rochester Institute of Technology**

Colleen has more than 20 years of experience as a development professional, and currently serves as the Director of Donor Stewardship for Rochester Institute of Technology.

**Kim Clark**

**Director of Development,  
Heritage Christian Services**

Kim Clark is the director of corporate communication and development for Heritage Christian Services, where she oversees all operations of the development department, including marketing communications, grants, special events, volunteer services, and leadership development.

**Linda Rosenbaum**

**Associate Development Director,  
St. Joseph's Villa**

Linda is Associate Development Director at St. Joseph's Villa where she manages a portfolio of major gift donors and prospects, as well as managing all aspects of special events and promotional fundraising.

**Deborah Zeger**

**Account Supervisor,  
Telecomp**

Deborah joined Telecomp from Veritas Medical Services, Inc. where she served as President. She has been with Telecomp for four years and oversees the Account Management Department. ■

# UPCOMING...

## AFP Web Conferences

Please join AFP for web conferences throughout the year, for low-cost, high-quality professional development experiences right here in Rochester. All web conferences will be held at the University of Rochester's Alumni and Advancement Center at 300 E. River Road. To register, visit [www.afpgv.org](http://www.afpgv.org) or call (585) 586-7810.

### 2009 Web Conferences:

Apr 23..... How to Avoid Mistakes of Major Gift Campaigns  
Jul 23 ..... Blueprint for Fundraising Success  
Aug 12 ..... Creating a Successful Fundraising Culture  
Sep 2..... Prospect Research & how to Use Philanthropy Data  
Dec 9..... Planned Gifts Conversations with Donors

## Monthly Programs

### PHILANTHROPY IN A NEW ERA

Breakfast: Friday, Feb. 27, 2009  
8:30 a.m. Registration & Networking,  
9:00 a.m. – 10:00 a.m. Program  
Oak Hill Country Club  
346 Kilbourn Road, Rochester, NY 14618

A closer look at philanthropy in the new administration and changes at the state and local levels of government.

Presented by Fran Weisberg, Executive Director,  
Finger Lakes Health Systems Agency  
To register, visit [www.afpgv.org](http://www.afpgv.org) or call (585) 586-7810.

### WORKING THROUGH A CAPITAL CAMPAIGN

Breakfast: Thursday, March 19, 2009  
8:30 a.m. Registration & Networking,  
9:00 a.m. – 10:00 a.m. Program  
Oak Hill Country Club, 346 Kilbourn Road  
Rochester, NY 14618

A closer look at the intricacies of planning and implementing a capital campaign.

Presented by Nancy Griffin, Campaign Director,  
State University of New York at Potsdam.  
To register, visit [www.afpgv.org](http://www.afpgv.org) or call (585) 586-7810. ■

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Marianne Leahy  
Editor

Wayne Bulling, Parachute Graphics  
Design

Send e-mail to:  
[mleahy@admin.rochester.edu](mailto:mleahy@admin.rochester.edu)

312 West Commercial St.,  
East Rochester, NY 14445  
p: 585 586 7810  
f: 585 385 6053  
[afp@riversorg.com](mailto:afp@riversorg.com)  
[www.afpgv.org](http://www.afpgv.org)