

2011 Franklin Forum – Moderator/Panelist/Presenter Bios

Managing the Small Shop

Ifeoma Aduba

Associate Director Ifeoma Aduba joined A Woman's Place (AWP) in April 2006. She has more than 15 years of professional experience that branch across the complete spectrum of nonprofit development, including work with major gifts, special events, donor advised and invested fund accounts management, communications, volunteer management, program development, program management, operations support, and leadership. She manages all phases of AWP's development and community outreach, and oversees all of AWP's direct services and community outreach, training, and education programs. She holds a Bachelor of Arts degree in Politics from Mount Holyoke College in Massachusetts and a Masters in Nonprofit Management.

Daniel Cellucci

Dan Cellucci is the Director of Philanthropy for the Catholic Leadership Institute, a national non-profit providing leadership formation and consulting services to the Roman Catholic Community. Under Cellucci's leadership, Catholic Leadership Institute has increased the Institute's annual fundraising from around \$500k to over \$2M annually in commitments with a projected \$4M in commitments this fiscal year. The Institute's annual special event, The Awards for Outstanding Catholic Leadership, has become a highly-recognized event boasting a sell-out crowd of more than 650 and generating a quarter-million dollars annually. Cellucci attributes to a great community of donors, wonderful volunteer leadership and a "small shop" with highly skilled and dedicated professionals. Cellucci, who is a native of the Philadelphia suburbs, graduated from the University of Richmond and lives in Drexel Hill with his wife, Tricia and two daughters.

Stephanie Cory, CAP, CFRE

Stephanie Cory's fundraising experience has focused exclusively on the small shop. She is currently the director of development for The Arc of Chester County, an organization providing programs and services for people with developmental and intellectual disabilities. In this capacity, she manages a comprehensive fundraising and public relations program. Stephanie has also provided consulting services to a variety of human services and education organizations in the Delaware Valley. She earned a BS and MS from the University of Southern California and received her designation as a Chartered Advisor in Philanthropy (CAP®) from the American College. Stephanie is an AFP Master Trainer as well as an approved trainer and peer reviewer for the Pennsylvania Association of Nonprofit Organization's Standards for Excellence® Program. She serves on the board of the Junior League of Wilmington and the Association of Fundraising Professionals Greater Philadelphia Chapter. Stephanie also volunteers her time with AFP International, serving as a member of the publishing advisory committee.

Rhonda Gelman Kelley, CFRE

Rhonda Gelman Kelley is currently the Director of Development and Marketing at The Peggy Browning Fund in Philadelphia. She has hands-on philanthropic expertise specializing in major and capital gift solicitation, capital campaign planning and management, and the establishment of comprehensive development programs. Kelley has a track record of exceeding fundraising goals coupled with the proven ability to successfully close on gifts of six and seven figures. She is skilled in counseling non-profit organizations in Board and committee recruitment and development reporting. She has developed and coordinated creative marketing and public relations support for all annual and special project or capital programs. Among her professional accomplishments, Kelley has shown strength in cultivating donor relationships and soliciting gifts from \$5,000 to \$25,000,000, created and instituted new grateful patient/resident/alumni programs for more than eight nonprofits and developed a comprehensive fundraising plan for two health systems including two major city teaching hospitals and three affiliate community hospitals.

Prior to her work with The Peggy Browning Fund, Kelley was Vice President of Marketing & Development at Pearl S. Buck International and also has experience working with the Robert Wood Johnson University Hospital Hamilton Foundation, the Abramson Center for Jewish Life, and Temple University Health System. Kelley has received the J. Richard Wilson Award for Excellence in Development Literature from the Association of Fundraising Professionals and the National Award for Excellence in Communications for Special Projects Promotion and Grand Opening Brochure from the Jewish Welfare Board. She is also chair of the Advanced Professionals Forum through the Association of Fundraising Professionals Greater Philadelphia Chapter.

Karin Purcell

Karin D. Purcell is currently the Director of Development at St. Ignatius Nursing Home, a nonprofit nursing home located in West Philadelphia with the mission of compassionate care for the poor and infirm elderly. She previously worked with the Archdiocese of Philadelphia Office for Youth and Young Adults in development and

coordinating their annual CYO Hall of Fame Dinner. As Director of Development, Karin is responsible for all phases of development including grant writing, major gifts, appeals, and special events. St. Ignatius Nursing Home has become known for its annual galas, which go back over 20 years with famous entertainment. Last year's event featured Frank Sinatra, Jr. doing his show "Sinatra Sings Sinatra" and the home is now gearing up for its 2011 gala with Frankie Valli and the Four Seasons.

Debbie Shupp

Debbie Shupp has over 20 years experience in the nonprofit sector working with community outreach and fundraising. She is a graduate of Penn State University with a degree in Advertising. Debbie is an active member of the Association of Fundraising Professionals, Greater Philadelphia Chapter and is the co-chair of National Philanthropy Day. In 2008, Debbie joined The Clinic as Director of Development. The Clinic provides free or low-cost health care to the uninsured populations in our area. She has helped develop a program that includes funding from the local as well as national community and has established informative donor programs.

Krystine (Krys) Sipple, CFRE

Krystine (Krys) Sipple has over fifteen years of experience in the medical field, in the areas of long-term care, Alzheimer's care, fund development and board development. She is a graduate of Virginia Wesleyan College with a BA in Psychology, and a 2006 Graduate of the Chester County Leadership Connection. Krys holds a Certified Fundraising Executive (CFRE) designation as well as a certification as a Pennsylvania Personal Care Home Administrator. She has served on the board of the Association of Fundraising Professionals, Greater Philadelphia Chapter, as secretary of the Health Care Access Board in Phoenixville, and in 2009 was appointed to the board of the National Association of Free Clinics. She is also an AFP Master Teacher.

As executive director of The Clinic, Krys was responsible for the overall operation of a medical center which provides free or low cost health care to over 11,000 uninsured patients each year. Krys' expertise is with creating development programs and governance infrastructures for small, grassroots non-profit organizations like The Clinic. She has worked extensively with non-profit boards to move them from the early stages of hands-on staff support to the mature stages of governance and fundraising for their organizations. Currently, she is working with the Free Clinic Association of Pennsylvania on a capacity-building contract. She is also a member of the 2011 national grants selection committee for the AMA Foundation.

Charles A. Wright, III

Charles Wright joined Peirce College in 2010 as Vice President, Institutional Advancement. In this role, he is responsible for developing and executing the college's comprehensive development, alumni, and community relations plans. Prior to joining Peirce College, Wright was Vice President for Development at Big Brothers Big Sisters Southeastern PA. He spent most of his 15 years in development at Villanova University and Widener University where he led campaign operations, major and planned giving, annual giving, advancement services, research, prospect management, and donor relations. Wright graduated with a BA degree from Villanova University.

Get Connected. Stay Connected

Beth Brodovsky

As the President of Iris Creative Group Inc, Beth Brodovsky helps member-driven organizations use communication to build active communities. Schools, associations, clubs, and nonprofits look to Iris to develop brand and ongoing communications that encourage the desire to belong and get involved. Beth speaks and writes and consults on the topics of brand development, continuity of communication, and driving participation as well as integrating social media.

Morgen Cheshire, Esq.

Morgen joined Laura Solomon Esq. & Associates in March 2011. Formerly a Partner at Schnader Harrison Segal & Lewis LLP, where she co-chaired the Nonprofit Practice Group, Morgen has dedicated her legal career to representing tax-exempt organizations and their donors.

Committed to strengthening the nonprofit sector, Morgen provides compliance advice and planning support to the visionaries and leaders serving nonprofit organizations worldwide. She works closely with accountants, fundraisers, and other professional advisors to bring the highest level of service to the organizations she serves.

Working collaboratively with others, she helps nonprofit organizations design their futures, and she anticipates and addresses the legal needs of organizations so that they may focus on fulfilling their missions.

Morgen has counseled national and international organizations, as well as local start-ups. She has successfully represented organizations before the IRS, state attorneys general, and other regulatory authorities on matters involving taxes and tax exemptions, governance, and fundraising issues. Among the organizations she serves, she has advocated for and advised private foundations, private operating foundations, publicly supported charities, supporting organizations, educational institutions, religious organizations, and business leagues.

Marla Conley, Esq.

Ms. Conley is an associate in the Nonprofit Practice Group and the Tax and Wealth Management Department at Schnader Harrison Segal & Lewis LLP where she focuses her practice on philanthropy and the creation and operation of tax-exempt organizations. She advises tax-exempt organizations, including private foundations, public charities, and business leagues as well as organizations applying for tax-exempt status. Ms. Conley represents clients before the IRS, the Attorney General, and the Orphans' Court, and she routinely advises clients on organizational structure, taxation, governance, grant programs, and charitable solicitation and gifts, including donation agreements and planned giving. Ms. Conley also has experience with affordable housing and urban community development. Ms. Conley represents children living in foster care through the Philadelphia Support Center for Child Advocates' pro bono program, and has an interest in child dependency and delinquency law, based on her experience working for Big Brothers Big Sisters, the American Bar Association's Center on Children and the Law, and the Delaware Office of the Child Advocate.

Eric Keiles

Eric Keiles is a sales and marketing strategist focused on pioneering a new breed of business solutions. Eric, along with his partner Mike Lieberman, coined the concept Reality Marketing™ to describe how small- and medium-sized businesses can utilize cost-effective marketing tactics to achieve dramatic growth. He and his partner wrote the book, *Reality Marketing Revolution*, which has had a dramatic impact in changing the entrepreneurial community's view of small business marketing strategy. Eric has founded and grown four companies since 1997. He and his partner have grown Square 2 Marketing, the company they founded in 2002, from a boutique agency to a full-service developer of comprehensive marketing strategy and tactics. Prior to founding Square 2 Marketing, Eric founded The Stitches Catalog and The Logo Workshop, two national graphic design and promotional products companies.

A writer and public speaker, Eric has provided expert insight on panels and radio appearances throughout the Delaware Valley's business community. He also hosts Square 2 Marketing's free workshops to help business owners learn effective marketing strategies for their businesses. He has also been a guest lecturer at St. Joseph's, Widener, and Villanova University's MBA Program, discussing advances in the entrepreneurial marketing space. Eric sits on the Board of Directors of the Philadelphia Chapter of the Entrepreneur's Organization, is the Entrepreneur's Forum of Greater Philadelphia's Marketing Chairman, and is an advisor to several chambers of commerce. A graduate of George Washington University (BA) and Temple University (MBA), Eric and his family reside in the Philadelphia suburb of Doylestown Borough, PA.

Valerie M. Jones, CFRE

Valerie M. Jones, CFRE, brings her intelligence, determination, and spirit to the world of resource development. She has raised over \$100 million for foundations to give away and for nonprofits to receive. Jones counsels clients on sponsorship; cause-related marketing; board development; major, annual, and capital giving campaigns; and winning support from individuals, corporations, foundations, and government agencies. Jones is an internationally recognized speaker on philanthropy. Leadership Philadelphia, The People's Republic of China's first New Technologies for Museums Conference, The International Special Events Society, the Association of Fundraising Professionals International Conference, the Association of Zoos and Aquariums, and the Arts & Business Council of Greater Philadelphia are among the groups that have benefited from Jones' dynamic appearances.

Tim O'Leary

Tim O'Leary is the Vice President of McPherson Associates, where he oversees direct marketing and communications services for the agency's nonprofit clients. He has managed projects for leading public broadcasting stations, colleges and universities, preservation and conservation organizations and government agencies, helping them raise money and public support for their mission. Prior to joining McPherson Associates, Tim served as an active-duty U.S. Navy Journalist, working in public affairs, broadcast management, video production, and web development. He holds a Communications degree from The University of Maryland and is a graduate of the military's Defense Information School. Tim is on the membership and mentoring committees

for the Association of Fundraising Professionals Greater Philadelphia Chapter and is a member of the DMA Nonprofit Federation and Direct Marketing Fundraising Association. He has presented on direct marketing strategy at conferences for AFP, the DMA, DMA Nonprofit Federation, and PBS Development.

Jackie Pantaliano

Jackie Pantaliano is a highly skilled publicist, excelling in writing, editorial pitches, and promotional program development for a diversity of clients. From multi-million dollar corporations to mom-and-pop retail operations, to home-based businesses, sole proprietors, nonprofit organizations and associations located nationwide, Ms. Pantaliano and her staff have promoted entire industries, individuals, services, and products on a local, national, and international scale, from start-up operations to long-established entities. Accounts encompass consumer, business, technical, and industrial audiences.

Ms. Pantaliano's PR career began in 1984 at a PR agency Ardrey Inc. in Edison, NJ, before moving on to one of New Jersey's largest full-service agencies. At Gilbert, Whitney & Johns, Inc. (currently Brushfire Communications) in Whippany, NJ, Ms. Pantaliano rapidly moved up the ranks to account supervisor, receiving two promotions in four years. The six years prior to launching her business in 1996 were spent as director of Public Relations at NAPL, the National Association of Printers & Lithographers, in Teaneck, NJ, (currently the National Association of Printing Leadership, in Paramus, NJ). Ms. Pantaliano has achieved frequent news and feature coverage in major national, international, and regional industry magazines.

An honors graduate from Douglass College, Rutgers University, in New Brunswick, NJ, Ms. Pantaliano earned a Bachelor of Arts degree in English and a Communications concentration. She achieved the designation of Certified Marketing Executive (CME) from the NAPL Management Institute at Northwestern University in Evanston, IL and is the former public relations representative for the Tri-County South Jersey Chapter and the Morris County Chapter of the New Jersey Association of Women Business Owners (NJAWBO). Ms. Pantaliano is former board member of ASPEN (Asperger Syndrome Education Network) and served four years as ASPEN Chapter Coordinator for Camden and Burlington Counties, having elevated the chapter to the fastest growing chapter in the state. She is a former board member of the Quality Assessment and Performance Improvement Committee of Children's Behavioral Health Systems under the NJ Department of Human Services. She additionally has served on the Communications Committee of Congregation M'kor Shalom, in Cherry Hill, NJ, publicizing large community events and news.

Howard Yermish

Thanks in part to insane amounts of coffee, Howard brings a level of enthusiasm and understanding to the extremely geeky world of technology. He presents topics, such as Internet strategy, social networks, and productivity, in a way that engages the audience by making it relevant, rather than just "gee whiz isn't this cool." He has leapt tall stacks of computers since age four (thankfully computers keep getting smaller) and professionally involved in Internet development since 1993.

Over the years Howard worked with a number of development companies, now working for his most stringent boss, himself. He worked and consulted on projects for clients such as AmeriHealth, AOL, Commerce Bank, Disney, Kaiser Permanente, Mattel, Medical Society of New Jersey, Microsoft, Samaritan Hospice, as well as start-up ventures and local small/medium businesses. In addition to his technology consulting, Howard teaches courses and seminars in web development for both undergraduate and Executive MBA students at Saint Joseph's University in Philadelphia, PA. Howard is on the board of directors for the Burlington County Chamber of Commerce and a founding member of the Delaware Valley Initiative.

Howard is a frequent presenter to a wide variety of audiences. He hopes his boss will be impressed enough with his writing and speaking engagements to give him a raise.

Messaging, Branding & Communication

Beth Brodovsky

As the President of Iris Creative Group Inc, Beth Brodovsky helps member-driven organizations use communication to build active communities. Schools, associations, clubs, and nonprofits look to Iris to develop brand and ongoing communications that encourage the desire to belong and get involved. Beth speaks and writes and consults on the topics of brand development, continuity of communication, and driving participation as well as integrating social media.

Gregg Feistman

With nearly 30 years experience in public relations and communications, Gregg Feistman is an Assistant

Professor of Public Relations at Temple University. Prior to his appointment at Temple, he was Vice President and Director of Public Relations for ING Direct, USA, headquartered in Wilmington, DE and part of one of the largest financial services companies in the world. He was responsible for the national launch of the company as well as corporate public relations, strategic communications planning, crisis communications, issues management, media relations, consumer advocacy, and corporate sponsorships. He also served on the Board of Directors of the ING Direct Kids Foundation.

Prior to joining ING Direct, he was Manager of Public Relations for Manny, Moe, and Jack – The Pep Boys. Before that, he served as a strategic communications consultant to corporations in the financial services, healthcare, telecommunications, utility and chemical industries, no-profit organizations, and an agency of the federal government, among others. From 1987 to 1995, Mr. Feistman was Assistant Vice President for Corporate Public Relations at CoreStates Financial Corp. (now Wells Fargo) in Philadelphia. He also spent several years in the Philadelphia PR agency scene. He got his start in PR as a theatrical press agent in Philadelphia and New England.

Gregg is a member of the Philadelphia Public Relations Association and serves on the PPRA Public Affairs Committee. He is a past member of the board of Philadelphia PRSA and has won the Philadelphia PRSA Pepperpot and Drumbeater awards. He holds certification from the MIT-Harvard Public Disputes Program, and was a featured workshop presenter on Reputation Management at the 2004 Philadelphia Marketing Expo. He has been quoted in numerous PR trade and business publications, been interviewed on television and radio, and authored a case study “Protesters Crash A Corporation” *Practical Public Relations: Theories and Techniques That Make a Difference*, Kendall/Hunt Publishing. Last October, he presented a paper on reputation management at the annual Public Relations Society of America’s international conference in Washington, D.C.

Gregg has a BA in Communications from Rowan University, from which he received the Outstanding Alumni Award in 1993, and an MA in Communication from Marist College in Poughkeepsie, NY. He received the Public Relations Society of America’s prestigious Anthony Fulginiti Award for Commitment to Education in 2010. Gregg has pursued his love of writing all his life, as a business and sports writer for national trade magazines and a New York-produced playwright. His novel “The War Merchants,” is an international corporate thriller set primarily in Philadelphia and New York City, published by Strategic Book Publishing, part of the AEG Publishing Group, and he is currently writing a sequel.

Dan Fernandez

Dan, Art Director, Institutional Advancement, Drexel University, has over 20 years experience developing, coordinating, and directing comprehensive, integrated marketing communications, as well as experience developing and managing national advertising, branding, direct, and e-marketing campaigns.

Colin D. Hennessy

Colin, Director of Marketing & Donor Participation, The Penn Fund, University of Pennsylvania works closely with key Penn staff to build a case for the support of undergraduate education at Penn. Partnering closely with Alumni Relations and Penn Traditions at Penn, he is committed to a thoughtful and donor-focused approach to fundraising. Prior to joining Penn, Colin held positions at The University of Iowa Foundation and Intermec Technologies Corporation. He was the inaugural recipient of the James A. Socknat Memorial Fellowship at the World Bank in Washington, D.C. Colin holds an MA in Adult Education and a Masters in Public Policy and Administration. In addition to his role at Penn, Colin is also a visiting faculty member at The University of Nebraska at Omaha in the School of Public Administration.

Jeff Jubelirer

Jeff Jubelirer is widely recognized as one of the top corporate communications and public relations strategists in the Commonwealth of Pennsylvania. Perhaps best known for his unparalleled expertise in issue & crisis management and public policy advocacy, Jeff is the “go to” media person and political analyst for Fox 29 and NBC 10. As President of Jubelirer Strategies, Jeff is the “chief architect” behind the development and execution of the strategic communications, media & community relations, and crisis management issues for many of the state’s most well-known businesses, associations, and nonprofit organizations. Aside from his skill in executing strategic communication campaigns, Jeff maintains trusted and long-standing relationships with all the key media contacts and political “players” in the region.

Jeff was named as one of the regions “40 under 40” by the Philadelphia Business Journal. He was also recognized as one of “22 People to Watch” by Philadelphia Magazine and recently was selected to the “Pennsylvania Report 100” list of influential people in the state. In addition, Jeff serves as an adjunct professor teaching issue & crisis management at Temple University. He also serves on the boards of The Make-A-Wish Foundation of Philadelphia and Susquehanna Valley, Pennsylvania Partnerships for Children, the Anti-

Defamation League of Southeastern Pennsylvania/Delaware, Arthur Ashe Youth Tennis and Education, and Operation Understanding. Jeff lives in Greater Philadelphia with his wife, Tracey, a pediatric oncologist with The Children's Hospital of Philadelphia, his two daughters, Sofie and Alison, and the family pug, Kayla.

Aimee L. LaBrie

Aimee LaBrie, Director of Marketing and Communications for Alumni Relations at the University of Pennsylvania, has worked as a development writer and marketer in higher education for the last 16 years. She received her MA in writing from DePaul University and her MFA in fiction from Penn State, where she also taught undergraduate writing and rhetoric and worked for the College of Liberal Arts. Her collection of short stories, *Wonderful Girl*, won the Katherine Anne Porter Prize in Short Fiction and was published by the University of North Texas Press in 2007. She is a regular columnist for Philadelphia Stories and teaches a fiction class sponsored by the journal.

Lisa Winward

Lisa, Design Director, Kelsh/Wilson Design, draws on nearly two decades of experience as she offers creative guidance to the members of Kelsh Wilson's design team, overseeing their work from the earliest conceptual stages through final production. After starting her career on the West coast, Lisa relocated to Philadelphia in 1990 and matched up with Kelsh Wilson Design. In the time she has been with Kelsh Wilson, she has developed an in-depth understanding of the business and clients' needs. As design director, she offers creative guidance to the designers. Lisa is especially effective at collaborating with individual designers to help them refine their ideas into designs that are not only beautiful and innovative, but also suit the needs of the particular project and client. During her 15 years with the firm, she herself has designed numerous annual reports, admissions packages, and marketing materials, most recently working with Germantown Friends School, National Cathedral School, Carolina Friends School, George Washington University, the University of Pennsylvania, and capital campaign materials for City of Hope.

Transformational Giving

Kathleen Welsh Beveridge

Kathleen Welsh Beveridge, MNA, President of Spark Nonprofit Consulting, LLC, has more than 18 years experience in fundraising and leadership in the nonprofit sector. A graduate of the Mendoza College of Business, University of Notre Dame with a masters in nonprofit administration, Kathy translates knowledge of best practices to small and mid-sized nonprofit organizations to help them improve their mission effectiveness and financial sustainability. Kathy's ten years of extraordinarily results-oriented development experience at top-tier universities enables her to apply the full spectrum of cutting-edge strategies to help clients raise more money for their missions. Her experience as an executive director of a small nonprofit enables her to understand the need to do more with less and to craft strategies that leverage the limited resources of small and medium-sized nonprofits. Finally, Kathy's significant experience in start-up situations gives her excellent perspective on activities that generate community engagement, widespread interest, and excitement – all keys to ultimate fundraising success.

Patrick Feeley, CFRE

Patrick Feeley has been fundraising in the nonprofit sector since 1993. He is the Assistant Vice President for Institutional and Event Fundraising at The Children's Hospital of Philadelphia Foundation, overseeing the areas of corporate and foundation relations, cause-marketing, and special events. Prior to this position, he was Director of Corporate and Foundation Relations for La Salle University and before La Salle worked for Junior Achievement. Pat earned a BA from Millersville University, MBA from La Salle University, and received the Certified Fundraising Executive (CFRE) designation from CFRE International. He is an active member of the Rotary Club of Philadelphia and serves on the boards of the Clean Air Council and the Association of Fundraising Professionals International.

Bob Fogal, Ph.D., ACFRE, CAP

Bob Fogal is minister of philanthropy for the United Church of Christ in southeastern Pennsylvania and a professional advisor to fundraising executives. He has held senior advancement positions in higher education, health care, long-term care and human services. Dr. Fogal is past director of The Fund Raising School at the Indiana University Center on Philanthropy. He has led seminars and workshops throughout the United States and abroad and written frequently for professional publications, including the chapter on fundraising for all three editions of *The Jossey-Bass Handbook of Nonprofit Leadership and Management* (2010 edition in preparation). He holds a Ph.D. from Indiana University, and the ACFRE and CAP[®] (Chartered Advisor in Philanthropy[®]) credentials.

Dr. Scott Janney, CFRE, RFC

Scott Janney is the Executive Director of Planned Giving at Villanova University. He has always loved teaching and was inspired while writing his doctoral dissertation, "The College President and Fund Raising Effectiveness," to help fundraisers develop the most effective gifts and practices. He specializes in painting simple word pictures that make complicated concepts easier to understand. His development career has included introducing a highly successful planned gift marketing program as part of Temple University's \$350 million campaign and launching the first planned giving program at St. Mary Medical Foundation which brought in over \$8 million in bequest commitments and the largest gift in the hospital's history. Next he coordinated planned giving at the five hospitals of Main Line Health.

Scott served as the Co-Chair of Philadelphia's Planned Giving Day for three years. He is a member of the National Board of the Partnership for Philanthropic Planning, and serves as the Treasurer of the local council. He is a highly effective communicator and sought-after speaker at the National Conference on Philanthropic Planning, Gift Planning Councils, AFP chapters, as well as an author of numerous articles including, "All Annuitants are Women, and They Lie about Their Age." He holds a Doctor of Education from Temple University, a Master of Divinity from Princeton Theological Seminary, and an undergraduate degree from Asbury University. He is a Certified Fund Raising Executive and a Registered Financial Consultant.

Lise D. Twiford, MBA, CFRE

Lise D. Twiford, MBA, CFRE, has been in professional fundraising and development for more than 20 years. With a focus on healthcare, her career includes extensive experience in special events, annual fund, major gifts, and planned giving. Lise serves as Vice President for Development at Lehigh Valley Hospital and Health Network in Allentown, PA.

Since 1996, Lise has been an active member in AFP serving on numerous committees, as a member on the Board of Directors, culminating with a two year term as President and two years as Chair of the Chapter. At the International level, Lise participates on the AFP External Relations Division, Government Relations Committee. As a certified AFP Master Trainer, Lise extends her knowledge of the field by serving as a faculty member for the AFP Principles of Fundraising course held at Villanova University. Lise also teaches sessions for the CFRE Review Course, the AFP Survey Course, and other fundraising seminars on a variety of topics when requested.

Lise received her bachelors degree from West Chester University, West Chester, PA and her MBA from St. Joseph's University in Philadelphia. She recently completed coursework for the CFP designation through the American College, Bryn Mawr, PA.

Meghan Wright

Meghan Wright joined The Children's Hospital of Philadelphia Foundation in January 2005 and currently serves as the Director of Corporate and Foundation Relations. Prior to CHOP, Meghan spent almost a decade with the Boston Celtics, holding several leadership roles including Director of Sales and Senior Director of Community Relations, where she oversaw the launch of the Boston Celtics Charitable Foundation. Meghan earned her B.A. in History with a minor in Latin from Saint Anselm College and serves as a board member of the Liam Lawson Foundation for Pediatric Palliative Care.

Advanced Professionals

Kevin Dow

Mr. Kevin Dow, a native Philadelphian, was appointed by Mayor Michael Nutter as the Chief Operating Officer of the City of Philadelphia's Commerce Department in June 2009 and as Deputy Commerce Director in September 2008. In these roles, Mr. Dow provides leadership to the Commerce Department, overseeing 50 professionals and over \$200 million in financial resources. A key area of focus is the support to neighborhood commercial corridors, business improvement districts, public investment programs, and minority, women, and disabled-owned businesses. Prior to his current position, Mr. Dow was the Vice President of Community Affairs for the Northern Region of Wachovia Bank, working with over 300 nonprofit organizations across seven states and responsible for the management and allocation of \$13 million in Wachovia Foundation financial resources throughout a seven-state region. While at Wachovia, Mr. Dow assumed leadership roles within the company's diversity awareness initiatives and strategy development, including serving on two divisional Diversity Councils, facilitating company-wide training sessions, and completing an extensive training program to become a certified Diversity Practitioner. Mr. Dow earned a Bachelor of Arts degree with a concentration in finance from Morehouse College and a Masters in Business Administration from Saint Joseph's University with a

concentration in Management. In 2009, Kevin became a Pennsylvania State Fellow at the Center for Progressive Leadership.

Karl E. Emerson, Esq.

Karl E. Emerson serves as *of counsel* in the Business Department at Montgomery McCracken. Mr. Emerson provides legal counsel and advice to nonprofit organizations, including advising charitable organizations and their fundraisers on compliance with state charitable solicitation statutes, conducting charitable organization compliance assessments, and conducting internal investigations for charitable and other tax-exempt organizations.

Prior to joining Montgomery McCracken, Mr. Emerson served as Director of the Pennsylvania Bureau of Charitable Organizations where he was responsible for administering and enforcing Pennsylvania's charitable solicitation law. Under his direction, the number of registered organizations increased from approximately 3,700 to over 9,800. He streamlined and eliminated cumbersome registration procedures and policies, implemented the first electronic registration system in the country, and set up a Special Investigation and Audit Unit that pursues fraud and other abuses in the nonprofit sector. He worked closely with state and federal law enforcement agencies as well as foreign law enforcement agencies on several terrorist financing cases. Previously, Mr. Emerson held a variety of executive level positions in the Pennsylvania Office of Inspector General where he supervised and directed complex fraud, waste and abuse investigations. These investigations resulted in major monetary recoveries and savings for the Commonwealth, hundreds of employee disciplinary actions, several grand jury investigations, and numerous criminal prosecutions and civil and administrative actions. He worked closely with state and federal law enforcement agencies during his ten years at the Office of Inspector General. From 1983 to 1985, Mr. Emerson was a prosecuting attorney with the Bureau of Professional and Occupational Affairs where he initiated and managed investigations of professional misconduct and represented the Commonwealth at formal disciplinary hearings.

Robert Evans

Robert I. Evans, Managing Director, established The EHL Consulting Group in 1991 after 20 years' experience conducting fundraising campaigns in major metropolitan areas nationwide. During that time, Mr. Evans developed an extensive and valued network of relationships among corporate leaders and philanthropic individuals across the country. Regarded as an authority on campaign strategy, Mr. Evans is known for inventive campaign plans that have enabled clients to reach development goals even in the most challenging circumstances. Mr. Evans serves as a board member of the American Association of Fundraising Counsel, belongs to several professional organizations, and is frequently published and quoted in professional journals.

Gloria M. Pugliese, CFRE

Gloria Pugliese has over ten years of fundraising experience in medical research, historic preservation, museum exhibitions, and higher education. Much of her work has been with foundation and corporate fundraising, and she has also worked with individual donors, annual funds, donor database management, and special events. She is currently the Director of Corporate and Foundation Relations at La Salle University. Gloria is an active member of the Association of Fundraising Professionals Greater Philadelphia Chapter. She has served in a variety of roles and is currently the Board Chair. She actively and enthusiastically seeks out opportunities for professional development through AFP and other organizations. Gloria's other activities include teaching adult students and singing with The Choristers as well as serving on their board as Development Chair. She holds a Bachelor of Arts degree from Susquehanna University, a Master of Arts in Education from Lehigh University, and an MBA in Finance from La Salle University. She lives in Philadelphia, PA.