



HOW WILL YOU  
**IMPACT**  
**THE WORLD?**

# THE CENTER FOR NONPROFIT STRATEGY AND MANAGEMENT

AT BARUCH COLLEGE (CUNY) SCHOOL OF PUBLIC AFFAIRS

PRESENTS

## Consulting Day for New York City's Nonprofit Community

Tuesday, March 18, 2014

8:30 p.m. – 4:00 p.m.

Baruch College, Newman Vertical Campus

Conference Center, 14th Floor

55 Lexington Avenue @ 24th Street

This complimentary event is a great opportunity to:

- Meet with a consultant and discuss the challenges facing your organization.
- Receive up to two appointments consisting of a free 45-minute one-on-one session.
- Network with over 100 leading nonprofit organizations in NYC.
- Attend one or two workshops led by experts in the nonprofit sector.

**The cost is free and space is very limited.**

Appointments are required and will be given on a first-come, first-serve basis.

Appointments and workshop registrations must be made in advance.

**Note:** Maximum two consultants in two focus areas and two workshops per attendee

For the full schedule and to RSVP, visit [tinyurl.com/SPAconsultingday](http://tinyurl.com/SPAconsultingday).

**RSVP Deadline: March 11, 2014**

Call (646) 660-6743 or (646) 660-6806 or email [nonprofit.workshops@baruch.cuny.edu](mailto:nonprofit.workshops@baruch.cuny.edu).



To join our listserv, email  
[nonprofit.workshops@baruch.cuny.edu](mailto:nonprofit.workshops@baruch.cuny.edu)

To learn more, visit  
[baruch.edu/spa/researchcenters/nonprofitstrategy](http://baruch.edu/spa/researchcenters/nonprofitstrategy)

**OUR MISSION** The mission of the School of Public Affairs and its programs is to enhance the performance of governmental and nonprofit institutions in New York and the nation in the interest of effective and equitable public service and public policy in a diverse society. We place special emphasis on educating responsive and accountable leaders who combine managerial expertise, creative and critical thinking, and rigorous analysis in the formation and execution of public policy.

**Please note:** Consultants providing advice in connection with this event are doing so as individuals. Consequently, all advice provided is theirs alone. The Center for Nonprofit Strategy and Management at Baruch College School of Public Affairs assumes no responsibility for it.

## WORKSHOPS

10:30AM-12:00PM

### **THE NONPROFIT REVITALIZATION ACT OF 2013: WHAT ORGANIZATIONS IN NEW YORK STATE NEED TO KNOW**

Laurence Scot, MBA, CPA, *Co-Founder and Co-Managing Partner Skody Scot & Co. CPAs*

Description: What are the implications of this new state law for board responsibility and for expediting nonprofit practices in New York

1:00PM-2:30PM

### **HOW TO EVALUATE AND IMPROVE YOUR WEBSITE**

Peter Levinson, *President and Creative Director, LevinsonBlock LLC*

Description: Ever wonder how your organization's website can be improved? In this interactive workshop, we'll review actual participant's websites. Learn the keys to a successful website, how to evaluate them, and get practical advice on making your website better. Participants who want their websites reviewed must submit their URL prior to the workshop.

#### MORNING SESSION: 9:00AM – 12:00PM

The following consultants are available at these times by appointment only:

- 9:00AM – 9:45AM
- 9:45AM – 10:30AM

#### **BOARD OF DIRECTORS ROLE**

#### **BUDGET/FINANCE & ACCOUNTING**

#### **CAPACITY BUILDING**

#### **ENTREPRENEURSHIP & SOCIAL ENTERPRISE**

#### **EXECUTIVE COACHING**

#### **EXECUTIVE DIRECTOR**

#### **FUNDRAISING**

#### **FUNDRAISING – THE ROLE OF THE BOARD IN GOVERNANCE**

#### **AND FUNDRAISING**

#### **HOW TO RECRUIT BOARD MEMBERS**

#### **LEGAL ISSUES – FUNDRAISING**

#### **LEGAL ISSUES – HOW TO START A NONPROFIT**

#### **LEVERAGING YOUR ORGANIZATION'S**

#### **STRENGTHS TO MAXIMIZE PHILANTHROPIC SUPPORT**

#### **MARKETING, DESIGN, BRANDING AND WEBSITE DEVELOPMENT**

#### **PROGRAM EVALUATION AND OUTCOMES**

#### **STRATEGIC ALLIANCES, COLLABORATIONS & MERGERS**

#### **STRATEGIC PLANNING**

#### **SUSTAINABLE COMMUNITY ECONOMIC DEVELOPEMNT**

#### **VOLUNTEER MANAGEMENT**

#### AFTERNOON SESSION: 1:00PM – 4:00PM

The following consultants are available at these times by appointment only:

- 1:00PM – 1:45PM
- 1:45PM – 2:30PM

#### **BOARD AND FUNDRAISING**

#### **BOARD OF DIRECTORS**

#### **BUDGET/FINANCE**

#### **CAPACITY BUILDING**

#### **CORPORATE FUNDRAISING**

#### **DONOR AND PROSPECT RESEARCH**

#### **FINANCIAL MANAGEMENT**

#### **FUNDRAISING AND RESOURCE MOBILIZATION**

#### **GRAPHIC DESIGN**

#### **FOUNDATION GRANTS**

#### **HUMAN RESOURCES,**

#### **ORGANIZATIONAL DEVELOPMENT & EXECUTIVE COACHING**

#### **MEDIA STRATEGY AND**

#### **COMMUNICATIONS**

#### **MERGERS AND AFFILIATIONS**

#### **PROGRAM EVALUATION & OUTCOMES**

#### **PROJECTING YOUR WORK INTERNATIONALLY**

#### **SOCIAL ENTREPRISE**

#### **SOCIAL MEDIA**

#### **STRATEGIC PLANNING**

#### **VOLUNTEER MANAGEMENT**

- 10:30AM – 11:15AM
- 11:15AM – 12:00PM

Paul Firstenberg, Adjunct Professor, *Baruch College, School of Public Affairs*

Dan Williams, Professor, *Baruch College, School of Public Affairs*

Joe Cruickshank, *Former Director, Nonprofit Group*

James Lisher, Former Chairman and Managing Director, *Lisher & Company, Inc.*

Traci Lester, Executive Director, *Reach Out and Read of Greater New York*

John Corwin, Founder, *Corwin Consulting, LLC*

Kathy Herre, Interim Development Director & Development Consultant, *Herre Consulting*

Hank Goldstein, Principal, *The Oram Group, Inc.*

Rhoda Barr, *Consultant*

Patricia Northrop, Senior Counsel, *WNET*

Sonia Jarvis, Esq., Distinguished Lecturer, *Baruch College, School of Public Affairs*

Linda Franciscovich, Executive Director, *The Grossman Family Foundation*

Peter Levinson, Principal and Creative Director, *LevinsonBlock, LLC*

Nicole Marwell, Associate Professor, *Baruch College, School of Public Affairs*

Sandra A. Lamb, President and CEO, *Lamb Advisors LLC*

John Braunstein, Director, *AKA Strategies*

Alfred Gill, Executive Director, *Neighborhood Housing Services of Staten Island*

Susan Chambré, Professor, *Baruch College, Weissman School of Arts and Sciences*

- 2:30PM – 3:15PM
- 3:15PM – 4:00PM

Michael Davidson, Board Coach

David La Greca, Executive Director, *VCG, Governance Matters*

Phil Gartenberg, President, *Fulcrum Associates*

Barbara Krasne, Managing Director, *KrasnePlows*

Greg King, Principal, *Strategic Philanthropy Advisors*

Bonnie Osinski, *Fund Development Consultant, Osinski Development Resources*

Ed Sermier, Director, Chief Financial Officer, *The Nation Institute*

Michael Seltzer, Distinguished Lecturer, *Baruch College, School of Public Affairs*

Valerie Lisyansky, *Web and Graphic Design Consultant*

Evelyn Roberts, Former Director, *Foundation Relations, Baruch College*

Janet Waterston, Consultant

Don Waisanen, Assistant Professor, *Baruch College School of Public Affairs*

Joe Porrino, Consultant, COO, *The New School*

Joan Straussman Brandon, Private Consultant

John Casey, Associate Professor, *Baruch College*

Michael Feller, Principal, *Strategic Philanthropy Advisors*

Kyra Gaunt, Adjunct Associate Professor, *Baruch College*

Wayne Ho, Chief Program and Policy Officer, *Federation of Protestant Welfare Agencies*

Heather Joseph, Volunteer Engagement and Management Consultant