



**Ten Star AFP Chapter**  
Greater Philadelphia Chapter

**Jaime L. Howard | President**

Director of Development, Facilities and Capital Projects,  
The Children's Hospital of Philadelphia

**Gloria M. Pugliese, MBA, CFRE | Board Chair**

Director of Corporate and Foundation Relations, La Salle  
University

**Stan Retif, CFRE | Vice President, Membership Services**

Vice President for Development and Communications,  
Elwyn

**Dana Heiman, CFRE | Vice President Education & Professional Development**

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Brandywine Health Foundation

**Charles Wright III | Vice President Membership Services**

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Josie Burri - Senior Development and Board Relations Officer, The  
Wistar Institute

Regina M. Donovan - Assistant Vice President, Development,  
Temple University

Martin F. Farrell - Vice President, Malvern Preparatory School

Matthew A. Hugg - President, FundRaising Talent

Debra Shupp - Director of Development, The Clinic

Richard Tolsma - President, Rich Tolsma Productions

Steven R. Wasserleben - Director of Resource Development and  
Marketing, Animal Welfare Association

Kortnay Woods, MS, CFRE - Director of Grant Development,  
Montgomery County Community College

# FUNDLINE

WINTER 2012



The official newsletter of the Greater Philadelphia Chapter of the Association of Fundraising Professionals

Volume 5, Issue 1 | AFP-GPC members receive this eNewsletter quarterly. To view online, go to [www.afpgpc.org](http://www.afpgpc.org)

## YOUR 2012 AFP-GPC BOARD



**Left to right: Regina Donovan, Michele DiVeterano, Jaime Howard (back), Josie Burri, Gloria Pugliese, Stan Retif, Chuck Wright, Rick Bohrer, Dana Heiman, Jo-Ann Zoll, Matt Hugg (back), Debra Shupp, Steve Wasserleben, Rich Tolsma. Not Pictured: Martin Farrell, Carol Revak, Kortnay Woods**

### PRESIDENT'S MESSAGE

In 2012, our board of directors, members, volunteers, and chapter staff look forward to another wonderful year for the Greater Philadelphia Chapter full of educational, professional development, and networking opportunities. We will continue to support and provide resources to



**Jaime L. Howard**

our committees and effectively engage and work with our sponsors, donors, vendors, and strategic partners to bring you the best member experience possible. AFP is a resource for you. As you explore our local and international resources – online or in person, please continue to contact us if you need assistance.

It is my pleasure to announce, and I enthusiastically welcome, the 2012 Board of Directors, including new members Josie Burri, Debbie Shupp, and Steve Wasserleben. Please review the full list of board officers and members in this edition of FundLine, and don't hesitate to connect with us at events, by email or

*continued on next page*

## We moved!

*... but we're just as close as ever*

The Greater Philadelphia Chapter of the Association of Fundraising Professionals began 2012 with a new association management team. Please put the following in your address book.



**Association of Fundraising Professionals**  
**- Greater Philadelphia Chapter**  
**100 North 20th Street, Suite 400 | Philadelphia, PA 19103**  
**(215) 320-3871 | Fax (215) 564-2175**  
[www.afpgpc.org](http://www.afpgpc.org)  
**Ethan Gray, Executive Director**

# What's Next at AFP-GPC

To register or for more information, go to [www.afpgpc.com](http://www.afpgpc.com)

Date	Event	Time	City	Venue	Speaker(s)
2/29	<b>Seminar: Cultivating Success: Managing Staff to Succeed for Your Mission and Themselves</b>	8:30 am-11 am	Philadelphia	Children's Literacy Initiative	From Children's Literacy Initiative: <b>Cameron Voss</b> , Deputy Director, <b>Sherri Wilcauskas, CFRE</b> , Director of Institutional Giving and Development Operations
3/2	<b>Networking Breakfast</b>	8:30 am-10:30 am	Coatsville	Brandywine Health Foundation	
3/27	<b>Career Advancement/ Professional Development</b>	11 am-5 pm	Malvern	Penn State Great Valley Conference Center	<b>Lona Farr, PhD, ACFRE</b> , Farr Associates Consulting LLC
4/5	<b>Fundamentals of Fundraising Day 1</b>	8 am-5 pm	Philadelphia	Children's Literacy Initiative	
4/12	<b>Fundamentals of Fundraising Day 2</b>	8 am-5 pm	Philadelphia	Children's Literacy Initiative	
4/18	<b>Seminar- Non-Profit Fiscal Health and Governance</b>	11 am-5:30 pm	Philadelphia	Temple University Center City	<b>Andrew Swinney</b> , President - The Philadelphia Foundation
5/3	<b>Franklin Forum</b>	8 am-5 pm	Lafayette Hill	ACE Conference Center	Industry Experts
11/14	<b>National Philanthropy Day</b>		Philadelphia	Loews Hotel	Distinguished Awardees & Honorees from the Greater Philadelphia Philanthropic Community

**Save these Dates!** More information at [www.afpnet.org](http://www.afpnet.org)

AFP 49th International Conference on Fundraising  
April 1-3, 2012  
Vancouver, BC

AFP TechKnow Conference  
June 4-5, 2012  
Orlando, FL

## PRESIDENT'S MESSAGE

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phone, or through the chapter office. We are here to serve our members as your advocates and to guide our chapter forward for many years of achievements and growth.

Effective January 1, 2012, AFP-GPC has a new chapter office located in Philadelphia and professionally managed by Fernley & Fernley. We welcome our Executive Director, Ethan Gray. Please take an opportunity at an upcoming committee meeting or program to meet the excellent staff who support us. The board is working closely with Ethan and the GPC office team to plan and implement strategic initiatives to enhance your membership experience and build upon the resources available to the Greater Philadelphia fundraising community.

Don't forget to update your address book with our new contact information.

**Association of Fundraising Professionals  
- Greater Philadelphia Chapter  
100 North 20th Street, 4th Floor  
Philadelphia, PA 19103  
215-320-3871 (phone);  
215-564-2175 (fax)  
[chapter@afpgpc.org](mailto:chapter@afpgpc.org); [www.afpgpc.org](http://www.afpgpc.org)  
Ethan F. Gray, Executive Director**

On behalf of the board and committee leaders, we look forward to providing a year filled with innovative programs, networking events, and mentoring opportunities; developing new partnerships; and building upon our strategic alliances. Please continue to provide us feedback and share your ideas. I look forward to seeing you at an upcoming AFP-GPC committee meeting or event!

Sincerely,






2011 Distinguished Honoree Verneta Grant Harvey, Honored by Ivy Cultural and Educational Foundation, Inc.



2011 Fundraising Executive of the Year, Charles (Chaz) Watson, The Salvation Army.



2011 Lifetime Achievement Award Recipient Elizabeth "Betty" Moran.

# National Philanthropy Day set for Nov. 14 at Loews Philadelphia Hotel

**M**ark your calendars for the premier philanthropy awards and recognition luncheon in the Philadelphia region for Wednesday, November 14, 2012, at the Loews Philadelphia Hotel! Efforts are underway to plan for another exciting year as we honor individuals and organizations for their tremendous work in our community.

2012 National Philanthropy Day nomination materials are now available. Materials were distributed to AFP-GPC members and friends electronically, mailed to our members, and posted on the AFP-GPC website. The Awards Committee looks forward to another year of robust nominations, and wel-

comes the challenge of selecting our 2012 awardees. Please submit your complete nominations no later than March 23rd. For additional details, contact Susan Arnold, 2012 NPD Awards Committee Chair, at 215-895-1059 or [sarnold@drexel.edu](mailto:sarnold@drexel.edu).

### Lend a hand

The National Philanthropy Day Program Committee is looking for volunteers to assist with all aspects of the event including: sponsor relations; program brochure development; program presentation design; distinguished honoree planning; advertisement and table sales; day-of volunteers; and much more! The NPD Program

Committee offers a diverse range of volunteer opportunities and a networking opportunity for you. Co-Chaired by Debbie Shupp and Amber Adamson, this committee promises to be a fun and fulfilling volunteer experience.

It is never too early to think about honoring one of your peers, volunteers, or benefactors as a distinguished honoree at the 2012 National Philanthropy Day luncheon. For details, please contact Debbie Shupp at 610-935-5464 or [dsshupp@comcast.net](mailto:dsshupp@comcast.net).

For general information about 2012 NPD nominations and program or to volunteer with the 2012 NPD Program Committee, contact AFP-GPC at 215-320-3871 or [chapter@afpgpc.org](mailto:chapter@afpgpc.org).

## How you can help make 2012 NPD best ever

### Nominate Awardees

**How:** Members were emailed nomination materials. If you need the email re-sent, contact Susan Arnold, 2012 NPD Awards Committee Chair, at 215-895-1059 or [sarnold@drexel.edu](mailto:sarnold@drexel.edu).

**Deadline for nominations:** March 23, 2012

### Volunteer on the NPD Program Committee

**What:** Any aspect of event planning, promotion and service.

**Contact:** Debbie Shupp at 610-935-5464 or [dsshupp@comcast.net](mailto:dsshupp@comcast.net)

## Noteworthy

### Reporters wanted!

The FundLine & Annual Report Committee needs your help. Do you miss being a reporter for your high school or college newspaper? Relive those days by researching and writing fun, informative articles for FundLine. To learn more, contact Eddie Byrd at (214) 951-0300 ext. 3950 or [eddie@rhd.org](mailto:eddie@rhd.org).

### Mentoring committee

Interested in joining one of the most rewarding and long standing programs in the AFP-GPC? Consider joining the Mentoring Committee to help shape and organize this important program for our members. We are looking to build on the strength of the program as well as working to take it in new directions. If interested, please contact Joe Cuzzo, Director of Philanthropy, Mercy Neighborhood Ministries of Philadelphia, 215-227-4393, ext. 205 or [jcuzzo@mercyneighbors.org](mailto:jcuzzo@mercyneighbors.org).

## From AFP

### AFP Online Speaker Database is live!

Members of the Association of Fundraising Professionals (AFP) - as well as non-member CEOs, executive directors, vice presidents, managers and consultants - now have access to the new AFP Online Speaker Database. Users can search for speakers based on hot topics, regions, credentials, etc. Speakers can upload their information, credentials, and speaking criteria to be part of this invaluable resource. AFP members can receive a basic speaker listing for free, with an option to upgrade for a nominal fee. So, what are you waiting for?

### Registration Now Open for 2012 AFP TechKnow Conference!

The AFP TechKnow Conference, presented by Visa, will be held June 4-5, at the Gaylord Palms in Orlando, Fla. The event will offer participants strategic ideas and practical solutions in the areas of social media, knowledge/database management, marketing and communications and of course, technology. Please note that AFP is co-locating TechKnow with Planet Philanthropy, the annual Florida state conference hosted by the AFP Florida Caucus which will be held June 2-4. For more information on TechKnow, go to [www.afptechknow.org](http://www.afptechknow.org) or Planet Philanthropy (PP), at <http://www.planetphilanthropy.org/>.

### Do you know about AFP2P—Your Exclusive AFP Online Community?

AFP2P is AFP's exclusive online community, powered by Blackbaud Social. Built for members based on your ideas and feedback, AFP2P allows you to interact, network, and share expertise with your colleagues through such personalized features as discussion groups, blogs, and news

feeds. In addition, members are able to create unique profiles, leave comments, and upload pictures and documents.

While AFP has created this social platform, its success depends on members' taking an active role in nurturing and growing the community. We encourage all of our members to invest a little time and try out AFP2P, see what groups are now there, invite and encourage other members to join you, start a discussion thread, or perhaps upload a document you feel may help others.

You'll see lots more news about AFP2P in the near future, and AFP plans to feature active groups and discussions on a regular basis in AFP eWire. The AFP2P community can be found here. To learn more, visit the How to Use AFP2P page.

### AFP Ethics Assessment Inventory™ (EAI) Is Here!

AFP launched its first ethics assessment tool, the AFP Ethics Assessment Inventory™ (EAI), which is available online through the AFP website. A new benefit of AFP membership, the EAI is based on research conducted by the Center for Ethical Business Cultures (CEBC) at the University of St. Thomas—Minnesota and on input from almost 2,000 AFP members. Designed as a 14-item online survey instrument, the EAI provides users with a snapshot of their ethical performance. It allows participants to confidentially compare themselves with peers who belong to AFP. Intended as a developmental tool, EAI will help fundraising practitioners and organizations assess and strengthen the ethical dimensions of their practice. Fundraisers can examine the alignment among their personal ethical performance, that of the organizations in which they work, and that of their peers within AFP.

## Give Us Your Best Tips

In an effort to become a more valuable resource, FundLine wants your advice.

Do you have tips to share with your colleagues? Please consider sharing fundraising, career advancement, management, and other work-related tips with us. Tips will be featured in the summer issue. If you have helpful information to impart, please email it to the AFP-GPC chapter office at [chapter@afpgpc.org](mailto:chapter@afpgpc.org).

Be sure to include your name and organizational affiliation with your submission.

## Oops! Updates to Member Directory

Please make note of the following corrections and additions to the 2012 AFP-GPC Member Directory.

### Lindsay Warren

Director of Fund Development  
Mercy Philadelphia Hospital  
1500 Lansdowne Avenue  
Darby, PA 19023  
[lwarren1@mercyhealth.org](mailto:lwarren1@mercyhealth.org)  
610-237-5058  
fax: 610-237-4202

215-985-0870 Ext. 10  
fax: 215-985-0871  
[afitzpatrick@coh.org](mailto:afitzpatrick@coh.org)

### (Rev. Msgr.) Louis A. Marucci, MAPD, D.Min.

President & Executive Director  
Jubilate Deo Chorale & Orchestra, Inc.  
901 Hopkins Road, Suite A  
Haddon Township, NJ 08033  
856-858-0693  
fax: 856-869-9010  
[JDCO@comcast.net](mailto:JDCO@comcast.net)  
[www.JDCO.org](http://www.JDCO.org)

### Elizabeth S. Pendley

Development Associate  
Esperanza  
4261 North 5th Street  
Philadelphia, PA 19140  
(215) 324-0746 x295 | fax:  
(215) 324-2542  
[ependley@esperanza.us](mailto:ependley@esperanza.us)

### Amy Fitzpatrick

Campaign Assistant  
City of Hope  
Philadelphia Regional Office  
1608 Walnut St., Suite 1702  
Philadelphia, PA 19103



Career Corner

# Do you know ‘right’ people, right now?

How many people do you know? Here’s your assignment tonight or this weekend. Take about 20 to 30 minutes writing down everyone you know. Everyone. Friends, family, people at work and the folks at the gym. First and last names are best, but one or the other is sufficient. But these have to be people that if you were to walk down the street, you could say “hi” to and know their name. Guess how many that would be.

From what I read, the number will be around 150 – apparently it’s a human brain thing. That’s about as many friends and acquaintances that most people have.

Why is this important in your career?

Because these are the resources that you’ll draw upon when you need to make a move. Are these the “right” people? How do you define “right?” Some will be, and some won’t be, and I’m not suggesting that you purge your list of useless contacts (I can hear a lot of sighs of relief out there.). No, but I do want you to start to see where the gaps are – now, not when you’re in a panic and need something to happen right away.

Have a good time with this.

*Matt Hugg, fundraiser, writer, teacher, executive search consultant and author of the popular blog and newsletters “Career Action Steps” and “Compelling Copy” is president of FundraisingTalent™, found on the web at [www.FundraisingTalent.com](http://www.FundraisingTalent.com).*

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## Career Action Steps

by Matt Hugg,  
FundraisingTalent

## Spotlighting

**Patrick J. Feeley, MBA, CFRE**  
Associate Vice President,  
Individual & Principal Giving  
The Children’s Hospital of  
Philadelphia



## AFP ‘Every Member’ Campaign: Why I Give Back

After graduating from Millersville University in 1993, Paula Banzahf, a university administrator, encouraged Pat to volunteer for the Hugh O’Brian Youth Leadership Seminar. This is where Pat Feeley met Jackie Summers, then president of Junior Achievement of South Central Pennsylvania. Pat applied for a position as a Program Manager and, as Pat says, “with a lot of enthusiasm and no experience, I applied for the position and was hired – Jackie clearly took a big chance on me.” The chance paid off.

In addition to recruiting and training volunteers to teach business, economics and free enterprise to K-12 students, Pat was responsible for raising contributions from businesses and civic groups to sponsor Junior Achievement classes. Pat credit’s Jackie’s guidance in helping him

learn the ropes of mail requests, phone calls and presentations.

He says she helped him endure the rejections and celebrate the successes with a “money dance” after securing a new sponsor.

After working with Junior Achievement for a number of years, Pat met Linda Lysakowski, who encouraged Pat to join AFP. Pat recalls that “back then, I simply saw myself as having a career with Junior Achievement.” Linda saw him as a young professional just getting started in his fundraising career.

Pat says his membership in AFP reinforces his commitment to ethical fundraising, demonstrates his focus on fundraising as a career, underlies his passion for philanthropy and connects him to a vast network of fundraisers that share a common purpose. Personally, Pat finds his

membership personally fulfilling and says that he is “blessed with many friendships here locally and throughout the world as a result of his participation in AFP.”

When asked why he felt it was important to give back, Pat recalled the advice and guidance from people like Paula Banzahf, Jackie Summers and Linda Lysakowski. Pat says he cannot imagine where he would be today without these mentors. “Now it is my turn to give back.”

Funds from the AFP Every Member Campaign support a variety of initiatives, including scholarships, program development, chapter awards, diversity programs and ethics education to name a few. For information on how you can support the AFP Every Member Campaign, contact Gloria M. Pugliese, CFRE at 215-951-1882 or [pugliese@lasalle.edu](mailto:pugliese@lasalle.edu).

# New Member Spotlight

Being relatively new to the grant writing profession, **Brittany Samoylov** was looking for ways to broaden her knowledge about the field of development and Philadelphia's nonprofit and philanthropic landscape, and AFP seemed like a great place to start. Brittany told us



**Brittany Samoylov**  
Grant Writer, Free Library  
Foundation

“The networking and professional development opportunities offered by AFP are beneficial for people at any stage in their fundraising careers, and I’m really looking forward to meeting counterparts and mentors from other organizations across greater Philadelphia.”

While almost everyone has heard of the Free Library ([www.freelibrary.org](http://www.freelibrary.org)), very few people know about its fundraising arm, the **Free Library Foundation**. The Foundation’s staff raises resources for an extensive array of Library initiatives, from computer “hot spots” at community organizations to the Regional Foundation Center, which many AFP members may have used. The Foundation itself also operates beloved programs and events, including Author Events, the Book Festival, and One Book, One Philadelphia.

**Bryan Carter** is the newly appointed President and CEO of **Gesu School**, located in North Philadelphia. As president, driving the awareness of Gesu and asking people to invest in the children and school are two of his key responsibilities. An advocate of continuous



**Bryan Carter**  
President and CEO, Gesu School

learning and improvement, Bryan views AFP-GPC as a vehicle to gain knowledge and share best practices related to effective fundraising.

Gesu School, is an independent Catholic elementary school educating 450 children in pre-K through 8th grade. Inspired by the Jesuit and IHM traditions of social justice, faith, hope and love, Gesu School strives, without selective admissions, to empower North Philadelphia’s children to break the cycle of poverty and violence. In a neighborhood where only 34% of adults hold high school diplomas, more than 90% of Gesu alumni graduate from high school on time, and many go on to college. To learn more about the Gesu School, visit [www.gesuschool.org](http://www.gesuschool.org).

## Take Advantage of Chapter’s Non-Profit Event Listings

What do Indian Creek Foundation, Academy of Notre Dame de Namur, and The Chamber Orchestra of Philadelphia have in common?

They all have posted their fundraising events on the chapter website!

This new FREE service will help you raise awareness for your organization’s events as well as reduce event conflicts. Submit your event to AFP-GPC’s new feature: Non-Profit Event Listing. On the chapter website you will find these listings under “Resources.” Please complete [this form](#) and email it as a Word document to [chapter@afpgpc.org](mailto:chapter@afpgpc.org).

Because we post events on the 15th of every month, please send your information well in advance. All events will be posted by date. If you have a question, please contact the chapter office at (215) 320-3871.

## Post Available Positions on Chapter’s Web Job Bank

The chapter posts a printable PDF of fundraising positions twice a month on their website. In the last two months, the chapter has advertised 30 fundraising jobs in the Greater Philadelphia area! As a member benefit, chapter members receive an email on the 1st and 15th of each month alerting them to new postings with a direct link.

Organizations may advertise for a fundraising executive by emailing the chapter with the job description. We cannot accept “blind” ads. A 75 word (or less words) job posting will cost \$70; a job posting of 76 to 200 words will cost \$95. Job postings over 200 words will be charged \$135, but job postings may not exceed 300 words.

Freelancers and consultants, as well as individuals and organizations with a product or service to sell to fundraisers or organizations, may also post a service description ad in this website area. There is a three-month fee of \$50 for a Professional Services ad not to exceed 150 words. A six-month fee is \$75 and a year fee is \$125.

Click [here](#) to obtain full information about the AFP-GPC Web Job Bank.

# Let's meet the Newbies

**Barbara Andrews** - Immaculata University  
**Madeline Bergman** - Epilepsy Foundation  
**Raquel Braemer**  
**Renee Bridges**  
**Jessica Calter** - Arden Theatre Company  
**Bryan Carter**, Gesu School  
**Angela Connor**, Philadelphia's Children First Fund  
**Jerusa Contee** - Byerschool foundation  
**Michael Cosack** - Greater Philadelphia Chapter-Carson Scholars Fund  
**Deborah Cumberland**  
**Nadina Deigh**, University of Pennsylvania  
**Cathy Dernoncourt** - Immaculata

University  
**Roberta Deustachio**, Ambassadors for Philanthropy  
**Sallie Dixon** - Thorncroft Equestrian Ctr  
  
**Linda Durant**, Widener University  
**Michele Edgcumbe** - American Diabetes Association  
**Wendy Epstein** - Nonprofit Management Consulting  
**Cristin Farney**, Devereux New Jersey  
**Anthony Ferrandino**  
**Amy Fitzpatrick** - City of Hope  
**Bethany Flood**, Sunday Breakfast Rescue Mission

**Kira Foley-Tuzman**, The Foundations of The Union League of Philadelphia  
**Greg Goldman** - Philadelphia Zoo  
**Dana Graham**  
**Ethan Gray** - AFP-GPC  
**Kyle Haines** - dotOrg Consulting  
**Angel Halstead** - Amnion Crisis Pregnancy Ctr  
**Suzanne Harris**  
**Jean Holmes**, Bucks County Community College Foundation  
**Morgan Hugo** - Philadelphia MUNE, Inc  
**Carroll Isseleman** - Immaculata University  
**Yvonne Jones Lembo**, The Lutheran Theological Seminary  
**Patricia Laws**  
**Jamie Lemisch** - Salus University  
**Marisa Leuzzi** - KenCrest  
**Karen Matweychuk** - Immaculata University  
**Jerry McLaughlin** - Gwynedd-Mercy College  
**Patricia Mecca** - The Arc of Philadelphia  
**Lauren Medici**, Springpoint Foundation  
**William Meinel** - Biblical Seminary  
**John Meko**, The Foundations of The Union League of Philadelphia  
**Alison Meyer** - Foundation for Individual

Rights in Education  
**Robert Meyer**, JEVS Human Services  
**Timothy Mulligan**, Communities In Schools of the Lehigh Valley  
**Carol Nelson**, Lodestar Research  
**Michael Norton**, Malvern Retreat House  
**Wanda Ivette Novales**, Pan American Academy Charter School  
**Rita O'Leary** - Immaculata University  
**Mike O'Neill** - Villanova University VP  
**Stephen Pugliese** - Immaculata University  
**Frederick Joseph Ritter**  
**Brittany Samoylov**, Free Library of Philadelphia Foundation  
**Emily Simmons** - The Schuylkill Center  
**Megan Sneeringer**, Montgomery County Community College Foundation  
**Tiffanie Stanard**, Prestige Concepts, LLC  
**Allison Stinger** - Freedom Valley YMCA  
**Adina Stonberg**  
**Doreen Storey**, United Way of Southeast Delaware County  
**Joanne Stretz**  
**Sharon Sweitzer**  
**Kathleen Taylor**  
**Gary Wallace** - Multiple Sclerosis Association of America, Inc  
**Jill Whitcomb** - Brandywine Health Foundation

## Members on the Move

**Amber Adamson** is the new Development Manager at Students Run Philly Style  
**Susan W. Arnold**, Associate Vice President, The Drexel Annual Fund, Drexel University  
**Meredith Betz**, G. M. Betz Associates  
**William Gross**, Carson Valley Children's Aid  
**David Merrick** is the new chief advancement officer at Liberty Lutheran in Amber.

**Richelle Ogle**, Philadelphia Museum of Art  
**Richard Quinn** is a principal in the firm Quinn Consulting Associates in Wayne.  
**Steve Wasserleben** is the new Director of Resource Development and Marketing at the Animal Welfare Association  
**John Wilwol, Sr.** is the new director of development at CFS, The School of Church Farm in Exton.



## FundLine & Annual Report Committee

- Susan Arnold**, Drexel University
- Ethan Gray**, AFP-GPC Executive Director
- Eddie Byrd**, Resources for Human Development
- Michele DiVeterano**, City of Hope
- Ellen Mansfield**, The Center for Autism
- Lori Ray**, Gift of Life Donor Program

## Contact AFP-Greater Philadelphia Chapter

AFP-Greater Philadelphia Chapter  
100 North 20th Street  
Suite 400  
Philadelphia, PA 19103

Phone: (215) 320-3871  
Fax (215) 564-2175  
Email: [chapter@afpgpc.org](mailto:chapter@afpgpc.org)  
Web: [www.afpgpc.org](http://www.afpgpc.org)

