



# ONLINE BULLETIN

National Executive Service Corps

Second Annual Gala – October 12, 2006

## PUBLISHER HAROLD McGRAW III PAYS TRIBUTE TO VOLUNTEERISM



**Harold McGraw III**

“The spirit of the NESC exemplifies the best our nation has to offer”. Harold McGraw III, Chairman, President & CEO of The McGraw Hill Companies, and the Gala Honoree, added that volunteerism is quintessentially American...an essential part of our democracy. He quoted Claire Gaudiani in her book The Greater Good: “Most people think that Americans are generous because we are rich. The truth is that we are rich... because we are generous.

McGraw cited Dinner Chairman, **Peter Malkin**, Chairman of Wien & Malkin, and Master of Ceremonies, **William Baker**, President of WNET/Thirteen as role models of volunteerism as well as NESC founder **Frank Pace, Jr.** At this time of unprecedented transformation, business leaders need to participate fully in advancing the national and global agenda to provide expertise for the less fortunate and to help build consensus. McGraw was most encouraged by a recent report by the Civic Health Index that the next generation of young Americans is volunteering in greater numbers than in the past. It indicates an emerging “generation of volunteers” committed to civic responsibility.

He strongly advocates that at all stages of our careers and in all sectors of endeavor we must work together as the stakeholders for the social good. Our honoree concluded that the NESC is a vital part of the partnership between the business community and the nonprofit and public sectors and that its activities make a real difference. “I hope someday to join you as a volunteer”.

*A+ Plus Pilot Program in Progress*

## Academy for Promising Leaders in Urban Schools

**James Williams** is seeking volunteers with solid business and/or educational experience to discuss leadership issues with the 19 master teachers from NYC Region 10 that are participating in the “A+ Plus” pilot program now underway at CCNY. The program was created in September 2006 through a partnership among NESC, The City College of New York and NYC Region 10. It is funded by grants from the Goldman Sachs and Hewlett-Packard Foundations.

Six NESC consultants were recently selected by the three partners to serve as business mentors for the 19 teachers. The mentors are expected to work with the candidates once a month for three to four months, starting in January 2007.

Contact [jwilliams@nesc.org](mailto:jwilliams@nesc.org)

## Executive Search Seeks Candidates

**Paul Barrett**, Director of Executive Search, is continuing to seek qualified candidates for several key positions. His ongoing assignments include a Human Relations Director for a large NY-based social services organization. The candidate should have experience in best practices and employment law.



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## Second Annual Gala Photos



**Betsy Weber's Table**



**Left to right: Marv Berenblum, Bill Baker, Dr. Robert Scott, Jerry Levy**



**Harold & Nancy McGraw**



**Susan & Marv Berenblum**



**Marv Berenblum's Table**



**Eleanor Holtzman's Table**



**Peter & Isabel Malkin**



**McGraw Hill Table**



**Allen McDougel & Michael Blass**



**Left to right: Harold McGraw, Betsy Weber, Bill Baker, Marv Berenblum, Peter Malkin**

*A Father's Crusade*

## Battling Stigma of Mental Illness



**Allen Atherton**  
SW Connecticut  
Regional Director

Since his son was diagnosed with a mental disorder in 1985, **Al Atherton**, our SW Connecticut Regional Director, has been a tireless fighter in battling the stigma of mental illness. His crusade was recently recognized by Deborah DiSesa Hirsch, Special Correspondent, for **The Advocate** (Stamford, CT). The September 24, 2006 article appears below.

Al Atherton is fighting to keep hope alive. Not for himself, but for the hundreds of thousands of mentally ill in this country, including his son, who has fought the disease for more than 20 years. "Allen has dedicated his life to serve and uplift the mentally ill", says Dr. Eric Ram, pastor of Atherton's church, St. John's Episcopal Church.

"It's a long, long haul," says Atherton, a Stamford resident, who has served as vice president of the National Alliance on Mental Illness, one of the leading activist groups for mental illness. He is Treasurer of the Stamford/Greenwich chapter.

Atherton's 41 year old son has been fighting schizoid-affective disorder since his early 20s and is institutionalized. Al has seen much progress in his son's disease in that time. He even feels that it's possible his son will recover. "People do recover. One of the biggest problems in treating the mentally ill is stigma. People are afraid and they should not be. One of the best things I can do for my son is to get the word out that this is treatable. Once treated, the mentally ill are less dangerous than the general public", he says.

Al asks indignantly "Do you know the largest mental institution in the U.S.?" He then answers "The L.A. County Jail followed by Riker's Island. The mentally ill commit crimes because they don't know what they're doing. They are sent to jail where they get no treatment. They come out with still no treatment and commit more crimes and there is nowhere else to go."

Atherton spent his early career with IBM, but after he retired, he decided to pursue what means the most to him--serving the National Executive Service Corps and helping the mentally ill. He is also helping to educate young people in schools about mental illness so there may be less of a stigma in years to come.

*Central Connecticut Region*

## NESC and the Granby, CT Education Foundation - A Case Study in Successful Consulting



**Elaine McDonald**  
Regional Director

Recently NESC consultants gathered at the Salmon Brook Ecology Center in Granby, CT to see how one teacher's dream became a reality with the help of NESC and a grant from the Hartford Foundation for Public Giving. In 2002 the Granby Education Foundation (GEF) with a grant from the Hartford Foundation's Non-Profit Support Program, engaged NESC to help develop a market assessment and strategic plan to build a specialized science lab for the local school system. This successful engagement resulted in the creation of the Salmon Brook Ecology Center, a state of the art fish hatchery and environmental center for students of the town.

During the NESC visit in mid November the project consultants **Bob Andrews** and **Nancy Norman** assembled with other members of the original team to review this case study to demonstrate why this project was successful. Bob and Nancy were joined by retired NESC consultant **Geoff Dale**, GEF members, local officials and Hartford Foundation representatives. Concluding the case study all toured the Ecology Center to experience first hand the wonders of the hatchery. Having worked on a number of projects, Bob is proud to be associated with this one. He noted, with this assignment we can clearly point to an important and concrete result and one that is representative of Granby's rural and environmental interests. As a consultant, this is very rewarding.

NESC New Jersey

## NESC Helps New Jersey Planning Officials Improve Its Operations



**Margean Gladysz**  
New Jersey

New Jersey Planning Officials (NJPO) is an affiliate of the New Jersey League of Municipalities. The organization provides education in the form of classes and publications, such as guides, books and newsletters, to municipal planning boards and zoning boards of adjustment throughout the state. In addition, NJPO functions as the association of New Jersey planning boards and zoning boards of adjustment.

NJPO asked NESC to investigate ways to increase the effectiveness of its board. NESC identified areas for improvement. For example NESC investigated how the board communicates, which is very important since NJPO is so heavily dependent on volunteers, including attorneys, planners and engineers. A typical example: in one six week period, NJPO conducted 24 educational programs in all 21 New Jersey counties that were attended by more than 3600 people. As usual, almost all of the instructors and the attendees were volunteers.

NESC delivered its report in the summer of 2005. NJPO reviewed the report and formed committees to improve operations, from how NJPO is organized to how staffing is done and how the workload should be managed. Joe Doyle, NJPO executive director, says, "The report was and remains a catalyst. For example, the report has helped us improve the management of our finances. One reason the report has proved to be such an effective tool is that the recommendations were presented with great political sensitivity. Our board members continue to refer to its recommendations. Even more than a year later, the NESC report continues to help us improve the services that we offer our members."

## Executive Search Seeks Candidates

Continued From Page 1...

The same non-profit client is seeking a SVP - Administration to serve as Chief of Staff. Paul is also looking for candidates for a large church in Westchester that has an opening for a Chief Operating Officer. An arts organization is seeking a Chief Financial Officer. A community-based social service organization in NYC has engaged the NESC to seek an Executive Director/Fund Raiser. In addition to these full time positions, Paul is looking for several candidates to serve on the Board of Directors for a medium-sized Foundation that provides funding for the arts, medical research, and social services organizations. Board candidates are also needed for a large health organization. Successful candidates will receive some compensation for the services they provide.

Contact [pbarrett@nesc.org](mailto:pbarrett@nesc.org)

## Arts Reception Held on October 24, 2006



Betty Lefferts & Regina Miranda



Betsy Weber &  
Margaret B. Wilkerson



Jerry Schiller & Megan McLain

Baruch College of CUNY

## Zicklin School of Business Honors MBA Leadership Mentoring Program

During the 2006 – 2007 academic year, the Zicklin School of Business, one of three undergraduate and graduate schools of Baruch College (CUNY) will again offer a mentoring program open to first-year students in the Honors MBA Program. Formally known as the *Zicklin Honors MBA Leadership Mentoring Program*, this is a voluntary program that started during the first semester and runs until May 2007, the end of the second semester.

The Mentoring Program will link first-year MBA honors students with experienced and successful alumni and others with a strong connection to Baruch College. They will be expected to meet for an hour or two about once a month, at mutually convenient times.

The purpose of the Mentoring Program is to promote the career and

personal success of the student participants. It does so by giving the students regular and helpful exposure to dedicated alumni and others who are already distinguished in fields of interest to students.

These programs offer our consultants the opportunity to become role models for an aspiring teacher or an honors graduate student, and assist him or her by sharing their expertise, life experiences and empathy. Successful mentoring is a two-way, mutually reinforcing relationship. The mentor also gains a sense of fulfillment from passing on his or her accumulated wisdom to others. And of course, NESC will benefit through increased support and contacts with our collaborators such as

Baruch College, the City College of New York, the NYC Department of Education, Hewlett-Packard and Goldman Sachs.

The time commitment for mentors in these programs is modest – as little as one hour per month of direct contact with mentees which can be arranged in person or through telephone contact.

See related article on page 1.

(A+ Plus Program)

Interested NESC consultants should contact Stephen Koller or Maureen O'Donnell, and they will arrange to facilitate the mentor application process.

Contact: [skoller@nesc.org](mailto:skoller@nesc.org) or [modonnell@nesc.org](mailto:modonnell@nesc.org)

## NESC PRODUCTS & SERVICES

**Business & Strategic Plans** – helping nonprofits reach new goals by honing vision, resolving conflicts over priorities, allocating resources and identifying new opportunities.

**Marketing Blueprints** – analyzing a nonprofit's services and designing a blueprint to market them dynamically.

**Feasibility Studies** – assessing feasibility of plans for new programs or even new spin-off organizations.

**Budgeting Assistance** – assigning former chief financial officers to help craft realistic multi-year budgets.

**Fund-Raising Strategies** – crafting fund-raising operations and identifying new sources of contributions.

**Recruiting Top Executives** – industry-standard executive searches that tap into new universes to fill top slots.

**Leadership Training** – workshops and drills to hone skills of senior execs.

**Board Development** – identifying new ways boards can help a nonprofit and then recruiting new board members.

**Facilities Assessment** – surveying space uses and suggesting changes to save money and boost productivity.

**Project Management** – suggesting changes in how nonprofits manage projects to raise efficiency and cut costs.

**Media Relations** – designing operations for earning more media coverage and raising a nonprofit's public profile.

**Human Resources** – conducting organizational audits to identify more effective staff uses

**Executive Mentoring** – working one-on-one with CEOs on a broad range of organizational & operational issues.

**Financial Management** – designing bookkeeping and payroll systems and supervising their operations.

**Board of ESCAN Picture taken at annual meeting.  
Okalahoma City. October 26-28, 2006**



*Last Word*

## It's Been a Gratifying Year for NESC

We are completing an exciting year at NESC with the wonderful engagement of our talented consultants, the support of our dedicated Board, the continued generosity of our funders and the many challenging opportunities provided by our clients to help them satisfy their consulting and business advisory requirements.

NESC has successfully completed 56 assignments for its clients through October, and in so doing deployed 83 consultants to accomplish this across the tri-state area of New York, New Jersey and Connecticut. Currently, 76 consultants are actively



**NESC Chairman & CEO  
Marv Berenblum**

engaged in 35 projects for our clients. We have noted a particular assignment upsurge in the education and religion sectors, as well as in financial implementation. The latter sector can entail such activities as setting up a financial system for our clients. In some cases clients outsource their ongoing financial administration to us, including the responsibility for issuance of

monthly financial reports, financial presentations to clients' Boards and handling the relationship with auditors.

We are particularly proud of our partnership this year with CCNY and Region 10 of the New York City Department of Education in launching a new and innovative initiative to develop a talented group of prospects to become effective Assistant Principals. This wonderful leadership development program is being underwritten primarily by the Goldman Sachs Foundation with additional significant support from the Hewlett-Packard Foundation. Additional foundation support is in the offing.

For those of you who attended our second annual gala this year at the Racquet and Tennis Club in NYC, honoring Harold McGraw (McGraw Hill Chairman, President and CEO) for his outstanding role toward benefiting nonprofit organizations, I'm sure you will join me in my enthusiasm for the event. It was not only a lot of fun, but it also significantly contributed to our ability to offer our services to our clients.

Of particular note this year has been the introduction of Betsy Weber as our new President. She has brought a vibrant leadership dimension to

our management team, and has spearheaded a number of new initiatives to ensure that we are serving our clients at the highest quality level and are taking fullest advantage of the rich talent base of our consultants.

Many thanks to all for your contributions toward making 2006 such a special year for NESC. Please accept my warmest wishes to you and your families for the Holiday Season.

**Marv Berenblum**

Chairman & CEO

**National Executive Service Corps**

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