



FORMERLY NSFRE

JULY 2006

PALM BEACH COUNTY CHAPTER

# MEMBER SPOTLIGHT

It's all about making a difference... Martie Henry makes it happen every day - whether its supporting charitable and professional organizations, showing a non-profit how to increase their donations through real estate, finding a couple their first home, teaching computer skills to a newbie, or a kind word to someone who needs it.



Martie is a Realtor® with Exit World Realty. What's a Realtor® doing in AFP? Martie is available to assist you in maximizing your potential for fund-raising through real estate. Ask her to share her knowledge about real estate charitable donations and educating your donors, or get a presentation on Exit World Realty's commission donation program. Martie handles residential, commercial, and investment properties, as well as consulting for non-profits. Visit [www.MartieHenry.com](http://www.MartieHenry.com) for more information.

In her 2nd year as Website and Job Bank Chair on AFP's Board of Directors, Martie handles posting jobs, events, and other content to our AFP website. At long last, we're in the process of setting up our new website with Kintera – more information coming soon! Please contact Martie if you have any ideas for website content or would like to volunteer to assist in the transition. She can be reached by phone at (561) 716-4459 or e-mail at [AFP@MartieHenry.com](mailto:AFP@MartieHenry.com).

Martie currently spends time volunteering for the Juvenile Diabetes Research Foundation and Hospice by the Sea. She has provided Music Therapy for deaf & hearing impaired children, volunteered for MS, American Cancer Society, Rails to Trails, and many other health and environmental charities. Need a hand?



Prior to becoming a Realtor®, Martie was a computer consultant for 26 years. She joined the Palm Beach chapter of NSFRE in 2000, when her company provided internet access with a 10% donation to customer's chosen non-profit. Martie has worked with Colleges, Universities, and Associations to enhance their membership and fund-raising through technology, and was a frequent

*Continued on page 4*

## Inside...

	Page
Member Spotlight .....	1
Summer Social .....	1
Board of Directors .....	2
Speaker Appreciation .....	2
President's Message .....	3
Terrie on Nonprofits .....	3
Every Member Campaign.....	4
South County.....	4
National Philanthropy Day Save-the-Date .....	2
Job Bank .....	5
Meeting Info.....	6
Planet Philanthropy .....	6
New Members .....	7

# SUMMER

## SOCIAL AT LEILA'S RESTAURANT

Cocktails & Hors d'oeuvres \$25 Entertainment

Thursday, August 17 5 - 7 p.m. 120 Dixie Hwy., West Palm Beach

If you would like to stay for dinner, please make reservations- 561-659-7373.  
 Roy Assad, owner will donate 10% of all dinner checks back to AFP. The food is great!



**PALM BEACH COUNTY CHAPTER  
BOARD OF DIRECTORS**

<b>PRESIDENT</b> Stanton F. Collemer Palm Healthcare Foundation	561-833-6333 scollemer@palmhealthcarefoundation.org
<b>PRESIDENT-ELECT</b> Marie A. Bloom Deckert, CFRE Bascom Palmer Eye Institute	561-515-1527 mbloom@med.miami.edu
<b>SECRETARY</b> Lorie Stinson South Florida Fair and Exposition	561-790-5245 lorie@southfloridafair.com
<b>TREASURER</b> Roxanne Jacobs, CFRE Palm Beach Hab Center	561-965-8500 rjacobs@pbhab.com
<b>VICE-PRESIDENT - PROGRAMS</b> Jan L. Rodusky, CFRE Palm Healthcare Foundation	561-833-6333 jrodusky@palmhealthcarefoundation.org
<b>VICE-PRESIDENT - MEMBERSHIP</b> Kathleen Emmett, CFRE Hospice Palm Beach County, Inc.	561-273-2259 kemmett@hpbc.com
<b>AFP FOUNDATION CHAIR</b> Pat Lord PBCC Foundation	561-868-3570 lordp@pbcc.edu
<b>CHAPTER SERVICES CHAIR</b> Heather Landstrom Opportunity, Inc.	561-7-12-9221 hlandstrom@opportunitypbcc.org
<b>MEMBER SOCIAL CHAIR</b> Cal Miller Gulfstream Goodwill	561-848-7200 cmiller@gulfstreamgoodwill.com
<b>FLORIDA CONFERENCE CHAIR</b> Joanne Towner, CFRE Easter Seals Florida	561-471-1688 jtowner@fl.easterseals.com
<b>MENTORING CHAIR</b> Sonya Davis Lighthouse Center for the Arts	561-746-3101 sonya@lighthousearts.org
<b>NORTH COUNTY LIAISON</b> Donna V. Ghioto Success Marketing & Consulting	561-602-3726 dghioto@adelphia.net
<b>NEWSLETTER CHAIR</b> Sandy Thomas Sandra Thomas Consulting	561-818-9251 thomasart@adelphia.net
<b>PUBLIC RELATIONS CHAIR</b> Margaret P. Hudson Junior Achievement	561-242-9468 Ext. 102 margaret@JuniorAchievement.com
<b>SPONSORSHIP CHAIR</b> Jay Browning Florida Atlantic University, Boca	561.297.2119 jay.browning@fau.edu
<b>SCHOLARSHIP CHAIR</b> Stacey A. Dowdle The Caron Foundation d.b.a. Renaissance Institute of Palm Beach	561-241-7977 sguzas@renaissanceinstitute.net
<b>WEBSITE CHAIR (JOB BANK)</b> Martie Henry Exit World Realty	(561) 716-4459 AFP@MartieHenry.com
<b>GOVERNMENT RELATIONS</b> Suzanne Foley Legal Aid Society of Palm Beach County	561-655-8944 ext. 279 sfoley@legalaidpbcc.org
<b>IMMEDIATE PAST PRESIDENT</b> Suzanne Cabrera, CFRE The Lord's Place, Inc.	561-494-0125 ext. 137 scabrera@thelordsplace.org
<b>SOUTH COUNTY LIAISON</b> Michael Lichtenstein Atlantic Capital Management of Florida, Inc.	561-686-6844 mnl_acm@hotmail.com
<b>DIVERSITY CHAIR</b> Maureen Wheat Area Agency on Aging	561-684-5885 wheatm@elderaffairs.org
<b>NPD CHAIR</b> Leah Miles South Florida Science Museum	561-281.1793 leahmilestwogo@yahoo.com
<b>CERTIFICATION/EDUCATION CHAIR</b> Cora Brown, CFRE Children's Home Society of Florida, So. Coastal Div.	561-868-4316 cora.brown@chsfl.org

## SPECIAL THANKS TO AFP PALM BEACH COUNTY CHAPTER MEMBER BRUCE HEARD, CFRE, WHO SPOKE TO FELLOW MEMBERS AND GUESTS ABOUT ETHICS

*WWYD...What Would You Do?...ethically was the theme of Bruce's talk and interactive exercises that challenged members to explore just what they should do when face-to-face with a situation that seems unethical. The case studies members reviewed reminded us that making the right ethical decision is not always easy. On the other hand, it reminded us that, as AFP members, we are committed to adhering to a code of ethical principles and upholding high standards of professional practice.*

*Did Bruce's talk prompt you to visit the AFP web site and review the AFP Standards of Professional Practice which are adopted and incorporated into the AFP Code of Ethical Principals? It did me. They can be found at [www.afpnet.org](http://www.afpnet.org).*

*A veteran professional fund raiser, Bruce Heard began his career 34 years ago as a Campaign Unit Director with the Miami-Dade County United Way. After three years with the United Way, he returned to his alma mater, The University of Miami, as Director of its Citizen's Board, the university's principal volunteer fundraising group.*

*Before becoming the founding Executive Director of Jupiter Medical Center Foundation in 1988, Bruce had served as Director of Development for the Greater Miami Opera Association and also for the Ransom Everglades School.*

*He is Past-President of the South Florida Chapter of AFP and Past-President of the Palm Beach County Chapter of AFP. Mr. Heard is also a member of the Association of Healthcare Philanthropy. Active in the Jupiter community, Bruce has held local and district positions as a Rotary Club and Chamber of Commerce member. He received the Individual Merit Award from the Jupiter-Tequesta-Juno Beach Chamber of Commerce in 2001. He currently serves as the treasurer of the Lighthouse Center for the Arts in Tequesta.*

*We appreciate Bruce taking time, not only to speak to us at the luncheon/meeting, but for reminding us that we are to embrace and uphold certain values as fund raising professionals.*



## President's Message

**A**ugust is definitely another "happening" month for AFP Members.

Each year members always look forward to AFP's Summer Social and this year proves to be no different. Cal Miller has been busy planning our Summer Social and it promises to be a fun filled event with hors d'oeuvres, cocktails, raffle prizes.....not to mention a couple of belly dancers for entertainment. If you ever thought about changing careers, now might be a good time! The cost is \$25 per person and prospective members are invited to attend at no charge as our chapter's guest. (the key word is prospective members)

Hopefully, you have already submitted your nominations for this year's AFP Awards to recognize and honor outstanding individuals, organizations, foundations who keep philanthropy well and alive in Palm Beach County. The deadline to submit nominations is August 4th. Nominations may be submitted by current members of our chapter. Marie Bloom Deckert has invited all CFRE and ACFRE Members to participate in the selection process on August 18th, 2006, 3:30 p.m. at Palm Healthcare Foundation. This year's recipients will be honored November 15th, 2006 at The Kravis Center.

Speaking of National Philanthropy Day, Leah Miles and Dennis Stefanacci are off to an incredible start chairing this year's NPD Day. I'm pleased to announce that The Lansing, Lacy, Hutcheon Group at Merrill Lynch will be this year's grand sponsor. Two other major sponsors are Miles2Go and Michael Ostroff & Dennis Stefanacci. If you would like more information on National Philanthropy Day, please email Leah Miles at leahmilestwogo@yahoo.com. I also encourage you to reserve your tickets or tables ASAP. Tables are limited and will be sold out again this year. Sign up now so you're not left out!

Our chapter membership continues to grow with an all time high of 163 members. To help assist our members and to ensure that the chapter continues to maintain the high service that we have become accustomed to, the board has approved to hire a part-time contract employee to oversee a portion of the daily operations of our chapter. Resumes can be mailed to AFP, P.O. Box 18279, West Palm Beach, FL 33416-8279 or emailed to scollemer@phfpbc.org.

Finally, please join me in congratulating Shandra Stringer on receiving a membership scholarship from our chapter. Please extend a warm welcome to Shandra when you see her. Additional scholarship opportunities are available to members for the 2006 Planet Philanthropy State Conference and the 2007 International Conference. Contact Stacey Dowdle at (561) 241-7977 or AFP's website, www.afppbc.org, for further information.

I look forward to seeing everyone at the Summer Social!

*Stanton Coleman*

## Terrie On Nonprofits<sup>©</sup>

### Confidentiality vs. Transparency

**Q:** I have recently joined a board where the executive director frequently states that all board meetings, minutes and activities are to be considered confidential. I thought that we lived in an era where *Sunshine Laws* are the norm and transparency is the watchword of the day.

**A:** This is an important issue that cannot come down to either/or. There are circumstances that require transparency and others that require confidentiality and each organization must make the right choice at the right time.

While most nonprofits are not bound by *Sunshine Laws*, it behooves all of us to act as if we were. Between the pressures of the public, our donors and regulators we are operating today in an atmosphere that demands transparency. Financial records and in some case meetings and minutes must be made public. People want to feel comfortable that there is no self-dealing and that there are no improprieties or even the appearance of such. Even if this were not our reality, as trustees for the community we have a moral obligation to ensure our dealings are aboveboard at all times.

That being said, if we want our boards to really grapple with critical issues we expect them to be honest, expose their feelings and float ideas that might be unpopular or "out there." If they are going to open up in this manner they must be able to trust their colleagues that what is said in the boardroom remains in the boardroom.

Conflict around issues can be an asset to good decision-making. It helps a group think through options and the ramifications of their decisions. But the benefits are outweighed if someone leaves a board meeting and comments to outsiders on differences of opinion or a close vote because it lessens the power of the final decision. The revelation of personality clashes certainly affects the credibility of the board. And, worse is the sharing of confidential information such as donor histories or, say in the case of a clinic, health records. Each of these has the potential to not only alienate board members but give the organization a very public black eye.

In this specific case we may have a situation where "confidentiality" is being used by the executive director as a means of controlling the board. There is insufficient information here to determine that. However, whether or not that is the case, one way of dealing with this or any board is to have a policy about confidentiality and to hold people accountable to that policy. If the board does not already have one, I suggest the board make writing a confidentiality policy a high priority. That way, everyone will know the limits of "confidentiality" and the reasons for it. If there is already such a policy, maybe this individual can review it to see what the executive director meant by her/his statement.

**Terrie Temkin, Ph.D. is an internationally recognized governance and planning expert. President of NonProfit Management Solutions, Inc. for 12 years, she has recently rolled her practice into CoreStrategies for Nonprofits, Inc., where she has been a principal for the last three years. Terrie is a longtime member of AFP. Contact her at TerrieTemkin@CoreStrategies4Nonprofits.com or 888-458-4351 Ext. 3.**

## EVERY MEMBER CAMPAIGN DONORS

*Thank you to:*

*The following members have participated in AFP Foundation's EMC in 2006. We thank each and every one who has already made a commitment or gift.*

Berger, Toby	Landry, John
Boyer, Charles	Lichtenstein, Michael
Brown, Cora	Lord, Pat*
Caballero, Gina	Mann, Suellen
Cabrera, Suzanne*	Miles, Leah*
Collemer, Stanton*	Miller, Cal*
Davis, Sonya	Montesino, Pat
Deckert, Marie Bloom*	Oppenheimer, Janet
DeSilva, Cindy	Pelton, Charlotte
Doherty, Beth	Reeves, Dianne
Dowdle, Stacey	Rodusky, Jan
Emmett, Kathleen*	Rosenberg, Alexander
Feucht, Robert	Shehan-Landstrom, Heather*
Foley, Suzanne	Stefanacci, Dennis
Ghioto, Donna	Stinson, Lorie
Glickman, Mark	Thomas, Sandra
Howden, Gale	Towner, Joanne
Hudson, Margaret	Wexner, Suzette*
Jacobs, Roxanne	Wheat, Maureen
Krause, Dennis	Young, Philip

\*Alpha Society Members (sustained monthly giving)

*To achieve a level equal to our chapter's highest level of participation (41% member participation in 2002), we need 23 additional members to make their pledge or commitment. To raise the highest level of percentage over goal (188% in 2005), we need to raise an additional \$1180.*

*Pledge forms are available through the AFP web site, or by contacting Pat Lord, Chair, AFP Foundation committee lordp@pbcc.edu.*

*27% (41 members have made pledges & contributions totaling \$4,475.*

## SOUTH COUNTY EVENT

*On Tuesday, October 10th, the AFP Palm Beach County Chapter will present a "south" county event.*



### **Program:**

*Diversity; in our community, our programs, our organizations and our fundraising.*

*Luncheon with panel of local experts.  
Maggianos Little Italy Restaurant  
St. Andrews Boulevard, Boca Raton.  
Time: 11:30 a.m. - 1:00 p.m.*

*\$24 members, \$30 non-members  
For more information,  
contact Michael Lichtenstein at:*

## SPOTLIGHT (Cont. from page 1)

presenter at regional and national conferences. She developed software for non-profits and worked with vendors on training, features, and compatibility for Raiser's Edge, Donor Perfect, etc. Martie worked in the NYC metro area for several computer consulting companies and was a developer for Digital Equipment Corporation (back in the washing machine size disk drive days).

Martie was initially elected to Who's Who International in 1994. She is a Dale Carnegie graduate and has completed numerous professional and technical courses. Martie has 3 real estate professional designations - Accredited Buyers' Representative (ABR), Internet Professional (e-PRO), Technology Professional (RECS) - and is a Commercial Investor Designation candidate (CCIM). Virginia Commonwealth University, Richmond, VA, dual major in Music Theory/Acoustics.

# Save The Date!

## NATIONAL PHILANTHROPY DAY

### Wednesday, November 15, 2006

## Kravis Center

Members interested in joining the NPD Committee, please contact Leah Miles at 561-281-1793. The meetings are held at the American Heart Association, 2300 Centrepark West Drive, West Palm Beach (north of Belvedere; turn west off Australian onto Centrepark). The next meeting will be held August 25th at 8:30 a.m.

# Visit the AFP website at [www.afppbc.org](http://www.afppbc.org) for current AFP Job Bank Listings

NOTE TO EMPLOYERS AND JOB SEEKERS: This column will continue to be published as a free service to our AFP members and member agencies. There is a nominal charge of \$25 per listing to non-AFP members and member agencies. Please contact Job Bank Chair and Board Member, Martie Henry at 561-886-3720 or e-mail her at [AFP@MartieHenry.com](mailto:AFP@MartieHenry.com). Text may be edited due to space constraints. Jobs are listed in the newsletter and details are on the web site.

## *Development Associate*

*Position posted: 6/27/2006*

*Diocese of Palm Beach - Palm Beach Gardens*

## *Development/Membership Coordinator (Part Time)*

*Position posted: 6/27/2006*

*Gumbo Limbo Nature Center - Boca Raton*

## *Development Assistant*

*Position posted 7/12/06*

*Hospice Palm Beach County*

## *Communications/Development Specialist*

*Position posted: 7/23/2006*

*Children's Home Society of Florida - West Palm Beach, FL*

## *Development Associate, Special Events*

*Position posted: 7/23/2006*

*Boca Raton Community Hospital*

## *Development Associate, Major Gifts/Planned Giving*

*Position posted: 7/23/2006*

*Boca Raton Community Hospital*

## *Development Research Associate*

*Position posted: 7/23/2006*

*Boca Raton Community Hospital*

## *Development Support Specialist*

*Position posted: 7/23/2006*

*Children's Home Society of Florida - West Palm Beach, FL*

## *Director, Corporate & Foundation Relations*

*Position posted: 7/23/2006*

*Boca Raton Community Hospital*

## *Donor Relations Manager*

*(2 positions)*

*Position posted: 7/23/2006*

*Nature Conservancy - Sarasota, FL*

*Nature Conservancy - Southeast Florida Region*

## *Fund Development Specialist*

*Position posted: 7/23/2006*

*Deliver the Dream, Inc. - Deerfield Beach, FL*

## *IT Support & Database Manager*

*Position posted: 7/23/2006*

*Lighthouse Center for the Arts - Tequesta, FL*

## *VP Development*

*Position posted: 7/23/2006*

*Museum of Discovery & Science - Ft. Lauderdale*

## *Director of Special Events*

*Position posted: 7/28/2006*

*American Lung Association - Southeast Area*

## *Account Director*

*Position posted: 7/28/2006*

*American Heart Association - Boca Raton*

## *Administrative Assistant*

*Position posted: 7/28/2006*

*American Heart Association - Boca Raton*

## *Special Events Coordinator. F/T*

*Position posted: 8/01/06*

*Easter Seals*

## **SEEKING EXECUTIVE/LEADERSHIP POSITION**

Extensive nonprofit and for-profit experience. Successful in large gift fundraising and large account sales. Executive experience in all aspects of managing an organization, staff and multi-million dollar budget. Strategic thinker and consensus builder. Leader who can build an organization's team, articulate its vision, increase its visibility and empower it to reach its goals.

Contact Brent Winans at 561-436-4546

or e-mail: [brentwinans@hotmail.com](mailto:brentwinans@hotmail.com)

*Members seeking positions should include job title, brief description, location (radius, county, city, etc.), qualifications (e.g., CFRE, BA/BS), and their contact information (e.g., name, phone, fax, e-mail, address). Salary requirements are helpful to potential employers*

## GUIDE TO THE FLORIDA CAUCUS AFP BIENNIAL CONFERENCE

Planet Philanthropy 2006 is shaping up to be one of the most dynamic yet. This issue covers some of the conference highlights, including the Pre- Conference on Sunday, October 22, 2006. Regular registration is now available and AFP members may register for \$299

See you in October and enjoy this August issue of the Planet Philanthropy newsletter.

### Get to Planet Philanthropy Sunday, October 22, 2006

#### Alexander Haas Martin and Partners Sponsor Sunday Series

You want to make sure you're in Orlando by noon on Sunday, October 22, 2006 when we kick off the pre-conference educational series. The series, which is sponsored by the Atlanta-based Alexander Haas Martin and Partners, will feature an assortment of workshops facilitated by some of the industry's leading experts.

One to One Gulfcoast will present on "The Value Proposition of Variable Data in Fund Raising." And, one of Planet Philanthropy's most talked about presenters Margaret May Damen, of the Institute for Women and Wealth, will also be on hand to talk about the changing face of philanthropy. The Sunday series, however, is only open to conference registrants. You don't want to miss a moment of Planet Philanthropy 2006. Register today!

### Annual Giving Practicum Offers New Insight Into Donor Engagement

The Annual Giving practicum will focus on who gives money to what, how to unlock their desire, and ability to give, and how to map out strategies that match your organization's needs with the charitable patterns of your donors using staff and volunteer talents. The Annual Giving Practicum will be led by Ann Fritschner, ACFRE, author of the book *How to Start and Run a Nonprofit*, which was published this year by Barnes and Noble. Click here to register for the Annual Giving Practicum.

### Plenary Luncheon Speaker Spotlight: Jeffrey S. Gould

#### Presented by CCS Fundraising

Join us on Tuesday, October 24 for an opportunity to hear from one of the country's rising philanthropic stars -- Jeffrey S. Gould. Jeffrey is a member of several corporate and philanthropic boards, including the National Law Enforcement Officers Memorial Fund.

His presentation promises to be one of the most unforgettable you've ever experienced as he shares how the rules of the corporate world can make the non-profit sector stronger.

### Rosen Shingle Resort Reservations Now Open

#### Conference Rate Available Until September 28, 2006

The history of Shingle Creek tells the story of one of Florida's most magical areas. The majestic cypress trees along its banks have long guarded the headwaters of the Everglades. The creek has flowed and the cypress have watched as cattle barons reigned, orange groves flourished and castles climbed into the sky. Millions came to play. Many came to work and grow. The cypress trees stand guard now as a new legend rises here. And a new and beautiful bit of history begins - Rosen Shingle Creek.

Rosen Shingle Creek is Central Florida's newest resort offering a host of amenities, including 1,500 guestrooms, nine dining options, three pools, full service spa, an 18-hole championship golf course, and much more. Planet Philanthropy conference registrants gain access to one of the state's most luxurious resorts for only \$129 for a single/double guestroom.

**This special conference rate ends on September 28, 2006. You can register by calling 1- 866-996-6338.**

#### Contact Information

email: [bdouglas@mail.ucf.edu](mailto:bdouglas@mail.ucf.edu)

web: <http://www.planetphilanthropy.org>

email: [bdouglas@mail.ucf.edu](mailto:bdouglas@mail.ucf.edu)

web: <http://www.planetphilanthropy.org> Join our mailing list!

# NEW MEMBERS

(For the period between 06/01/2006 and 06/30/2006)

*Welcome*

Mary Capobianco  
Chief Executive Officer  
Planned Parenthood of South Palm Beach & Broward

Elizabeth Hatfield  
Executive Director  
The Upledger Foundation

Kitty K. Lanier  
Director of Planned Giving  
Adopt-A-Family

Christine Susan Mally  
Associate Director of Development  
The Morikami

**PLAN NOW TO INVITE A  
POTENTIAL MEMBER TO  
THE SEPTEMBER LUNCHEON.**

# MONTHLY MEETING NOTICE

**August 17, 2006**

**No Monthly Meeting...**

**Summer Social at Leila's Restaurant**

**(see front Page)**

**Monthly Meetings will resume in September at:**

The Governor's Club  
Noon Buffet Luncheon  
11:30 a.m. Networking • 12:00 Program

**FAX OR E-MAIL YOUR RSVP TO:**

Heather Landstrom (561) 712-9221  
hslandstrom@opportunitypbc.org by July 14, 2006

## Member Registration

Name \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_

## Guest Registration

Name \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_

Are you an AFP member?  Yes  No

If no, would you like membership information?  Yes  No

AFP/Palm Beach Chapter  
P.O. Box 18279  
West Palm Beach, FL 33416-8279

