



### 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

**Lorie Stinson**  
Secretary  
South Florida Fair &  
Exposition

**Stanton Collemer**  
Immediate Past  
President  
Palm Healthcare  
Foundation

### Meeting Calendar

Sept. 18 - W. Palm Beach

Oct. 16 - Boca Raton

Nov. 12 - NPD, W. Palm  
Beach

Dec. 18 - Boca Raton

### 2009

Jan. 15 - TBA

Feb. 19 - TBA

March 19 - TBA

*Complete calendar on back page.*

# AFP News & Notes

The Palm Beach County Chapter Quarterly Newsletter

Fall 2008

P. O. Box 18279 - West Palm Beach, FL - 33416-8279 - [www.afppbc.org](http://www.afppbc.org)

## 2008 National Philanthropy Day Award Recipients Announced

**Marie Bloom Deckert**, Chapter President, has proudly announced the 2008 recipients of the Chapter's National Philanthropy Day Awards. The news was reported to the Board of Directors by **Kathleen Emmett**, President-Elect and Chair of the NPD Nominations Committee. All chapter ACFRE and CFRE's are automatically members of the committee who carefully deliberated over a significant number of highly qualified nominations. "It's never an easy task to make these selections," said **Emmett**. However, the committee is quite honored to announce this year's award winners.

*Outstanding Philanthropist*  
**Lois Pope**

*Outstanding Volunteer Fundraiser*  
**Kathryn C. Vecellio**

*Outstanding Philanthropic Organization*  
**Jarden Consumer Solutions**

*Outstanding Philanthropic Foundation*  
**Office Depot Foundation**

*Outstanding Planned Giving/Legacy  
Honoree*

**Isabel Collier Read**

*President/Lifetime Achievement Award*  
**Alexander W. Dreyfoos**

Please mark your calendars for the National Philanthropy Day luncheon on **Wednesday, November 12th** at the Kravis Center for the Performing Arts. If you are interested in supporting National Philanthropy Day, contact **Nick Buchholz**, Table Sponsorship Chair at [nick.buchholz@med.miami.edu](mailto:nick.buchholz@med.miami.edu). For Underwriting Sponsorships, please call or write **Vicki Pugh** [VPugh@ymcapbc.org](mailto:VPugh@ymcapbc.org). One can e-mail **Cindy DeSilva** at [cdesilva@spectrumhealthcarefoundation.org](mailto:cdesilva@spectrumhealthcarefoundation.org) for information on Program Ads. To add names and addresses to our NPD invitation list, please contact **Daniella Coy**, Chapter Administrator at [AFPrsvp@gmail.com](mailto:AFPrsvp@gmail.com).

All AFP PBC Chapter members are welcome to volunteer their time and get involved. NPD Co-Chairs **Margaret Hudson** and **Stacey Dowdle** can be contacted at [HUDSONMP@bellsouth.net](mailto:HUDSONMP@bellsouth.net) or [SDOWDLE@foundcare.org](mailto:SDOWDLE@foundcare.org) respectively, on how to help with the year's most important chapter event.

## President's Message

Dear Chapter Members:



Our Palm Beach County AFP chapter board and members have still been busy and active these past few months. I would like to share my thanks and congratulations to all of our board and committee members for their help over the summer, but especially to: **Lisa Archer**, **Melanie Otero** and **Daniella Coy** for the Summer Social; to all nominators who submitted applications for National Philanthropy Day; to all CFRE's and ACFRE's who participated in the selection process; to Amy Brand and her Diversity Committee Members; to **Martie Henry** and her Website Committee; and to **Stanton Cadow** and his newsletter committee.

A special "thank you" goes to **Stacey Dowdle** and **Margaret Hudson**, our National Philanthropy Co-Chairs, and their hardworking chairs and committees, as they continue to organize our November 12 National Philanthropy Luncheon. We ask that all of our Palm Beach Chapter AFP members participate in NPD in some way—submitting nominations, sponsorship, help with individual and table sales, promoting and attending the event! Please take this opportunity to join a committee and help out—you will be glad you did!

A copy of the new Standardized Chapter By Laws, as proposed by National, was mailed out to all AFP Palm Beach County members, as of July 2008, together with a ballot asking members to "approve" or not "approve" the by-laws. The deadline to return the ballot was Friday, August 29, 2008. All returning ballots voted to approve the new standardized by laws; I will forward the results to the National Office. A copy of the by-laws can be found on our website: [www.afppbc.org](http://www.afppbc.org)

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I hope you all had a fun, relaxing and special summer and enjoyed the slower pace for a change! Now it is time to get ready for the 2008-2009 season!

Finally, several members have contacted me that they are not receiving any communications from the AFP Palm Beach County Chapter. It is your responsibility to keep your membership contact information updated with National and we have access to an AFP Palm Beach County Membership Roster. That is the list from where we send our regular e-mail blasts about events and luncheon meetings, plus our quarterly newsletter e-mail blasts. If you have changed organizations, moved, been promoted, received a new phone number, etc., please revise your information at AFP National by accessing the following: [www.afpnet.org](http://www.afpnet.org). To access your listing, please click on "Login", and then simply use your eight digit member # (printed on your card) as the user name and then type in your last name as the password. Please review your listing to make sure it is current and correct. If not, please click on "Address Change" under the Green QuickLinks column and make your changes, then click on submit. Should you have any questions or cannot access the national website, then please send your changes to our AFP Administrator, **Daniella Coy**, at: [AFPPrsvp@gmail.com](mailto:AFPPrsvp@gmail.com)

Please contact me if you have any question. Thank you for your cooperation!

## Congratulations To Eleven New Members!



Our chapter is happy to welcome and proudly announce 11 new members of AFP since the summer newsletter. Our new colleagues are: **Ilene Adams**, Director of Marketing, Armory Art Center; **Carla Eddings**, Financial Development Specialist, American Red Cross; **Josh Hirsch**, Director of Development, Palm Beach School for Autism; **Carrie Kufra**, Development Director, Peggy Adams Animal Rescue League; **Maria C Larguia de Preble**, Assistance Center Director, Boca Helping Hands Inc.; **Tara McDonnell**, Development Officer, Morikami Museum; **Sarah McKenzie**, Director of Marketing and Development, Hope For Depression Research Foundation; **Ben Starling III**, Director of Philanthropy, The Scripps Research Institute; **Erin Elizabeth Stevens**, Consultant, Ketchum, Inc.; **Tricia Tremble**, Managing Director, Maltz Jupiter Theatre; **Carolyn C Wathey-Lee**, Director of Development & Government Affairs, Kravis Center for the Performing Arts and **Rebecca Weiss**, Executive Assistant, Palm Beach Music Centre.

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## Daniella Coy – Our New Chapter Administrator



Daniella Coy

Welcome to **Daniella Coy**, the chapter's new paid administrator. Daniella helps coordinate and take care of many managerial duties to ensure a smooth running chapter. Daniella graduated from the University of Massachusetts, Amherst, with honors, in International Finance. Her educational experiences included American University, Rome, Italy, and the Master's program at Hunter College, New York, N.Y. Following college, Daniella worked at Manufacturers Hanover, headquartered on Park Avenue in Manhattan, where she helped lead a Sovereign Risk Group buying and selling debt from third world nations. After marrying in 1994, Coy stayed home raising her four children and began her philanthropic journey. Daniella and her family moved from New York to Boca Raton in 2003, where she started Native Athletics, a Youth Sports Organization that provides sports training programs to local area youth, and generates revenues for disadvantaged children. She has worked closely with Spectator Magazine in their annual Make-A-Wish Foundation fundraising efforts, and is an approved fundraiser for St. Jude Children's Hospital, before joining AFP. Daniella can be reached at [afprsvp@gmail.com](mailto:afprsvp@gmail.com) for all address changes.

## AFP Palm Beach County Chapter Board of Directors

### Marie Deckert, CFRE \*

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### Kathleen Emmett, CFRE \*

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### Michael Lichtenstein \*

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### Susan Hutcheon \*

Vice President - Membership  
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### Roxanne Jacobs, CFRE \*

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### Lorie Stinson \*

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### Stanton Collemer \*

Immediate Past President  
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\* Executive Committee/Officers

### Louise Adler

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### Margaret Hudson

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### Melanie Otero

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### Vicki Pugh, CFRE

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### Daniella Coy

Chapter Administrator  
[afprsvp@gmail.com](mailto:afprsvp@gmail.com)

### Government Relations Chair

Open

### SHARE YOUR NEWS WITH US

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

## Summer Social A Big Hit



Congratulations to **Lisa Archer**, Summer Social Chair and the Chapter for one of the most well attended and lively summer socials in recent history. Not only was the event well attended, with 66 on hand, but a number of new members joined the chapter while attending the event which was held at The National Croquet Club. in West Palm Beach on August 12<sup>th</sup>, the event was free for all members.

From left to right, Donna Burnside, Theresa Lapore, and Jennifer Mahoney, chat at the summer social.



At left, Stephanie Shipley of the Delray Beach Historical Society and Josette Kaufman of the Marshall Foundation discuss AFP topics.

John Peters of Palm Health Care Foundation and Jenifer Vogt of Food for the Poor enjoy chatting at the social



## Upcoming Web & Audio Conference Schedule

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

[Marketing Planned Giving – Maybe We have it all Wrong?](#)  
How can we re-think the marketing model borrowing proven techniques from other areas of fundraising?

Presenter: Ken Ramsay  
**Thursday, October 2nd**  
1:00 to 2:30pm

Hanley Resource Center  
933 45th Street  
West Palm Beach, FL 33407

[Keep Your Donors Part 2: The Secrets of Successful Communications\\*](#)

Learn what donors really care about, how emotions dominate giving decisions and more. Totally practical!

**Thursday, November 6th**  
Presenter: Tom Ahern  
12:00 PM to 1:30pm

\*(Note this webconference was broadcast live on September 18th)

RSVP for all audioconferences: E-mail Louise Adler, Audio conference Chair at: [Ladler@bocamuseum.org](mailto:Ladler@bocamuseum.org)

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

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



## Survey Says! - Chapter Survey Results Revealed

By Melanie Otero



Thanks to all who participated in our chapter survey. Fifty (**50**) members provided their thoughts and opinions about how we can improve our programs and services to better meet your needs. The chapter's committee chairs will use the survey information to make enhancements to programs and services and deliver on the issues and activities you care about most.

A majority (**76%**) were in favor of holding networking events at a central Palm Beach County location, such as Boynton Beach, and a most of those surveyed (**67%**) would be more likely to attend our audio conferences if they were held in a central location as well. Eighty-two percent (**82%**) are in favor of offering a summer social, and judging by the success of our August mixer, it's an event we plan to continue to offer.

When asked for the top three reasons why members visit the chapter's website, participants responded #1 event information, #2 event registration and #3 the job bank listing. Fifty-seven percent (**57%**) would like us to create an online membership directory. Suggestions for improving the site included making it more interactive, creating message boards to discuss issues, and offering a "members only" section.

Finally, members believe that diversity as a focal point is important to continue to build and sustain our chapter (**45%** responded very important and **47%** responded somewhat important). The board is excited to implement changes based on your feedback to improve our chapter for all. We plan to conduct a chapter survey again in the future to measure how we're doing and to ensure that we are responsive to you, our valued members.

### Benefits of AFP - Did You Know?

(July 12, 2004) In response to a growing number of requests for copies of sample documents, especially strategic and fundraising plans, the AFP Resource Center has made available on the AFP website two sample plans.

A sample five-year strategic plan from the Indian River Hospital Foundation in Vero Beach, FL and a draft resource development plan from the Interfaith Center on Corporate Responsibility in New York, N.Y are available in PDF format. Login (main AFP home page) at the Member Gateway, go to Member Resources, and look for the 2<sup>nd</sup> to last listing "[Sample Strategic/Fundraising Plans](#)" in bold blue print.

### Did You Know About the AFP Members Only Resource Center?

AFP maintains a collection of over 3,200 reference works plus past and present issues of periodicals relating to fundraising and the development process. The Resource Center staff is available from 9 a.m. to 6 p.m. Eastern time each business day to answer your questions. No matter where you are, no matter what size your budget - AFP membership gives you access to one of the most complete reference centers for development professionals.

Upon request our staff will begin the research and mail the relevant material to you. All of the information in the AFP collection is indexed on a computerized database, and extensive bibliographies can be mailed upon request. This is of particular benefit in situations where copyright laws prevent duplication.

## 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](http://www.afppbc.org)

## AFP Monthly Meetings & Program Schedule

**Thursday, September 18<sup>th</sup>**

Program: Marketing & P.R. with Ellen Shulman

Location: Bear Lakes County Club, [WPB](#)

Sponsor: Meyer Partners

**Thursday, October 16<sup>th</sup>**

Program: Planned Giving 101

Speaker: Mark Glickman, CFRE

Maggianos Italian Restaurant, [Boca Raton](#)

Sponsor: Palm Healthcare Foundation

**Wednesday, November 12<sup>th</sup>**

*National Philanthropy Day*

Kravis Center for the Arts, [West Palm Beach](#)

Presenting Sponsors: Merrill Lynch and Hutcheon, Lacy, Lansing Group

**Thursday, December 18<sup>th</sup>**

Year End Wrap-Up: Look Back Look Ahead

Maggianos Italian Restaurant, [Boca Raton](#)

Sponsor: A Better Copy Center



The smiling faces of Daniella Coy (left) and Melanie Otero welcome guests at the summer social.

CHANGE THE WORLD



WITH A GIVING HEART

**National  
Philanthropy Day®**

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



Kathleen Emmett (far left) leads the chapters CFRE members at the NPD Nomination Committee during the selection process hosted by Suellen Mann on the campus of Palm Beach Community College.

## Benefits of AFP - Did You Know?

Did you know the chapter has purchased a CFRE Study Guide (\$200) and is available for group study for those testing for certification? **Suzanne Cabrera**, Certification Chair, will be arranging such groups for those expecting to sit for the CFRE Review Course set for October 11th and 12th at Hodges University in Naples. Contact Suzanne at **561-653-4107** or [scabrera@HLCPBC.org](mailto:scabrera@HLCPBC.org) for more information.