



Chapter Officers

Marie Deckert, CFRE
President
Bascom Palmer Eye
Institute

Kathleen Emmett, CFRE
President-Elect
Spectrum Healthcare
Foundation

Michael Lichtenstein
Vice President -
Programs

Susan Hutcheon
Vice President -
Membership
Merrill Lynch

Roxanne Jacobs, CFRE
Treasurer
Palm Beach
Habilitation Center

Lori Stinson
Secretary
South Florida Fair &
Exposition

Stanton Collemer
Immediate Past
President
Palm Healthcare
Foundation

Meeting Calendar

- June 19 – W.Palm Beach
- July 17 – Boca Raton
- Aug. 12 – Summer Social
- Sept. 18 – Boca Raton
- Oct.16 – Boca Raton
- Nov.12 – NPD
- Dec. 18 – Boca Raton

Complete calander on back page.

AFP News & Notes

The Palm Beach County Chapter Quarterly Newsletter

Summer 2008

P. O. Box 18279 - West Palm Beach, FL - 33416-8279 - www.afppbc.org

Philanthropy Day Set For November 12th Stacey Dowdle and Margaret Hudson Are Co-Chairs

Merrill Lynch & Hutcheon, Lacy, Lansing Group Return As Presenting Sponsors

Stacey Dowdle and Margaret Hudson Co-Chairs have announced this year's National Philanthropy Day will be held Wednesday, November 12th, at the Kravis Center for the Performing Arts.

The 2008 Co-Chairs also proudly announced that **Merrill Lynch and Hutcheon, Lacy, Lansing Group** are returning as National Philanthropy Day Presenting Sponsors. The chapter is grateful and appreciative of such strong support of the two organizations, which obviously place this annual event as an important and valuable event in the community.

In addition, **Dowdle and Husdon** have set the dates for all upcoming NPD committee meetings. They will be held the 1st Friday of the month at 8:15

AM at the United Way offices in Boynton Beach (with the exception of July, which is being held July 11, 2008).

All AFP PBC Chapter members are welcome to volunteer their time and get involved. Please send an e-mail to **Margaret Hudson** hudsonmp@bellsouth.net or **Stacey Dowdle** at sdowdle1@gmail.com for more information on how to participate in helping your chapter conduct its most important yearly event.

CHANGE THE WORLD



WITH A GIVING HEART

**National
Philanthropy Day®**



President's Message

I hope you all are enjoying a slower time, since season is over. I am not going to take up too much space because we have several chairs who are reporting on some exciting happenings involving our Palm Beach AFP Chapter.

Also, a special thanks to **Cindy DeSilva**, for facilitating the North County Summer Social on June 3rd at Cantina Laredo. More than 25 members socialized over Mexican fare at this fun venue. Congratulations to Bruce Heard, recent retiree, and winner of the Cantina Laredo Gift Certificate, and to **Suzanne Cabrera**, winner of a bottle of wine—which she enjoyed at her birthday celebration! (See the event photos in this issue.)

Finally, as many of you are aware, AFP member and former Board Member, **Suzanne Foley**, is undergoing chemotherapy for cancer. I spoke with her on June 12 and her spirits are up, she is positive, and she greatly appreciates our thoughts, prayers, cards and notes. Please send them to: 727 Palm Street, West Palm Beach, FL 33401-7009.

Since **Suzanne Foley** requested to step down from her board position as Government Relations Chair, I am looking to fill her position. If you are interested and would like to learn more about this position, please contact me at 561/515-1527 or e-mail me at: mdeckert@med.miami.edu.

Again, I ask all of you to volunteer and participate on an AFP committee or event. Not only will you receive valuable points towards your CFRE certification, but you will network, make valuable contacts, and have a rewarding time.

Marie Bloom Deckert, Chapter President

Congratulations - Three New AFP Members!

Welcome Aboard

Our chapter is happy to welcome and proudly announces 3 new members of AFP as of the last newsletter. New members include: **Sarah Ruth Lopez**, Director of Development, Family Network on Disabilities of Florida, Inc., Orlando, **Stephanie James Shipley**, Executive Director, Delray Beach Historical Society, Delray Beach, and **Jennifer Witt**, Unit Executive Director, American Cancer Society, Boca Raton. See you the next meeting.



“Congratulations and a big “thank you” to Stacey Dowdle and Margaret Hudson, who have agreed to chair our National Philanthropy Day Luncheon.”

Marie Deckert

Technology News

YouTube has launched an exciting program for the nonprofit community. With the new program, 501(c)3's can create and customize their "channel," upload larger/longer videos that capture the essence of their organization's mission, brand the videos and channel with logos and website addresses, add a Google checkout button to drive fundraising efforts, and have videos rotated throughout the promoted videos areas of YouTube.

Some ideas to take advantage of the new program could include videos of the people you assist, a tour of your facility, a message from a donor, volunteer, supporter, highlights of programs, etc.

Ramya Raghavan is the new Nonprofits and Activism Manager at YouTube – you can reach her by email at agentchange@youtube.com with feedback, advice, questions, etc.

Go to <http://www.youtube.com/agentchange> for Ramya's video on the program, or <http://www.youtube.com/nonprofits> for information and sign up.

Your Opinion Matters!

We will be conducting an online member survey to gather opinions about events, education, and communications to ensure we are offering you the programs and services that best meet your needs. Please watch your email for our online survey this summer. We want your valuable opinion!

AFP Palm Beach County Chapter Board of Directors

Marie Deckert, CFRE *

President
Bascom Palmer Eye Institute
561/515-1527
mdeckert@med.miami.edu

Kathleen Emmett, CFRE *

President-Elect
Spectrum Healthcare Foundation
561/494-6880
kemmett@spectrumhealthcarefoundation.org

Michael Lichtenstein *

Vice President - Programs
561/789-1674
mnl_acm@hotmail.com

Susan Hutcheon *

Vice President - Membership
Merrill Lynch
561/514-4826
susan_hutcheon@ml.com

Roxanne Jacobs, CFRE *

Treasurer
Palm Beach Habilitation Center
561/965-8500
Rjacobs@pbhab.com

Lori Stinson *

Secretary
South Florida Fair & Exposition
561/790-5245
lorie@southfloridafair.com

Stanton Collemer *

Immediate Past President
Palm Healthcare Foundation
561/833-6333
scollemer@phfbc.org

* Executive Committee/Officers

Suellen Mann, CFRE

AFP Foundation
PBCC Foundation
561/868-3572
manns@pbcc.edu

Louise Adler

Audio Conference
The Boca Raton Museum of Art
561/392-2500, x203
Ladler@bocamuseum.org

Suzanne Cabrera, CFRE

Certification
Housing Leadership Council of PBC, Inc.
561/653-4107
scabrera@HLCPC.org

Melanie Otero

Chapter Services
The Waters Pelton Org., Inc.
561/626-0026, x11
motero@waterspelton.com

Amy Brand

Diversity
Bethesda Hospital Foundation
561/737-7733 x4428
amy.brand@bethesdahealthcare.com

Cal Miller

Florida Conference
Gulfstream Goodwill Industries
561/848-7200
cmiller@gulfstreamgoodwill.com

Stacey deLucia

Job Bank
deLucia Consulting, Inc.
561/687-2310
SdeLuc823@aol.com

Vicki Katz, CFRE

Mentoring Co-Chair
Anti-Defamation League
(561) 988-2935
vkatz@adl.org

Leah Miles

Mentoring Co-Chair
Miles2Go
561/281-1793, x26
Leah.Miles@moffitt.org

Stanton Cadow, CFRE

Newsletter Chair
St. Vincent de Paul Regional Seminary
561/732-4424, x152
scadow@svdp.edu

Cindy DeSilva

North County Liaison
Hospice of Palm Beach County
561/227-5185
cdesilva@hpbcc.com

Dana Brookes

Marketing/PR
United Way of Palm Beach County
561/376-6611
danabrookes@unitedwaypbc.org

Government Relations Chair

Open

Stacey Dowdle

NPD Co-Chair/Scholarship Chair
561/239-6041
sdowdle1@gmail.com

Lisa Archer

Summer Social
Habitat for Humanity
561/433-3351
lisa@habitatpbc.org

Vicki Pugh, CFRE

Sponsorship
YMCA of South Palm Beach County
561/395-9622, x40
vpugh@ymcaspbcc.org

Martie Henry

Website
Exit World Realty
561/716-4459
AFP@MartieHenry.com

Margaret Hudson

NPD Co-Chair
Episcopal Charities
561/329-8769
margaret@ecsfl.org

SHARE YOUR NEWS WITH US

Please contact **Melanie Otero**, Chapter Services Chair, at motero@waterspelton.com to let us know about your promotions, achievements and fundraising job change.

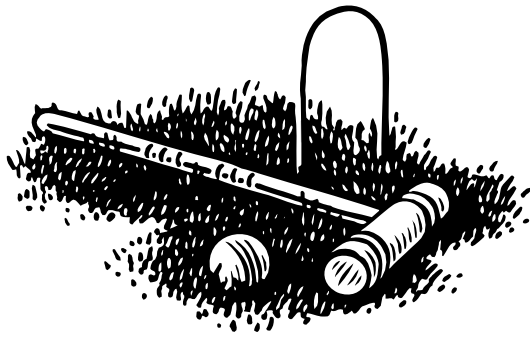
Save the Date

AFP Summer Social

at

The Croquet Center

700 Florida Mango Rd.
West Palm Beach



Date: August 12, 2008 • Time: 5:30 - 7:30 pm

Dress code: Come as you are

Please join us for wine, hors'oeuvres, laughs and fun.

This event is FREE to AFP members. Reservations MUST be made by **Aug. 5th** (respondents giving less than 24 hr. cancellation will be billed the guest fee). Guests are \$20.00. Guests who sign up for AFP membership that evening, will not be charged the \$20.00.

This is a great event to invite friends, supporters, spouses and associates.

Contact Lisa Archer at 561-352-6406 or
lisa@habitatpbc.org.

Audio Conferences Save the Dates!

Our 2008 Web/Audioconference series offers two ways to participate! The programs can be accessed as Webconferences or Audioconferences.

Wednesday, July 9th

Topic: Keep Your Donors Part I: Building Donor-Centered Relationships

Donor-centered relationship building: do this well and you'll significantly improve donor retention. This teaches the essentials of building lasting donor relationships. Learn how to upgrade your fundraising program from merely "transaction-based" to one that is profitably "relationship-based." Learn to become truly donor-centric and avoid counterproductive -- yet common -- "donor-indifferent" behaviors. You'll take a guided tour of the eight steps that guarantee good relationships.

Time: 1:00 to 2:30 pm

Location: Palm Beach Habilitation Center
4522 S. Congress Avenue, Lake Worth 33461
561-965-8500

Wednesday, August 13, 2008

Topic: Four Tried and True Keys to Fundraising Success

A fast-paced session presents keys to enhancing fundraising success. Understand fundraising essentials, critical concepts, and key components in "getting ready" to raise funds: strategic planning, marketing, the case statement & performance.

Time: 1:00pm - 2:30pm

Location: Boca Raton Museum of Art
Address: 501 Plaza Real, Mizner Park, Boca Raton

RSVP for all audioconferences: E-mail Louise at
Ladler@bocamuseum.org

Participation in either program counts for 1.5 points toward CFRE education requirements

Louise Adler -Director of Development
Boca Raton Museum of Art - 561.392.2500, ext. 203

Official Call For National Philanthropy Day Nominations

President-elect Emmett Makes Official Announcement

Nominations for this year's National Philanthropy Day awards are now being accepted, according to President-elect Kathleen Emmett, in charge of NPD Nominations. All members are encouraged to consider your volunteers and donors for these prestigious awards. On November 12, our Chapter will recognize those active in our philanthropic community by bestowing awards in the following five categories:

- **Outstanding Philanthropist**
- **Outstanding Philanthropic Foundation**
- **Outstanding Philanthropic Corporation/Organization**
- **Outstanding Volunteer Fundraiser**
- **Outstanding Planned Giving/Legacy Honoree**

Visit our local website at www.afppbc.org to download your nomination form today! **Nomination applications must be completed, postmarked and mailed by July 25, 2008.** Please contact Kathleen B. Emmett, CFRE, President-elect, at (561) 494-6880 or kemmett@spectrumhealthcarefoundation.org with any questions. Thank you for your support of NPD!



Nick Buchholz and President elect Kathleen Emmett enjoy margaritas at the north county social at Catina Laredo in Palm Beach Gardens, on June



Having fun at the north county social are left to right Suzanne Cabrera, Jessica Hendrix-Witham and Nick Buchholz.

AFP Monthly Meetings & Program Schedule

About AFP

*Advancing philanthropy
through education,
training, and advocacy.*

For more than 40 years, AFP has been the standard-bearer for professionalism in fundraising. Learn more about AFP, its activities and people, and how you can be involved.

The Association of Fundraising Professionals (AFP) represents 30,000+ members in more than 197 chapters throughout the world, working to advance philanthropy through advocacy, research, education and certification programs. The association fosters development and growth of fundraising professionals and promotes high ethical standards in the fundraising profession.

We're on the Web!

See us at:

www.afppbc.org

Thursday, June 19th

Program: Alternative Asset Philanthropy
Speaker: Bob Koo
The Governor's Club, [West Palm Beach](#)
Sponsor: A Better Copy Center

Thursday, July 17th

Program: Diversity
Speaker: Mary Wong, President, Office Depot Foundation
Maggianos Italian Restaurant, [Boca Raton](#)
Sponsor: Bethesda Hospital Foundation

Tuesday, August 12th – Summer Social

The Croquet Center, 5:30 - 7:30pm
[West Palm Beach](#)

Thursday, September 18th

Program: Marketing & P.R. with Ellen Shulman
The Governor's Club, [West Palm Beach](#)
Sponsor: Meyer Partners

Thursday, October 16th

Program: Planned Giving 101
Speaker: Mark Glickman
Maggianos Italian Restaurant, [Boca Raton](#)
Sponsor: Palm Healthcare Foundation

Wednesday, November 12th

National Philanthropy Day
Kravis Center for the Arts, [West Palm Beach](#)
Presenting Sponsors: Merrill Lynch

Thursday, December 18th

Year End Wrap-Up: Look Back Look Ahead
The Governor's Club, [West Palm Beach](#)
Sponsors: TBA



**All meetings begin with networking at 11:30am till Noon & and lunch from Noon to 1:00pm, unless otherwise noted.*



Stacy DeLucia & Michael Lichtenstein above right, and above are left to right; Lynn Surovek, Kris and Rick Lidinsky and Lisa Archer at Catina Laredo.

Benefits of AFP - Did You Know?

Did you know that when the chapter hosts an Audio Conference, (almost every month) we pay a fee for that service on your behalf? Did you know you can bring guests to hear and see the audio conferences, and that it is free for them to attend? Did you know many of the audio conferences now include a simultaneous PowerPoint show to go along with the live audio? (See page 4)