



## Mega-Project

## Launching Staten Island's "Art of the Game"

April 1 launches a historic event for Staten Island's arts and cultural organizations – and a historic mega-project for NESC. On that day, the borough's cultural, community and political leaders gather at the Snug Harbor Cultural Center for the long-planned, borough-wide kick-off of "The Art of the Game," an NESC-conceived month-long series of free programs, performances, exhibits and other events designed to lure youngsters into cultural and arts venues.



Betty Lefferts

**Triggering excitement.** Explains NESC Senior VP for Arts and Culture Betty Lefferts: "In January 2004, the SI Bank and Trust Foundation gave us a problem to solve: Not enough kids were going to cultural institutions. In typical NESC fashion, we brainstormed, drew on the rich experience of our consultants and came up with the idea of a highly visible project linking sports and arts." Since then, Jack Fontaine has led the NESC team, assisted by Sergio Sedita and Bill Oriol, who coined the name "Art of the Game." They worked with SI institutions to design specific programs, developed a marketing and publicity strategy and triggered excitement that promises to make

April very special on Staten Island.

Over the months, the project grew to one of the biggest and most ambitious in NESC's 28-year history. Generously sponsoring the innovative event is the New York Community Trust, Samuel H. Kress Foundation, SI Bank and Trust Foundation and the *Staten Island Advance*. Says SI Bank and Trust Foundation's entrepreneurial Executive Director Betsy Dubovsky: "Using sports to awaken young people to the wonders of culture and the arts is just a great idea."

**Four dozen events.** More than four dozen events are planned by two dozen organizations, including: Alice Austen House's exhibit "Alice Austen: The Jock," Art Lab's workshops on "Art of the Game—Just Draw It," Conference House's "Colonial Games and Sports" exhibit, the Jacques Marchais Museum of Tibetan Art's programs on martial arts and yoga for families, the N.Y. Public Library's Richmond Branch's "Baseball Poetry Workshop for Kids," Poet's House baseball poem contest, St. George Theatre's presentation of "Fight Night" (the Joe Louis story), Snug Harbor Cultural Center's exhibit "Highlights from the Staten Island Sports Hall of Fame Collection," the Staten Island Children's Museum's "Create a Team Cap" workshop, the Sundog Theatre's mime of "Casey at the Bat" and the Staten Island Museum in St. George's exhibit "The Artist and the Baseball Card."

Demonstrating the wide support for the event, Borough President James Molinaro has proclaimed April "Art in Sports Month" for Staten Island, while the daily *Advance* will be giving it extensive coverage, including a four-page March 28 insert. As for the exhausted NESC staff, there may be scant respite. There already are indications that other communities may be interested in similar projects.

CONTACT: BETTY LEFFERTS; [BLEFFERTS@NESC.ORG](mailto:BLEFFERTS@NESC.ORG)

## PROJECTS UNDERWAY

**Central New Jersey.** To launch a succession planning project for a NJ nonprofit, NESC will lead a Board retreat to walk the Board through the issues key to a succession plan and to highlight the pros and cons of the various approaches to succession planning. [For more on *Succession Planning* see p. 3]

**Connecticut.** Senior NESC Team, headed by CEO Marv Berenblum, led a retreat for the Board of Senior Services of Stamford focusing on fundraising issues and operations.

**Connecticut.** Don Peterson will be serving as interim executive director of Wethersfield's Webb-Deane-Stevens Museum, planning for the 225<sup>th</sup> anniversary of the Webb House's role in hosting George Washington as he planned the Yorktown Campaign.

**New Jersey.** Professional Executive Coach Tom Colleton, Jr., is advising and training the executive director of a Catholic social services agency serving seniors, AIDS patients and those with substance abuse problems.

**Connecticut.** Consultants Mico Loschiavo and Mitch Dickey are assessing how Stamford-Greenwich's National Alliance for the Mentally Ill can bolster its relationship with the statewide NAMI.

Continued on p.2

## INSIDE

Investing Literacy Launch	2
N.J. Marketing Success	3
NESC Products & Services	3
Now, Succession Planning	4
Queens Library Branding	4
"Last Word"	5

*New Projects*



## May Launch for Investing Literacy Course

### GROWING YOUR MONEY:

Let Stocks & Bonds & Mutual Funds Work for You.

In mid-May, NESC launches its pilot Investing Literacy project, **GROWING YOUR MONEY: LET STOCKS & BONDS & MUTUAL FUNDS WORK FOR YOU.**

At meeting rooms in Queens, arranged by groups as diverse as the Queens Public Library and the Taiwan Center of Queens, NESC Consultants, specially trained for the task, will explain to mainly immigrant communities the basics of investing. These initial classes are expected to be the first in a series of courses in investing that NESC will spread to all New York City boroughs and into New Jersey, Connecticut and Long Island.

**Ending mysteries.** As NESC's promotional flyer explains, "The course is appropriate for those who may have some knowledge of fundamental household economics (such as how to open and manage a checking account and how to obtain a credit card) but are mystified – if not intimidated – by what it takes to make their money grow by investing in the U.S. economy." The course material thus is targeted at beginners and presumes no prior

knowledge of investing.

The course consists of two classes, each offering 40 minutes of instruction followed by as much time as needed to answer participants' questions. Topics include:

- The "Triumph of the Tortoise:" Slow, steady and persistent investing is the secret of investing success.
- What is risk and how to reduce it.
- When should you start investing.
- The 5 Steps to good investing.
- Be aware of frauds and schemes.
- What is a mutual fund? What is an index fund?
- Your home and business as investments.

To reinforce the topics covered by the instructors, take-away instructional materials will be distributed at the end of each class. Course materials also will be posted at the NESC website, at which class participants will be able to post follow-up questions.

Each class will be taught by two instructors, NESC consultants with broad knowledge of and personal experience with investing. Several of these consultants also have taught investing fundamentals to community groups and employee groups. NESC's first team of instructors will include Michael Harvey, Dick Jacobs, Phillip Kasofsky, Mico Loschiavo, Klaus Winter and John Ziebarth. They are enthusiastic and dedicated volunteers, receiving no compensation for their efforts.

**Unbiased.** Since neither NESC nor its consultants sell any stocks or bonds nor have any interests in any financial services businesses, these courses are offered in a completely neutral and unbiased manner. No one will be selling or promoting a product. NESC is able to offer these courses through generous grants received from JPMorgan Chase Foundation and The New York Stock Exchange Foundation.

CONTACT: BURT PINES, NESC; [BPINES@NESC.ORG](mailto:BPINES@NESC.ORG)

---

**Projects Underway** continued from p.1

**Manhattan.** A marketing strategy orientation process is being conducted for a large and venerable community service organization delivering healthcare and social services throughout the NYC region.

**Connecticut.** Al Atherton completed a 4-month stint helping the Stamford-Greenwich Shelter for the Homeless complete its annual audit and select software for admin ops.

*New Jersey*

## NESC Marketing Plan Boosts Client Donors 18%

It's been, from the start, NESC's hallmark: Translating skills earned in the private sector into specific services that can help nonprofits become more effective.

Typifying this translation was New Jersey's Jay Bloom and his four NESC colleagues as they helped, in 2004, the Independent College Fund of New Jersey (ICFNJ) refashion its fund-raising campaign.

**Hardly mattered.** Neither Bloom nor the four other members of the NESC Team had been college trustees or faculty members during their careers. He was an attorney, while the others had been marketing and

communications officers at leading NJ corporations. But this hardly mattered. If they didn't know much specifically about college administration, they did know a great deal about marketing and creating strategic market plans. And that was just what ICFNJ was looking for.

Founded in the 1950s, the Summit, N.J.-based Fund raises money from corporations and other private sector sources to make grants to New Jersey's private colleges. As its 50<sup>th</sup> anniversary neared in 2004, the Fund wanted a new marketing tack to increase contributions from current donors and add new contributors.

**Top 100.** And this indeed is what happened when the Fund executed the NESC-crafted marketing strategy, which included a recommendation that the Fund focus on soliciting the state's top 100 employers. Said Fund Chief Executive John B. Wilson to Bloom: "Your advice and counsel have really paid off."

Indeed, by the end of its campaign grants from the state's top employers soared 66%. Meanwhile, the Fund's donor base had jumped 18%, while contributions were up 10%.

CONTACT: MARGEAN GLADYSZ; SVP & N.J. REGIONAL DIRECTOR,



**New Jersey's Margean Gladysz**

*"Your advice and counsel have really paid off."*

## 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 Advice** – working one-on-one with CEOs on a broad range of organizational and operational issues.

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

Designing a process for finding candidates & crafting specific plans for succession.

*Succession Planning*

## NESC Formula for a Top Priority

In the corporate world, boards of directors typically assign a top priority to what is called “succession planning” – making certain that the corporation methodically is ensuring that it will have the right future leaders. Nonprofit groups increasingly are realizing that for them too this should be a priority matter – and NESC will be able to help them. In fact, NESC already is working with a New Jersey group planning the succession of its executive director and a Manhattan-based national association planning the succession of its president.

But this is just the start. NESC is revving up an ambitious succession planning project, which it intends to promote vigorously. NESC’s Succession Planning formula has four key ingredients. The NESC Team:

1. Identifies the leadership competencies required for the specific post for which a successor is anticipated.
2. Helps the client design the process for finding and selecting potential candidates .
3. Identifies the universes from which the successor can be recruited.
4. Formulates specific individual plans for succession to coincide with expected openings.

**Also, Executive Search.** Beyond this, NESC offers coaching services to newly appointed executives to ensure a seamless transition into their new and expanded roles. And, of course, if succession planning falls short of its goals – perhaps because of unexpected senior staff departures, organizational expansion, facilities relocation and the like – the NESC Executive Search Division helps clients find top-flight senior executives. In recent years, NESC has recruited executive directors, CFO’s, chief administrative officers, development officers and human resources officers for many nonprofit groups.

CONTACT MARV BERENBLUM; MBERENBLUM@NESC.ORG

*Case History*

## Queens Library: Getting Some Well-Earned Respect



It is not part of the famous New York Public Library system. Though that’s what most people seemed to think. Rather, it is a top-flight library in its own right, fiercely independent with a very distinguished history. Indeed, it rightfully boasts the highest circulation of any library system in America.

**Correcting errors.** It is the Queens Library. And it decided that it was about time it got some respect.

For that it turned to NESC

for, among other things, a marketing plan. Its goal was to “brand” the library name in a way that would correct erroneous public perceptions. NESC also was asked to identify ways to boost library income from non-governmental sources.

During its extensive assignment, NESC Consultants researched the library’s operations and the environment in which it operates. They interviewed many library and development staff representatives and

sampled New Yorkers for attitudes about the library. The result was a typically fulsome NESC Plan: A detailed analysis and branding recommendations to give the library more focused direction and to fine-tune the library’s name and logo to differentiate it in the public’s mind.

**Comprehensive.** In addition, the NESC plan recommended revising the library’s reporting structure to reduce the number

**Continued on p.5**

**Queens Library** Continued from p.4

of staffers reporting directly to the Executive Director and recommended creation of a new VP of marketing, responsible for strategic and tactical aspects of internal and external communications.

Pleased by NESC's recommendations, the Library asked NESC for help in selecting the new Marketing VP to carry out the NESC plan. Said Thomas Galante, Queens Library Executive Director: "Through their comprehensive analytical approach, NESC's experienced consultants gave our Library a strong planning foundation for future marketing and branding initiatives."

**Announcing  
October 12**

**NESC's 2<sup>nd</sup> Annual Gala**

Honoring Harold McGraw III, chm, pres & ceo McGraw-Hill Companies

CONTACT: GEORGE SCHNEIDER [GSCHNEIDER@NESC.ORG](mailto:GSCHNEIDER@NESC.ORG)

*Last Word*

## Off to a Good Start in a Challenging Year

2006 is already an exciting and productive year for NESC. First and foremost, we are launching improved versions of our Executive Coaching and Succession Planning services to expand the consulting and management services we offer our clients. Then, our hands-on financial management service, called the Financial Systems Package, has been attracting new clients, as we seek to help them strengthen their financial record-keeping. This service has proven to



**NESC President  
Betsy Weber**

be a low-cost, systematic way for non-profits to bring financial order to their books. To grow NESC, we are reviewing each of our standard internal systems to determine if we have an efficient structure to support expanded consulting activities throughout our tri-state region. We also are looking for ways to utilize more fully our large consultant base –

clearly one of our greatest assets, yet under-utilized. Our challenge: To ensure that we have the right consultants with the right skills for each client assignment. We are identifying gaps in our skills inventory and considering how to deploy more consultants while still maintaining our high level of quality. We are even considering internal personnel training and development processes.

We are benefiting from the various task forces that, at the Board's initiative, are studying NESC's internal capabilities in such areas as strategic planning, proposal writing, project management and communications. We are constantly looking for ways to improve NESC to serve our clients.

We have launched NESC's Leadership Institute, bringing all our educational offerings, including workshops, orientation and seminar programs under one banner. We will be presenting workshops for our clients and seminars for our consultants. Subjects include marketing and branding, execution and implementation for non-

profits, NESC orientation, as well as other programs. Watch for the listing of programs in the next Bulletin.

*Betsy Weber*

President

**National Executive Service Corps**

Chairman & CEO  
**Marvin Berenblum**

President  
**Elizabeth Weber**

Editors  
**Burt Pines**  
**Harmon Butler**

Creative Editor  
**Andrey Kats**

Circulation Director  
**Kim Beltran**

29 West 38<sup>th</sup> Street; 8<sup>th</sup> Floor  
New York, NY 10018  
212-269-1234

[www.nesc.org](http://www.nesc.org)  
For info: [bpines@nesc.org](mailto:bpines@nesc.org)