



FORMERLY NSFRE

MARCH 2006

PALM BEACH COUNTY CHAPTER

MEMBER SPOTLIGHT



Cal Miller became involved on the AFP Board because he believes that the organization offers a great opportunity to meet other people in a similar profession. Miller volunteers as *Social Chair* for the AFP Board of Directors.

Miller is *Vice President of Marketing* at Gulfstream Goodwill, where he oversees the marketing and public relations department, implements and coordinates marketing strategies, and pursues public relations opportunities. Before becoming *Vice President* at Gulfstream Goodwill Industries, Miller held a position in the company as *Director of Business Development*.

"I really love coming to work at Gulfstream Goodwill Industries because it gives me a good feeling to know that my efforts help enable people with disabilities and other barriers to work. We serve five counties and offer programs that get people back into the mainstream so that they can earn a paycheck and regain their self-respect. Goodwill gives people a chance. That's why at Goodwill we say that *we're in the business of changing lives.*"

Miller's professional experience includes serving as a *Worldwide Sales Director* for Protech Services and working as a Branch Manager at Community Savings Bank in Riviera Beach.

"I have always enjoyed helping people," said Miller. "No matter where I worked, I've always been involved in sales and marketing. And part of sales is being able to network; to match people with resources, whether it's people or products."

One of the highlights of the year for Miller is Gulfstream Goodwill's *IN TUNE, IN STEP*. This will be his fourth year to emcee the show, which features

program participants and staff. The evening includes modeling clothes from Goodwill stores, singing, dancing and poetry. This is where Miller's past really shows. He studied Business and Theatre at South Connecticut State University.

Blessed with a great family and close friends, Miller strives to reach out into the community. Soon after Hurricane Katrina devastated the Gulf Coast, Miller and seven other employees from Gulfstream Goodwill drove a camper to Bay St. Louis, Mississippi and spent a week helping with relief efforts.

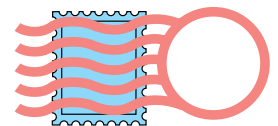
Miller is a member of West Palm Beach Rotary and is an active member in several Chamber of Commerce branches. He has also volunteered with many different charities, such as Save the Music Foundation for Palm Beach County Public Schools.

A large part of Miller's success is attributed to his parents who taught him a strong work ethic. To this day Miller is still amazed at the number of people his parents can meet at a party. He believes that laughter and making people feel welcome are an integral part of public relations and marketing.

Members, if you haven't met Cal yet, make a point to meet him at the next luncheon/meeting and exchange ideas. You'll be glad you did!

Please note...

AFP has a new mailing address:



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



Palm Beach County Chapter Board of Directors

PRESIDENT Stanton F. Collemer Palm Healthcare Foundation	561-833-6333 scollemer@palmhealthcarefoundation.org
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AFP FOUNDATION CHAIR Pat Lord PBCC Foundation	561-868-3570 lordp@pbcc.edu
CHAPTER SERVICES CHAIR Heather Landstrom Opportunity, Inc.	561-7-12-9221 hlandstrom@opportunitypbcc.org
MEMBER SOCIAL CHAIR Cal Miller Gulfstream Goodwill	561-848-7200 cmiller@gulfstreamgoodwill.com
FLORIDA CONFERENCE CHAIR Joanne Towner, CFRE Easter Seals Florida	561-471-1688 jtowner@fl.easterseals.com
MENTORING CHAIR Sonya Davis Lighthouse Center for the Arts	561-746-3101 sonya@lighthousearts.org
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SPONSORSHIP CHAIR Dianne Reeves Florida Atlantic University, John D. McArthur Campus	561-799-8665 dreeves@fau.edu
SCHOLARSHIP CHAIR Stacey A. Dowdle The Caron Foundation d.b.a. Renaissance Institute of Palm Beach	561-241-7977 sguzas@renaissanceinstitute.net
WEBSITE CHAIR (JOB BANK) Martie Henry Exit World Realty	(561) 716-4459 AFP@MartieHenry.com
GOVERNMENT RELATIONS Suzanne Foley Legal Aid Society of Palm Beach County	561-655-8944 ext. 279 sfoley@legalaidpbcc.org
IMMEDIATE PAST PRESIDENT Suzanne Cabrera, CFRE The Lord's Place, Inc.	561-494-0125 ext. 137 scabrera@thelordsplace.org
SOUTH COUNTY LIAISON Michael Lichtenstein Atlantic Capital Management of Florida, Inc.	561-686-6844 mnl_acm@hotmail.com
DIVERSITY CHAIR Pat Montesino, CFRE School of the Arts Foundation	561-805-6298 montesino@palmbeach.k12.fl.us
NPD CHAIR Leah Miles South Florida Science Museum	561-832-1988 ext. 236 Lmiles@sfsm.org
CERTIFICATION/EDUCATION CHAIR Cora Brown Children's Home Society of Florida, So. Coastal Div.	561-659-1212 Ext. 26 cora.brown@chsfl.org

SPECIAL THANKS TO OUR FEBRUARY 2006 PROGRAM SPEAKER TIM GANNON, SENIOR VICE PRESIDENT OF OUTBACK STEAKHOUSE, INC.

AFP Palm Beach County Chapter members would like to thank Tim Gannon, co-founder of Outback Steakhouse, Inc., for speaking at the February luncheon/meeting. An extremely successful businessman, Tim is a great sportsman and staunch polo sponsor. The creator of the popular "Bloomin Onion" recipe (and many other Outback dishes), he is in charge of all food operations for the successful chain of restaurants.

A Florida State University graduate, he studied art history and dreamed of being a museum curator which inspired him to go to Florence, Italy and become a tour guide for an art gallery. From there he went to Aspen, Colorado where he developed a passion for food and cooking and consequently a career in the restaurant business that would take him to New Orleans. There he worked for Steak and Ale and helped operate Al Copeland's Cajun' Cafe. In 1987 Tim ventured out on his own. He arrived in Tampa with \$37 in his pocket and partnered with Bob Basham and Chris Sullivan to launch a new restaurant concept that became known as Outback Steakhouse. It was founded in 1988 and is headquartered in Tampa, Florida.

The founders established strong work ethics and principles of beliefs that include hospitality, sharing, quality, being courageous and having fun! The Outback Steakhouse, Inc.'s spirit of giving has reaped rewards for these compassionate entrepreneurs—it now has 1,200 restaurants and continues to grow. Outback's giving of food equates to 30 million dollars and has benefited needy and hungry people locally, nationally and internationally. An action-oriented company, they boldly go to the front lines to help during crises. Outback was there following the 9-11 disaster serving hot dinners to volunteers and fire fighters who were searching for survivors around the clock. Last year they teamed up with Oprah Winfrey in New Orleans to help feed victims and volunteers in the hurricane-ravaged city. Outback's giving is far-reaching. Theirs is the only restaurant that has brought *real* food such as steak and lobster (and "Bloomin' Onions") to our troops behind the lines in Iraq.

The Outback Steakhouse is based on an Australian steakhouse concept and is open for dinner only. Tim suggested that we might keep that in mind when looking for a place to have a midday meetings.

Speaker Tim Gannon was named Entrepreneur of the Year in 1994 by *Inc. Magazine*. In 1999 the Florida Restaurant Association honored him with its "Lifetime Achievement Award". In the year 2000, he received an honorary Doctorate Degree in Business Administration and Food Service Management from Johnson and Wales University. He is also a member of the Tampa Bay Chamber of Commerce Business Hall of Fame.

To learn more about the Outback Steakhouse, Inc. and the many other restaurants they own, visit their website at www.outback.com. or better yet, mate, find a restaurant located near you and go order up a steak or one of their chicken, ribs, seafood, and pasta dishes. Bring your friends and have fun!



President's Message

Hot off the press!! I just received word today that the Palm Beach Chapter received the 2005 Chapter Ten Star Award! AFP International Headquarters honors chapters with the Chapter Ten Star Award who have accomplished many of the key objectives outlined in National's Strategic Plan. This award encourages chapters to perform specific activities designed to increase professionalism within fundraising, and public awareness of the importance of philanthropy. The Ten Star chapter status indicates that our chapter serves as a model for all chapters to emulate in accomplishing the goals set forth by AFP and our chapter leadership. As president, I am honored to receive this award on behalf of our chapter at the AFP International Conference in Atlanta on April 2nd. I would like to extend a special thank you to our past president, Suzanne Cabrera, who has worked endless hours filling out the proper forms and making sure that our chapter was in accordance for the award.

On another note, I would also like to thank Michael Lichtenstein, our South County Liaison, and his committee for an outstanding program they arranged at The Morikami Japanese Gardens on Raising Philanthropic Awareness—Private Foundations: The Family Foundation. The program concluded with an incredible reception with wine and sushi followed with a special tour of the gardens. A most enjoyable afternoon to say the least!

You still have time to sign up for AFP's 43rd International Conference on Fundraising. The conference takes place April 2-5 in Atlanta, Georgia. You truly do not want to miss this conference. In addition to hearing this year's plenary speakers, Jane Fonda, Dr. Robert Ballard and General Colin Powell, the conference is offering over 100 educational sessions in 14 tracks. There is something for everyone—from the beginner to the seasoned professionals. You will definitely leave the conference energized and ready to meet with your donors!

Our chapter is definitely growing and moving in the right direction. In addition to accepting all major credit cards for our lunch meetings, we now have a permanent mailing address. Please copy our new address to your contact information. Our address is AFP/Palm Beach Chapter, P.O. Box 18279, West Palm Beach, Florida 33416-8279.

Stanton Colemer

Terrie On Nonprofits®

The Public Has a Right to See Your 990

Q: *We are currently reviewing how to better engineer and present our 990's, as there have been many articles on how we should turn them into marketing pieces, as well as put them on the web. I decided to gather information on other organizations so we could have some comparisons. You would not believe how difficult it has been to get these 990's, and how many steps and calls it has taken. Isn't there a legal and ethical obligation to make these readily available to the public? It seems to me that nonprofits already suffer image problems surrounding our use of public money. We should be going out of our way to provide these when asked.*

A: You are absolutely right about our legal obligation to make 990's available. In my estimation you are also right about the public relations aspect of providing these reports. Thanks for the opportunity to remind people of this requirement and the benefits of meeting it.

The Internal Revenue Service spells out the legal obligation in its Regulations, Sections 301.6104(d)-1 through 301.6104(d)-3, a copy of which is found in the general instructions for completing Form 990 and Form 990-EZ. In short, tax-exempt organizations subject to reporting must make not only their current 990 available for public viewing without charge, but their 990s going back three years, as well as their application for tax exemption (Form 1023 or Form 1024).

Typically I hear four concerns: the release of names of donors, board members and salaries and the costs of providing copies. While the requirement to share 990s covers the form, all schedules, attachments, supporting documents and amendments, the names and address of donors are excluded. As you can probably gather from above, this is the only exclusion! The salaries of your top staff people and the names of your board members are considered of valid public concern.

Regarding the cost of copies, if someone comes to your office during regular business hours he or she must be able to look at the materials that day without charge. However, if the person wants a copy you can charge a reasonable fee for reproducing it. You can also be reimbursed for actual postage charges if someone requests that it be mailed. If your organization doesn't have an office you must mail the information without charge – unless the person agrees to pay reasonable costs for duplication and mailing – or pick a time within the next two weeks and set a place to meet.

The reality is that most people are becoming savvy and realizing that they don't even need to go to the organization itself. A number of watchdog groups – GuideStar (www.guidestar.org <<http://www.guidestar.org/>>) is the largest and most well-known – get the 990s from the IRS and make them available on the web without charge. So someone looking for information about your organization can find it 24/7 anyway.

This brings me to your point about the public relations aspect of providing this material. As you stated in your question, we must remember that the money we use is the public's money. The public has a right to know how it is being spent. With the intense competition for dollars these days, we can use our 990s for our benefit – especially when we can demonstrate that we are getting desired results.

Terrie Temkin, Ph.D. is an internationally recognized governance and planning expert. She is president of NonProfit Management Solutions, Inc., a principal in CoreStrategies for Nonprofits, Inc., and a longtime member of AFP. Contact her at terriet@nonprofitmanagementsolutions.com 954-985-9489 or 866-985-9489.

Visit the AFP website at 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 MartieHenry@4FloridaHomes.com. Text may be edited due to space constraints. Jobs are listed in the newsletter and on the web site.

PEOPLE FOR THE AMERICAN WAY – FLORIDA OFFICE

Development Director

People For the American Way is an organization with 750,000 members and activists devoted to promoting civil and equal rights, civil liberties, public education, an independent judiciary, and civic participation. The Florida office is a key partner in developing organizational activities and resources throughout the state.

The Development Director reports to the Florida Director and works in concert with other Florida staff, as well as with staff in Washington, D.C., to develop and implement donor outreach activities consistent with national development strategies and initiatives. The Development Director also performs work for People For the American Way Foundation. This position is based in Miami and requires occasional travel.

Responsibilities

- Working with the Florida Director and the national development staff, establish and meet annual fundraising goals.
- Manage fundraising activities that provide both core organizational support and funding for regional projects.
- Manage portfolio of People For the American Way/Foundation major donors located in Florida.
- Develop strategic plan for cultivating and upgrading major donors from current donor base.
- Identify prospects for cultivation as new donors.
- Develop strategy, organize, and coordinate fundraising events throughout the year, including one major gala.
- Coordinate outreach to donors and prospects.
- Identify, cultivate, and solicit local foundations that would be interested in and able to financially support the work of People For the American Way and People For the American Way Foundation.
- Prepare fundraising reports and maintain development files.

Qualifications

- Minimum of 5 years experience in development, including cultivation, solicitation, major donor giving, event organizing, and foundation fundraising.
- Excellent written and oral communications skill.
- Demonstrated ability to organize and manage volunteers and to work effectively with a volunteer board.
- Demonstrated ability to organize and manage information and systems efficiently.
- Strong interpersonal skills and professional demeanor.
- Ability to work both independently and with direction.
- Self-starter who can see a project through from conception to implementation and follow-up.
- Strong working knowledge of computers, online fundraising, and fundraising technologies.
- Familiarity with Florida regional donor, philanthropic and non-profit communities.
- Ability and willingness to travel occasionally.
- Interest in and commitment to PFAW/F issues; public interest orientation.

This position offers a competitive salary and excellent benefits, including paid medical/dental plans, as well as generous retirement, holiday and leave benefits.

To apply send resume, statement of interest, writing sample and salary requirements to Colleen O'Day, Director of Human Resources, People For the American Way, 2000 M Street, NW, Suite 400, Washington, DC 20036. Email to hr@pfaw.org

People For the American Way is an equal opportunity employer.

THE HAVEN, INC. - BOCA RATON, FL

Director of Development

We seek a director of development who is ready to grow a development program poised for greatness! You are a high-energy professional with a proven track record who will move our expanding development program forward. You will supervise a development coordinator and report to the executive director. You enjoy working collaboratively with the ED and the board of directors, who will partner with you but also expect you to lead and manage the major gifts effort in particular. Only those with excellent leadership and interpersonal skills as well as an interest in a long-term position need apply.

Requirements

You have at least five years experience in creating and implementing annual and major gifts campaigns, planned giving, on-line fundraising, communications/public relations and special events. You understand the need for a balanced fund development program that includes individual, corporate and foundation giving. You have successfully worked closely with nonprofit boards and perhaps have served on one yourself. Baccalaureate or advanced degree, and experience with E-Tapestry, preferred.

The Haven

Founded in 1976, The Haven currently provides a safe alternative home for 48 abused and neglected boys and young men. As we begin our 30th year of service, we celebrate the more than 1,000 young lives we have touched and changed.

The Haven is accredited through the rigorous program of the Council on Accreditation, and is a key part of Florida's child protection network.

Send cover letter, resume and salary requirements by March 1, 2006 to gmeltzer@fundraisingadvantage.com or mail to Gail Meltzer, CFRE, Fund Raising Advantage, Inc., P. O. Box 81-3387, Hollywood, FL 33081-3387.

No phone calls please.

gmeltzer@fundraisingadvantage.com

JOB BANK, continued on page 5

JOB BANK, *continued from page 4*

FRIENDS OF MACARTHUR BEACH STATE PARK

Community Relations Manager

The Friends of MacArthur Beach State Park have created a newly, paid staff position of Community Relations Manager who will become a key member of the Campaign Management Team supporting volunteer efforts.

This position oversees activities related to Park promotion, volunteer recruitment, recognition, solicitation, membership and special initiatives. Experience in event planning, volunteer recruitment, marketing, data base management and fundraising is preferred.

Interested parties are asked to e-mail their resume, references and salary requirements to wmech@fau.edu. For more information about the only State Park in Palm Beach County, visit www.macarthurbeach.org

PERFORMING ARTS SECTOR

Fund Development Professional

Organization in the Performing Arts Sector is seeking a Fund Development Professional with 3-5 years experience who will be able to engage and work with high net donors.

Contact this organization's recruiter for more information or to apply.

Toby Chabon-Berger, M.Ed
Facilitator, Personal and Organizational Change
Career and Professional Development Resources
Boynton Beach, Florida 33436

Phone: 561-734-0775, Fax: 413-669-3808
tbcareer@bellsouth.net

ANN STORCK CENTER, INC.

Assistant Director of Development

The Ann Storck Center is seeking a well organized individual with knowledge and expertise relating to a comprehensive fund development program including a major special event. The candidate must have the ability to forge and maintain relationships with volunteers and donors; have a working knowledge of computer programs including Word, Excel, and Blackbaud Raiser's Edge. Multi-tasking abilities a plus. Two to four years experience required.

Contact: James J. McGuire, Executive Director
Ann Storck Center, Inc.
1790 SW 43rd Way
Fort Lauderdale, FL 33317
Fax: (954) 321-8863

HOSPICE OF PALM BEACH COUNTY

Special Events Coordinator

Position is responsible for the development, implementation, coordination and evaluation of fund-raising and community outreach special events and programs to support the mission and goals of the organization. Bachelor's degree in public relations, marketing, business administration or a related field, or associates degree with three years experience in community relations or related field. At least three years event planning/fund-raising and public speaking experience, preferably in the health care field. Ability to work with and relate to internal/external customers. Excellent oral and written communication skills. Computer literate in MSWord & Excel. Interested candidates should apply online at www.hpbc.com.

THE CENTER FOR CHILD DEVELOPMENT

Development Grant Writer

GENERAL STATEMENT OF RESPONSIBILITIES:

Responsible for researching, identifying, writing and submitting proposals to various agencies and organizations requesting philanthropic support for the Center for Child Development. This includes proposals to corporations, foundations and individuals.

DUTIES AND RESPONSIBILITIES:

1. Research, write and submit grant applications to corporate, foundation and government sources
2. Research local and national foundations and corporations to support the accurate identification of new corporate and foundation prospects.
3. Research sources of private sector funding opportunities and notify Vice President of prospective opportunities..
4. Assist with the development and implementation of a comprehensive computer prospect management system for corporate, foundation and grant related prospects.
5. Assist in creating corporate and foundation prospect profiles.
6. Provide flexible, responsible and professional customer service to all constituencies of the Center for Child Development and continuously assess processes and procedures to revise accordingly.

Minimum Qualifications:

1. Bachelor's Degree in Communications/Marketing or related field.
2. Three to five years grant writing experience.
3. Exceptionally strong persuasive writing skills and project management skills.
4. Excellent computer skills including MS office suite and Internet.

Preferred Qualifications:

1. Experience in healthcare.
2. Proficient oral and written presentation skills.
3. Experience in database management.

This is a full-time position. The Center for Child Development offers an attractive and competitive salary and benefit package.

Please fax your letter of interest, resume and writing sample to 561-845-7115.

Log on to www.centerforchilddevelopment.org.

NOT FOR PROFIT PERFORMING ARTS ORGANIZATION

Entertainment Marketing Position in Not for Profit performing arts organization. Position requires media buying, placement, promotion development and execution, ad and collateral development and execution, press release generation and delivery, ad scheduling and other functional duties and responsibilities. Computer skills include Word and Mac and appropriate software programs. Ongoing Relationships with local media. Good communication skills with ability to meet time sensitive deadlines. Please send resumes in word to toby@tobycareer.com

RAPHAEL BEMPORAD, PRINCIPAL, BEMPORAD BARANOWSKI MARKETING GROUP (BBMG) WHO WILL SPEAK ABOUT BRANDING STRATEGIES AT THE MARCH AFP MEETING

A veteran communications professional with extensive political, government, nonprofit and corporate experience, Raphael Bemporad has launched national media campaigns, drafted public policy, created consumer and nonprofit brands and managed communications for local, state and federal elected officials. His expertise includes public affairs and cause-related marketing, and he has worked with leading brands including Levi Strauss & Co., Sears and Kenneth Cole.

Prior to co-founding his own agency, Raphael served as Communications Director at the national nonprofit "Do Something" where he oversaw cause marketing, corporate partnerships and media relations. In January 2001, he launched a national publicity campaign for the Do Something Kindness & Justice Challenge, an education program that inspires students in grades K-12 to perform acts of kindness and justice in honor of the Martin Luther King, Jr. Holiday. Raphael managed media relations for Martin Luther King III, the program's spokesperson, and secured more than 150 million media impressions from print, radio and television broadcast coverage.

Raphael also served as the Communications Director for the Texas Democratic Party and Texas State Senator Rodney Ellis (D-Houston) and as Press Secretary for Congressman Lloyd Doggett (D-Austin). Raphael got his start in political communications working as a press aide to Texas Governor Ann W. Richards. Raphael received his BA in Philosophy with honors from the University of Texas at Austin.

Be sure to come and hear Mr. Bemporad's thoughts on "Branding Strategies for Nonprofits: Inspiring and Engaging Your Stockholders" on March 16. You will have an opportunity to find out why nonprofit organizations are increasingly incorporating branding into their communications strategies. Whether your organization is already using branding or considering making it an option, Mr. Bemporad will be answering key questions concerning branding. His presentation is relevant for development professionals, CEO's, board members, and anyone who is interested in using the power of branding to build support for their agency.

Mark your calendars for this important presentation.

NEW MEMBERS

(For The Period Between 11/01/2005 and 01/31/2006)

Visit the AFP website: www.afppbc.org to see the complete list of new members.

H. Lawrence Cowan

Associate Vice President for Development & Alumni Affairs
Lynn University

Tony Fisher

President, Grant Management Services
1705 Christian Street, Philadelphia, PA 19146

2006 AFP MONTHLY MEETINGS

March 16, 2006

April 20, 2006

May 18, 2006

June 15, 2006

July 20, 2006

August 17, 2006 (Social-TBD)

September 21, 2006

October 19, 2006

November (National Philanthropy Day-TBD)

December 21, 2006

All monthly lunch meetings will take place the third Thursday of each month with the exception of August and November.

MONTHLY MEETING NOTICE

March 16, 2006

Speaker: Raphael Bemporad, *Principal*, Bemporad Baranowski Marketing Group (BBMG)

Subject: *Branding Strategies for Nonprofits: Inspiring and Engaging Your Stakeholders*

The Governor's Club

Noon Buffet Luncheon

11:30 a.m. Networking • 12:00 Program

Fax or email your RSVP to:

Heather Landstrom (561) 712-9221

hslandstrom@opportunitypbc.org by March 10, 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