



# Women in Development of Northeastern New York

Building networks, sharing best practices, and  
working collaboratively for our collective success.

## FTDD Seeks MM *or* Fast Track Development Director Seeks Motivational Mentor

*Wednesday, March 14, 2012 • Registration Deadline: March 9, 2012*

**Program:** 3:00-4:30 pm • **Networking Reception:** 4:30-6:00 pm  
**Location:** Pat's Barn in the Rensselaer Technology Park, 100 Defreest Drive, Troy NY *directions at [rpitechpark.com](http://rpitechpark.com)*  
**Registration:** Members \$20, Non-members \$35

*Following the program, connect with development colleagues during a casual cocktail reception.*

### So what is Speed Mentoring?

If you have heard of speed dating – dozens of people looking for the right match, cycling through three minute conversations to quickly sort out romantic prospects from romantic “duds”– you are on the right track. But instead of seeking out a mate, you are meeting eight potential mentors and sources of information to help you make the most of your career and your work in the field of development.

We have gathered some of the Capital District’s leaders in the fund raising arena to share their best tips on the topics listed below. You won’t want to miss this fun and energy-charged event – the first of its kind ever offered to WID members and their guests.

Following the Speed Mentoring “workout,” we’ll gather for a reception to continue the conversation and catch up with old friends and make some new!

### *Our Mentoring Menu du Jour*

- Soliciting Major Gifts** Ann McGuinness, Director of Principal Gifts, Planned Parenthood Federation of America
- Securing Federal Grants** Karen Karl, Director of Operations, The Addiction Care Center of Albany
- Developing Memorable Events- A Volunteer Perspective** Sondra Stephens, Founder and Owner Sondra’s Fine Jewelry
- Launching Planned Giving** Mindy Derosia, Legacy Program Officer, The Community Foundation for the Greater Capital Region
- Promoting Online Giving** Valerie L. Venezia, VP of Marketing and Membership, NY Council of Nonprofits, Inc.
- Telling Your Story and Getting it Heard** Ardelle C. Hirsch, Director of Media & Public Relations, The Sage Colleges
- Getting Certified** Susan Axelrod, CFRE, PFR, Philanthropy Advisor, Strategic Member Ambassadors for Philanthropy
- Evaluating Capital Campaign Readiness** Linda London, Not-for-Profit Advisor

**Yes!** I would like to attend “FTDD Seeks MM” on Wednesday, March 14, 2012.

- Please reserve \_\_\_\_\_ spots for WID members (at \$20/member).
- Please reserve \_\_\_\_\_ spots for non-WID members (at \$35/non-member).
- I would like to become a member of Women in Development (\$60/annually).

**Please list the names of the people who will be attending this program.**

Name \_\_\_\_\_  Member  Non-Member

Name \_\_\_\_\_  Member  Non-Member

**Please share your contact information.**

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Registration Deadline is  
March 9, 2012**  
Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay for every reservation made.

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widneny.net](mailto:membership@widneny.net)  
**To register online by credit card, visit our website at:** [www.widneny.net/programs.htm](http://www.widneny.net/programs.htm)