



## SPEAKER & MODERATOR BIOS

*(alphabetized by first name as of 1.1.13)*

### **Amy Barriale**

Amy Barriale is the membership and production manager at African Wildlife Foundation (AWF). Since joining AWF in 2011, Amy facilitated a departmental transformation from a siloed and segmented membership program to a holistic cross-channel structure and corresponding strategy.

Amy has nine years of experience in the graphic arts industry, including six years collaborating directly with nonprofit organizations. Having worked for both specialty marketing shops and large corporations, Amy has built an in-depth knowledge of both big and small business models. This has enabled her to quickly pinpoint the areas that require scrutiny and develop solutions that will maximize both workflow efficiencies and also profits. Amy earned a BA in visual media from the Rochester Institute of Technology in Rochester, N.Y.

### **Andrew Laudano**

Andrew joined LW Robbins Associates in 2008 as an Account Director bringing over 25 years of fundraising experience working both for agencies and nonprofit organizations directly. Over the years Andrew has worked with dozens of organizations to integrate their fundraising direct response programs using direct mail, telemarketing, email and DRTV, helping his clients achieve the highest results possible for their acquisition, renewal, membership, monthly giving, planned giving and major donor programs.

Prior to working on the agency side for the last 8 years, Andrew worked at The Share Group (a Telemarketing, fundraising firm) for 12 years, where he identified opportunities to integrate telephone fundraising strategies into existing direct response programs, including new donor 2<sup>nd</sup> gift strategies, renewal strategies, deep lapsed reactivation, and monthly giving program recruitment. He also set up inbound TM programs for targeted DRTV promotions for Greenpeace USA.

Andrew is a member of the Association of Fundraising Professionals (AFP), the Direct Marketing Association (DMA) and has served on the Steering Committees for the AFP and the Bridge Conference. He is a past speaker for the DMA Nonprofit Federation, The Bridge and AFP Conferences.

### **Ann Crowley**

Ann is a veteran fundraiser and activist with over 20 years' experience. She is currently the Membership and Online Strategy Director for the Human Rights Campaign. HRC is the nation's largest advocacy organization working on behalf of lesbian, gay, bisexual and transgender Americans. HRC is widely recognized as one of the most innovative and successful practitioners of multi-channel direct marketing campaigns, and won the coveted DMA Nonprofit Federation *Organization of the Year award* in 2011.

Under Ann's leadership, HRC has grown from 60,000 to 1.8 million+ members and supporters since 1995. Its online fundraising and advocacy campaign, started by Ann, has been at the cutting edge of the platform's evolution since its earliest days. In addition to the online & direct marketing efforts, Ann leads other membership driven programs such as door-to-door canvassing, low-dollar community events and LGBT Pride programs in scores of cities across the country.

Prior to joining HRC in 1995, Ann was at the consulting firm Craver, Mathews Smith & Company. She is a frequent speaker at industry conferences in New York and Washington, D.C.

## **Anne Merrill**

Anne Merrill has nearly 20 years of experience as a communications professional, including 10 years with nonprofit and higher education marketing communications. She is currently the editorial director at the United States Holocaust Memorial Museum, where she oversees the editorial content and messaging of print and digital communications aimed at engaging visitors, members, and donors in the museum's mission. Her experience in higher education includes the development of student recruitment communications as well as alumni relations and fundraising communications on behalf of Georgetown University, Boston College, and the Boston Architectural College. Throughout her career, Anne has worked closely with graphic design professionals and has been responsible for ensuring brand compliance and a consistent visual identity. She graduated magna cum laude from Yale University and has a master's degree in French literature from Boston College.

## **Bonnie Catena**

Bonnie Catena, Strategy Director with Merkle Inc., admits to over 22 years of experience in direct response fundraising, sitting on both the client and agency sides of the desk. At Merkle, Bonnie provides strategic oversight of the direct response fundraising program for the National Multiple Sclerosis Society, which includes direct mail, telemarketing, monthly giving and digital channels. Prior to joining Merkle, Bonnie was Deputy Director of Direct Response Fundraising for Amnesty International USA, where she spearheaded an expansion of the organization's monthly giving program and helped to beat a 20-year direct mail acquisition control package. Her career also includes an 8-year stint at Sanky Communications, an integrated fundraising and communications firm, and development positions at Community Servings (Boston), the Center for Reproductive Rights and the New York Public Library. Bonnie also contends that her years of experience as a waitress at the Middletown Pancake House in Middletown, NJ, gave her skills that she continues to use this day!

## **Bryan Terpstra**

Bryan has over 20 years of direct marketing fundraising experience. Over the course of his career, he has had responsibility for managing strategy, analysis, and production for a number of major nonprofit organizations. At Robbins Associates, Bryan is responsible for a team of 11 client service staff members. He serves as a key strategist for the St. Labre, American Health Assistance Foundation, and Map International accounts and is the senior day-to-day contact for the American Cancer Society. Bryan helps to manage all aspects of the relationship with a focus on analytics, long-term strategy development, overall program health, and budget management.

Prior to joining Robbins, Bryan was an Account Director in the Fundraising & Membership Services division of Epsilon, a provider of fundraising solutions. While there, Bryan worked with many organizations, including the Arthritis Foundation, M.D. Anderson Cancer Center, Covenant House, Paralyzed Veterans of America, and Consumers Union. Bryan's programs consistently produced significant revenue gains at an improved cost of delivery.

Bryan is currently a member of the Board of Directors of the DMFA and is a past President. He has served on several programming committees for DMA Nonprofit Federation conferences, and is a frequent speaker at DMANF events. He has also presented at numerous other industry meetings including AFP, NCDC, and Blackbaud conferences for nonprofits. Bryan has authored or co-authored numerous industry articles as well. Bryan is a 1986 graduate of Boston College and holds an MBA from Boston University. His professional affiliations include the DMFA, Massachusetts AFP, DMANF, DMAW, and NCDC.

## **Chris Paradysz**

Chris Paradysz is Founder and CEO of PM Digital, as well as co-Founder and co-CEO of its corporate parent and audience development agency, Paradysz. He is responsible for the strategic guidance, investments and growth of both companies. Leading with his heart but letting data drive perspective, he has always sought out the business challenge clients and advertisers need to solve. Initially, as a direct mail business and, now, as an integrated multi-channel business, Paradysz works with a fantastic group of nonprofit brands such as St. Jude Children's Hospital, American Cancer Society, Paralyzed Veterans of America, Women for Women, March of Dimes and other industry-leading charities. The Northface, HP, AARP and the Financial Times and others are clients in its commercial business. Chris was a Crain's NY Business 2010 Entrepreneur of the year, and is a dedicated board member of the SLE Lupus Foundation and its Executive Council.

## **Dana Weinstein**

Dana Weinstein has over 17 years experience in direct response, 14 of which are concentrated in non-profit fundraising and advocacy efforts. She has raised a combined \$200 million for organizations such as AARP, the Democratic National Committee, the United States Holocaust Memorial Museum, World Jewish Congress and Hillel: The Foundation for Jewish Campus Life through multi-channel fundraising. Dana's work has won numerous industry awards, including eleven coveted DMA International ECHO awards. Her commercial experience includes working in New York City at TEQUILA, a division of TBWA\Chiat\Day, as an Account Director where she oversaw the retention direct mail program for Nextel Communications, Inc. She also worked at Rapp Collins Worldwide for Kaiser Permanente and AmericaOne, a telecommunication division of CapitalOne Financial Services, where she developed and maintained multi-million dollar budgets and oversaw DRTV, radio, print and online efforts to acquire new customers. Dana holds a Masters Degree from George Washington University and is in her eighth year as Director of Membership at the United States Holocaust Memorial Museum.

## **Danielle St.Germain-Gordon**

Danielle St.Germain-Gordon is Chief Development Officer at Arena Stage at the Mead Center for American Theater in Washington, DC. For more than 60 years, Arena Stage has brought artistic excellence to its stages in Washington, D.C. and now serves an annual audience of nearly 300,000. Danielle served as Vice President for Institutional Advancement at the American Association of Museums from April 2008 through March 2011. While at AAM, Danielle oversaw both earned and contributed revenues. Under Ms. St.Germain-Gordon's leadership, AAM inaugurated a simultaneous interpretation aspect at AAM's 104th Annual Meeting for Chinese and Spanish speaking museum professionals and, at the 105th Annual Meeting in Houston, AAM offered an additional track in Arabic.

Danielle served as the Associate Director of Development at Washington, DC's (LORT B) Shakespeare Theatre Company from 2000-2008. While there, she was tasked with securing funding for an \$89 million capital campaign to build The Harman Center for the Arts, which opened in November 2007. Danielle is an Adjunct Professor in the College of Arts and Sciences at American University in Washington, DC.

## **Dawn C. Nelson**

Dawn Nelson is the Director of Fundraising at Consumer Reports, a position she has held since September 2011. She is responsible for raising over \$17 million via all direct marketing channels. Since she joined Consumer Reports, she has focused her efforts on mailing "smarter", strengthening creative, increasing online revenues, and acquiring and retaining more donors in efforts to continue to grow revenue. She is a direct marketing expert, having spent over 18 years in Marketing at Reader's Digest prior to joining Consumer Reports. Her areas of expertise include direct mail, online marketing, sweepstakes, direct marketing strategy, database marketing, creative strategy, and financial management. Dawn holds a Bachelor of Science in Business Administration & Marketing from the University of Colorado, Boulder.

## **Eliza Slone**

Eliza is Senior Account Director at MKDM, an agency that works exclusively with nonprofits to engage donors, motivate action and inspire philanthropy. With a background in donor communications and management, Eliza has partnered with national and community organizations of all sizes to create engaging, effective and analytics-informed direct response campaigns. She specializes in fundraising strategies for progressive advocacy organizations and cultural organizations.

Eliza has developed campaigns that have been recognized by the DMFA's Package of the Year Awards and the Fundraising Success Gold Awards. She named a Rising Star by *Fundraising Success Magazine* in its 2011 Fundraising Professionals of the Year Awards, and co-authored [\*The Art & Science of Multichannel Fundraising\*](#), which was published by Direct Marketing IQ.

## **Emily Logan**

Emily has been with Care2 since 2007 and has enjoyed working with the teams of Sierra Club, NRDC, American Humane Association, Environmental Defense Fund, The Wilderness Society, Planned Parenthood and many more. She helps hundreds of nonprofits each year recruit activists and donors, and assists online campaign teams with messaging, fundraising, data analysis and supporter retention. She also manages the list growth team to bring new activists to Care2 and The Petition Site. She works in Care2's one-woman office in Portland, OR, and enjoys finding creative ways to keep herself entertained in the 9 months of rain each year. Her passions include playing music, organic farming and gardening, urban chickens and hiking.

## **Eric Nelson**

Eric Nelson has over 15 years of experience working with arts, culture and advocacy institutions. Specializing in patron acquisition and growth strategies, his efforts have led to over \$200 million in revenue for the clients with whom he has worked. Currently Eric is the Vice President of New Business and Marketing for DCM, the premier teleservices agency that specializes in campaigns employing the most cutting edge data tools and feature a personal touch that focuses on cultivation. Eric is proud to have grown DCM's international client base by over 100% and has increased Software as a Service invoicing by 350%. Eric previously worked as a Senior Consultant for Arts Consulting Group (ACG) and Target Resource Group (TRG). He also led marketing efforts for Paul Taylor Dance Company. Eric holds a M.A. from Emerson College and a B.A. from Northern Illinois University. He is proud to support artistic and advocacy vision through his work.

## **George Whelan**

George Whelan is a Senior Account Manager at Target Analytics, a Blackbaud Company, where he is responsible for supporting over 100 non-profits and their agency partners with Target Analytics solutions and strategic guidance to help meet their fundraising potential. He is a frequent speaker at the DMA Non-Profit Conferences and other non-profit conferences and luncheons. George was the Associate Director of Membership Programs for Consumer Reports, responsible for the midlevel membership programs and online and social networking campaigns. Total revenue for these lines exceeded \$3.5 million.

Formerly the Vice President of Marketing and Business Development for Carl Bloom Associates, Inc., George managed a staff of 4 and provided both short-term and long-term direct marketing strategic guidance to a wide range of non-profit clients.

Prior to Consumer Reports and Carl Bloom Associates, George served as the Deputy Director of Membership for Thirteen/WNET New York, the largest public broadcasting station in the nation, overseeing the organization's \$16-million annual membership program. At Thirteen, George managed a 5 person staff and was primarily responsible for the Mid-Level Membership program and WLIW21 New York's direct marketing efforts. A graduate of Fordham University, George was an educator in the New York City Board of Education before entering the non-profit fundraising community.

## **Glen Beasley**

Glen Beasley is the Director of Direct Marketing at the Arbor Day Foundation. He is responsible for the Arbor Day Foundation's direct mail and database marketing. Glen is also involved in email, online membership and Planned Giving lead generation. The Arbor Day Foundation has grown to become the largest nonprofit membership organization dedicated to planting trees, with more than one million members, supporters, and valued partners.

Glen joined the Arbor Day Foundation in 2008 and has over 18 years experience in direct marketing. He was president of Insight Catalog Consulting and has worked in the for-profit world at companies such as Harry and David, Musician's Friend and Bowflex. Glen has found a great connection with nonprofit fundraising, our industry's close relationships and the genuine passion we all have for our causes.

## **Geoffrey W. Peters**

Geoffrey W. Peters currently serves as President of CDR Fundraising Group, a large fundraising agency based in Washington, D.C. that offers to nonprofit organizations: direct mail, direct response television, inbound and outbound telemarketing, online direct response, social networking, corporate and cause marketing, nonprofit list brokerage and management, deferred giving, workplace giving, and strategic planning for nonprofits. He simultaneously serves as President of the Moore Direct Marketing Group.

Geoff is well known as a direct response "fundraising guru" in the words of Fundraising Success magazine. Geoff spends a great deal of time as a volunteer teaching direct response fundraising. His teaching credentials include more than eleven years of teaching at the graduate school level, presentations at more than 100 continuing education programs, (he has also published more than 50 articles, book chapters, and monographs on various topics), and regular contributions to courses on fundraising and direct response marketing. He is one of the top rated faculty members of the prestigious International Fundraising Congress which he chaired in 2011 and has repeatedly taught the Master Class in Fundraising at the University of Bologna (Italy).

Geoff has been involved in nearly every form of fundraising ranging from capital campaigns to deferred giving, major gifts, annual fund, online, alumni membership and fundraising, government grants and service contracts, corporate sponsorships, special events, cause related programs and, of course, direct response fundraising. He has a breadth of knowledge about developing new fundraising programs in multiple markets. He currently works with clients developing integrated fundraising strategies and direct response fundraising programs in North America and consults with international NGOs on new market entry and global marketing strategies.

Geoff is a direct response fundraiser, lawyer, and manager, has a J.D. degree, as well as an M.A. in social research and statistics.

### **Gretchen Littlefield**

Ms. Gretchen Littlefield is responsible for the overall management, strategic planning and growth of Infogroup Nonprofit. The division includes the Nonprofit, Political and Federal Government verticals.

She joined the company in March of 2006, as Executive Vice President of Triplex, a data processing division focused exclusively on the Nonprofit Vertical. Under her direction, the business unit transformed from operating at a net loss to a \$1.1 million profit in one year. In 2008, she was promoted to President of Triplex. In January 2010, May Development, the Nonprofit brokerage arm of Direct Media merged with Triplex to form Infogroup Nonprofit and Ms. Littlefield was promoted to President of the newly formed division. In January 2011, the Political and Federal Government verticals were integrated into Infogroup Nonprofit.

Prior to joining Infogroup, she launched the fundraising program for America Coming Together, which raised over \$80 million in two years, becoming the largest political action committee in the country. She also worked with one of the nation's leading direct response marketing agencies where she managed programs for the Democratic National Committee, Oxfam, International Rescue Committee, Earthjustice, ASPCA and WNET. Additionally, Ms. Littlefield worked as a campaign manager, oppositional research strategist and field organizer for numerous Congressional and Presidential campaigns.

Her professional achievements and credentials are impeccable. In 2009, she was named DMEF Rising Star by the Direct Marketing Association. In 2010, she served as co-chair of the DMA Nonprofit Federation Annual Conference. She serves on various committees and boards.

### **Jann Schultz**

Jann Schultz serves as Associate Vice President of Donor Services at Operation Smile. With Operation Smile since 2007, Jann's specialty is the design, training and implementation of donor-centric strategic programs. She has extensive call center experience in the for profit sector and has leveraged that experience to implement multi-channel marketing programs for brand awareness and driving revenue at Operation Smile. An expert in creating and facilitating delivery of consumer sales and service programs, Jann has led the development of a "Donor First Philosophy" at Operation Smile to build a robust donor loyalty and engagement strategy within the direct response fundraising program. Jann has helped build "Donor First" programs with Operation Smile International Foundations and has helped launch direct response fundraising in Japan, Canada, Italy, the UK and Sweden.

### **Jerry Cerasale**

Jerry joined The DMA in January 1995, as Senior Vice President, Government Affairs. He is in charge of The DMA's contact with the Congress, all federal agencies and state and local governments. He has testified before Congress on numerous occasions on postal and privacy matters. In addition he has testified before both the Federal Trade Commission and the Federal Communications Commission on direct marketing matters. Prior to joining The DMA he was the Deputy General Counsel for the Committee on Post Office and Civil Service, United States House of Representatives. He served for 12 years at the Postal Rate Commission as Legal Advisor to Chairman Steiger and most recently as Special Assistant to the Commission. He was an attorney advisor to Federal Trade Commission Chairman Steiger. Prior to the PRC he was employed in the Law Department of the Postal Service. He received his B.A. in Government and Economics from Wesleyan University, Middletown Connecticut and his J.D. from the University of Virginia School of Law. He served in the U.S. Army from 1970 to 1972.

He was a Vice Chair of the Postal Matters Subsection of the Administrative Law and Regulatory Practice Section of the American Bar Association. He served on the Board of Directors of the Mailers Council. He was a member of the Federal Trade Commission Advisory Committee on On-Line Access and Security. He is the recipient of the Silver Apple from the New York Direct Marketing Club and a lifetime achievement award from the Continuity Shippers Association.

## **Jessica Harrington**

Jessica is recognized in the direct response industry for creating and implementing innovative multi-channel direct marketing programs for national nonprofit organizations. She has formulated strategies to expand member/donor bases, improve net income, boost frequency, increase upgrading and improve retention rates for her clients.

As Senior Vice President of S&W, Jessica sets the strategic and creative strategy for all S&W Direct clients and oversees a team of account managers, analysts, writers, designers and production staff. She helps clients develop and execute successful high-dollar and sustainer programs, welcome strategies, planned giving programs, telemarketing campaigns, integrated online and e-mail campaigns, and online and offline acquisition strategies. Under Jessica's leadership, S&W's direct marketing clients used these integrated services in the last year to raise more than \$20 million.

Jessica is a frequent speaker on annual giving, direct marketing and messaging strategies. She was recognized by Fundraising Success magazine as a "Fundraising Star" in 2010. Jessica is a graduate of the University of Pennsylvania. She lives in Swarthmore, PA with her husband, three children and a very big dog.

## **Josh Whichard**

Josh is a partner at DonorVoice, a relationship and experience company, committed to providing actionable constituent insights to build better relationships between donors and the organization that lead to improved retention and higher long-term value.

Prior to joining DonorVoice Josh spent nearly five years at Merkle last serving as the Senior Director of Applied Strategy. In this role, Josh was accountable for client results as well as satisfaction with Merkle's overall strategic solution for the Nonprofit portfolio of clients which included the American Cancer Society, National Multiple Sclerosis Society, the United States Olympic Committee, among others.

Prior to joining Merkle Josh spent nearly 10 years at SCA Direct and has worked with a wide range of nonprofits including hospitals, environmental causes, memorials and museums, supporting every facet of direct response from new-donor acquisition and renewal to sustainer programs.

## **JP Lind**

JP is the Co-Founder of SpotRight, a social data and analytics company in Boulder, Colorado. He has spent the past 14 years working at some of the world's largest and most successful data driven marketing companies including Abacus, DoubleClick and Dotomi. Prior to SpotRight, JP served as Vice President at Epsilon where he launched the Nonprofit Group working with hundreds of leading Nonprofits on multi-channel strategies. JP has a passion for creatively applying data to drive meaningful results and has been a former Bridge Conference and AFP presenter.

JP graduated from the University of Vermont, studied in Christchurch New Zealand and attended Denver University's High Performance Leadership Program at Daniels College of Business. JP currently lives in Boulder with his wife and two children where he is involved with local nonprofits and staying active on the trails.

## **Karen Gleason**

Karen is currently the VP of Client Services with NNE Marketing. She has over 18 years of industry experience creating fundraising solutions on both the agency side and directly for non-profit organizations. A dynamic thought leader in the disciplines of CRM and direct response marketing, Karen has led highly successful teams at both the American Cancer Society (ACS) and the Arthritis Foundation during her career.

Karen earned a Bachelor of Arts degree from Furman University and is currently serving on the Direct Marketing Association's Nonprofit Advisory Council. Karen also served on the Nonprofit Alliance Board from 2005 to 2010 and was recently elected to serve on the Atlanta based, nonprofit board of Eddie's Road.

## **Karin Kirchoff**

Karin Kirchoff, Vice President at MINDset direct, has been helping great causes increase revenue for more than 20 years. With an eye towards channel integration, she has helped organizations like the Human Rights Campaign, Defenders of Wildlife, NARAL Pro-Choice America, Humane Society Wildlife Land Trust, Gore 2000 presidential campaign and public broadcasting stations like Channel 13/WNET New York develop complex marketing programs to support their important mission work. From mail to mobile and from e-marketing to telemarketing, she is always willing to deploy new technology and strategies if it means further engaging donors by keeping her clients' programs on the cutting edge.

Karin is a frequent speaker at industry events and serves on the DMA Non Profit Federation Advisory Council and co-chairs the Marketing Committee for the DMAW. She has served as an Advisory Board member to the MGive Foundation. Karin co-authors a bimonthly column for Fundraising Success magazine and has been quoted in industry publications.

Karin holds two undergraduate degrees from Marymount University in Political Science and Philosophy and a Master's degree from George Washington University in Political Management. She lives in Arlington, VA with her family and a bevy of furry, feathered and finned friends.

### **Katherine McLane**

Katherine McLane is Vice President of Communications & External Affairs for the LIVESTRONG Foundation, one of the nation's top cancer non-profits that serves patients, survivors and their loved ones. As the foundation's chief communications strategist, McLane charted a strong course through the controversy surrounding the cycling career of the organization's famous founder, Lance Armstrong. She led crisis management and rapid response operations through months of intense, often harsh media scrutiny of the foundation. Today, the highly-rated non-profit maintains solid support throughout the U.S. and a sterling reputation for high standards and devoted service. No stranger to crisis communications, McLane previously served as press secretary for the U.S. Department of Education and as one of California Governor Arnold Schwarzenegger's chief communications and press strategists. She lives in Austin, Texas, with her husband Brett and their son Jack.

## **Katya Andresen \*KEYNOTE SPEAKER\***

Katya Andresen is Chief Strategy Officer of Network for Good, as well as a speaker, author and blogger about nonprofit marketing, online outreach, social media and fundraising. In addition, she is an adjunct professor of communications at American University's Key Certificate Program and serves on the board of NTEN. Katya has trained thousands of causes in effective engagement, and her marketing materials for non-profits have won national and international awards. She is the author of the book, *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes* and was featured in the e-book, *Nine Minds of Marketing*. She is also an author featured in *People to People Fundraising - Social Networking and Web 2.0 for Charities*. Fundraising Success Magazine named her Fundraising Professional of the Year in 2007, and she has since become one of its regular columnists. Before joining Network for Good, she was Senior Vice President of Sutton Group, a marketing and communications firm and a marketing consultant overseas in Ukraine. She also worked for CARE International. Katya traces her passion for good causes to the enormous social need she witnessed as a journalist prior to her work in the non-profit sector. She was a foreign correspondent for Reuters News and Television in Asia and for Associated Press and major US newspapers in Africa.

### **Kim MacGregor**

Kim MacGregor is a freelance writer who develops copy for non-profits and for-profits. Trained as a journalist, she specializes in long-form content, including stories for digital and print. For 20 years Kim has written for Easter Seals, Inc., first in a staff position as a Publications Writer and today as a consultant supporting Easter Seals' direct marketing and planned giving initiatives. Before starting her own practice in 2000, Kim was responsible for marketing communications at Hoyt Publishing Co. (now the for-profit Path-to-Purchase Institute), where she launched a breast cancer cause marketing initiative and managed direct marketing campaigns for the company's trade show and publishing divisions. Besides Easter Seals, Kim's nonprofit clients include the Center for Economic Progress, the National Community Tax Coalition, THRIVE Counseling Centers, and Wellness House. She holds a B.A. in journalism from Marquette University.

### **Kyla Shawyer**

Kyla Shawyer joined Operation Smile in 2006 and is currently serving as Senior Vice President, International Fundraising and Marketing, responsible for all Global DR Fundraising, Development and Marketing activities. Kyla has been instrumental in creating a diversified and integrated fundraising program at Operation Smile for which the organization received the Direct Marketing Association's Nonprofit of the Year Award in 2008-9. Kyla has spent the last 15+ years using DRTV at the heart of integrated marketing plans to build awareness and drive revenue. She started her career in direct response travel programming and went on to become VP Partnership Marketing for the NLG/Carnival Corporation Vacation Store, before becoming a partner in a direct marketing services company specializing in the use of TV for new product development, product launch and rapid revenue growth. Kyla currently serves as a member of the DMA's Nonprofit Federation Advisory Council, is Vice-Chair of the International Fundraising Congress and serves on the IFC Advisory Panel. She holds a First Class Honors degree in Business from Middlesex University Business School in London, England.

## Larry May

Larry is SVP for Strategic Development at Infogroup, where he is creating new marketing solutions for the company's nonprofit clients, including category leaders in the health, environmental, religious, political and social service sectors. In 1993, Larry founded May Development Services. In 2009, MDS merged with Triplex Direct Marketing to form Infogroup Nonprofit Solutions.

Larry received the Max L. Hart Award for Fundraising Achievement from the DMA Nonprofit Federation in 2007, and the George T. Holloway Award for Community Service from NCDC in 2012. He received the Silver Apple Award in 2006 from the Direct Marketing Club of New York, and was also named Marketer of the Year for 2006-7 by the Direct Marketing Fundraisers Association.

Larry has served as a Trustee of the Direct Marketing Educational Foundation and on the DMA Ethical Business Practices Committee. He has been a board member and officer of the DMA Nonprofit Federation, the Association of Direct Response Fundraising Counsel, the Greater New York Chapter of the National Catholic Development Conference and the National Federation of Nonprofits. Larry is a frequent speaker at industry events.

## Lisa Hallen

Lisa Hallen is the manager, production and marketing services for Easter Seals. Going into her fifth year with ES, she is responsible for direct marketing efforts including the new donor conversion program, a donor stewardship program, production support for planned giving cultivation and involved in strategic and creative planning for all direct mail and online campaigns. She is also dedicated to other marketing initiatives including social media and helping to found Easter Seals' first Associate Board. She received a degree from Indiana University in Business Administration.

## Lisa Wilson

Lisa is the President of Wilson & Associates, Inc. an independent agency whose goal is to help organizations better understand the value of their donor base as well as maximize its' worth through direct marketing efforts.

She has more than 26 years of database and direct marketing experience and has had the privilege to work with many non-profit organizations, such as: Covenant House, Humane Society of Tulsa, March of Dimes, Michael J. Fox Foundation for Parkinson's Research, Little Shelter, United Spinal and many others. Prior to launching Wilson & Associates, Ms. Wilson was employed as the Director of Development & Senior Advisor to the President at *North Shore Animal League America*, the largest no-kill pet rescue agency and adoption organization in the world.

In addition to her work in the non-profit arena, Ms. Wilson held several senior direct marketing positions in the commercial world including SVP of Database Marketing at *Fandom, Inc.* and Vice President, Database Marketing at *Chase Manhattan*. She also managed brand development for *OgilvyOne*, and the product launch of *PeoplePC*, a dot.com start up. Ms. Wilson started her career in 1986 at Epsilon, a full-service data management firm. She supported a variety of clients, including: The *National Multiple Sclerosis Society*, the *Smithsonian Institute* and *Apple Computer*.

## Margaret Cohen

In her twelve years working in non-profit online strategy and communications, Margaret's developed successful advocacy, fundraising, and social media campaigns; managed a comprehensive website redesign; and established online-offline integrated marketing efforts.

As Associate Director, E-Philanthropy for Children's National Medical Center, Margaret directs the Children's Hospital Foundation's interactive program to promote the hospital's mission and generate revenue. Since joining the foundation in 2008, she's grown online giving by 220%, increased the email housefile by 135%, and managed a multi-channel list building campaign that was featured in the Showcase of Fundraising Innovation and Inspiration (SOFII). The foundation website also received the Silver Award for Best Donations/Giving Website by the eHealthcare Leadership Awards.

Previously, she developed and maintained the website and e-communications strategy for Bread for the World. In her role as website manager, she incorporated best practices in online organizing, email messaging, fundraising, outreach and website usability. After leading a full website redesign, the site was recognized with a Best Website award from GetActive. Before joining the non-profit community, she was Legislative Assistant to Senator Nancy Kassebaum and received her Master's degree in journalism from Northwestern University. These days, she is most entertained watching her 12-year-old son perform the routine to Gangnam Style.

## **Matt Seney**

Matt Seney is currently Digital Marketing Executive with The Lukens Company. After joining The Lukens Company, Matt pioneered the online advertising service for the company and helped grow the Digital Services department from two employees to nine. He has managed dozens of online advertising campaigns and currently manages a team of four project managers who execute integrated digital campaigns for non-profit and political clients. Before joining TLC, Matt managed the website for the National Commission on Children and Disasters. He held a similar communications position in the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy where he managed their website and email outreach. Matt has worked on a number of political campaigns at the national, state, and local level; including managing a state delegate race in Virginia and directing a statewide grassroots organization in Vermont. Matt currently resides in Arlington, VA with his wife, and baby daughter.

## **Matthew Rojas**

Matthew Rojas is the Director of Membership and Integrated Direct Marketing at Lambda Legal, the largest and oldest civil rights legal organization fighting for the civil rights of LGBT people and those with HIV. Matthew began his career at Lambda Legal in 2005 and has focused on growing the Direct Marketing program by integrating online, snail mail, telemarketing and social media giving platforms as well as maximizing data and behavioral-driven results throughout the organization. Prior to joining Lambda Legal, Matthew worked as a behavioral analyst for children with autism.

## **Megan Gibeau**

Ms. Gibeau is current the Senior Vice President of Strategic Services at PEP. She joined PEP in 2003 and oversees the strategic and account management teams. She has over 20 years experience in marketing, brand management and fundraising, holding positions at CODA Inc, Epsilon, and Newport Creative Communications. Ms. Gibeau has worked with various national and local organizations including Paralyzed Veterans of America, American Diabetes Association, March of Dimes, Shriners Hospitals for Children and National Jewish Health. She has great knowledge translating data into key fundraising initiatives and building successful multi channel programs for her clients. She possesses a rare mix of keen data insight and understanding the right creative and messaging to produce winning results. Megan has served as the co-chair for the 2009 Washington DC DMA Nonprofit Federation conference in addition to serving on various committees and speaking on several topics for the DMA Nonprofit Federation.

## **Michael Jaquez**

Michael is the Director of Websites and Online Marketing for the Arbor Day Foundation. For 11 years, he's helped shepherd the Foundation's sites to support a million members and millions of visitors who come to buy trees and discover what they can do to make our world greener and cleaner.

Michael started out with a degree in public relations and institutional development, but he started selling useless junk on the internet in 1996 and never looked back. He has a passion for making people click. Snazzy emails get his attention, great landing pages make him smile, and 40% conversion rates make him weak in the knees.

Michael enjoys the good life in Lincoln, Nebraska with his wife, three kids, and a few too many pets.

## **Nick Ludlum**

Nick is Senior Vice President at Ogilvy Public Relations. He specializes in reputation management, crisis communications and issues management. He has extensive experience protecting the reputations of clients across a diverse array of industries including health care, chemicals, and technology, as well as for sovereign nations. Clients have included the Government of Mexico, EyeMed Vision Care, Five Guys Inc., CSC, DuPont, ETS, LexisNexis, Panasonic and the Government of Chile. Nick's experience spans a wide range of issues and crises including natural disasters, data breaches, credit card fraud, human rights abuses, and international organized crime. Nick's work with the Government of Mexico included counseling the Office of the President, the Security Cabinet, the Tourism Ministry and diplomatic missions throughout the world on crises stemming from the ongoing drug war to breakdowns in diplomatic relations. Nick has presented on crisis and reputation management at a variety of conferences including the *Washington Diplomat* Country Strategies Conference, *Travel Weekly* Mexico City Leadership Summit, Virginia Commonwealth University's Friday Forum series. In 2009 Nick was named to *PR Week's* '40 under 40', a list of the "industry professionals who demonstrate the powerful future of the industry." Nick resides in Vienna, VA and holds a bachelor's degree English from Emory University.

## **Paul Habig**

Paul Habig is Executive Vice President/Creative Director of SankyNet, a marketing company that specializes in integrated fundraising and communications for nonprofits. Paul has more than fifteen years of multi-channel fundraising, direct mail, online advertising, web design, and email marketing experience. He has developed award-winning strategies for more than 70 nonprofit organizations such as, amfAR, African Wildlife Foundation, Covenant House, PetSmart Charities, and the Smithsonian Institution. Paul's background in the nonprofit world not only includes consulting, but he has also held marketing and fundraising positions at the YMCA, Catholic Near East Welfare Association (CNEWA), and Pontifical Mission. He also ran his own Internet marketing business working with brands such as VitaminWater and SmartWater. He is an active member of the Greater New York Chapter of the Association of Fundraising Professionals and serves as Co-Chair of the Web, Tech & Social Media track for Fund Raising Day in New York and also serves as Board Member for the Direct Marketing Fundraising Association. He is a frequent speaker at DMA, DMFA, and AFP workshops and conferences.

## **Phyllis Freedman**

Phyllis Freedman is President of SmartGiving, a consultancy providing planned giving marketing advice and counsel to organizations such as City of Hope, Special Olympics, Defenders of Wildlife, Earthjustice and Easter Seals. Previously, Phyllis was Managing Director of Epsilon's nonprofit group. She also served as Associate Executive Director of Paralyzed Veterans of America and as Vice President, Marketing & Development for Special Olympics International.

Phyllis is on the Board of the National Capitol Gift Planning Council and is Chair of Planned Giving Days 2013. She is a frequent speaker on the intersection of planned giving/stewardship and direct marketing. Phyllis is "The Planned Giving Blogger." You can read or sign up for her posts at [www.plannedgivingblogger.net](http://www.plannedgivingblogger.net).

## **Polly J. Craik**

As President and CEO of FineLine, Polly provides her organization strategic leadership that fosters an open and innovative environment with a focus on results. Polly is passionate about customer service and serving others. She and her team at FineLine help people and organizations make a difference in our world by extending REACH, developing lasting RELATIONSHIPS and delivering RESULTS. Polly, a veteran in the outsourcing industry has presented at industry shows and conferences on subjects such as Customer Experience, Engagement, Retention and Loyalty

Polly has completed the "Birthing of Giants" and "Advanced Business Program" both sponsored by MIT. This combined 5 year educational program is limited to 60 entrepreneurs from around the world and designed to teach business owners how to turn good companies into great companies. She was named Entrepreneur of the Year for Manitoba Business Magazine in 2005, Most Influential Woman in Sport & Physical Activity in 2007 and awarded an Honorary Diploma by Red River College in 2010.

Volunteering and community involvement are important aspects of Polly's life. She was Chair of the host organizing committee for the 2007 World Women's Hockey Championships and served as Chair of Centre Venture, Winnipeg's downtown development agency. Currently, Polly is Vice Chair of the Manitoba Business Council, member of the Premier's Economic Advisory Council, member of the Campaign Cabinet for the Paterson Global Food Institute which is currently raising funds for the new Culinary School and residences as it transforms the historic Union Bank Tower on Main Street and sits on the Board of the newly formed Assiniboine Park Conservancy. Polly is married to David Rattray. Together they have two children, Claudia (18) and Will (16) and dog Lola.

## **Rachel Nyswander Thomas**

Rachel Nyswander Thomas is vice president of government affairs for the Direct Marketing Association (DMA). In this role, Thomas represents the multichannel marketing community's policymaking interests on Capitol Hill and before key federal agencies.

Thomas came to DMA from The McGraw-Hill Companies, where she served most recently as manager for privacy and government affairs. In that role, she advocated the corporation's agenda before federal policymakers on issues relating to privacy, data security, behavioral advertising, environmental and "do not promote" legislation. She also held chief responsibility for business compliance with the corporation's customer privacy policy, auditing worldwide operations and providing regulatory compliance consultation to a global corps of privacy officials. In previous roles at McGraw-Hill, Thomas managed the corporation's global gender equity initiative and its multiple mentoring programs, serving as an internal consultant to a grass-roots infrastructure of regional networks on four continents.

Prior to joining McGraw-Hill, Thomas served as director of programs and projects for the Women Faculty Forum (WFF) at Yale University, developing and expanding programs to promote gender equity and conducting policy research to advance WFF advocacy on issues of mentoring, diversity, faculty development and family-friendly workplace policies.

Thomas holds a BA degree in Humanities from Yale University and a Master of Policy Management degree from Georgetown University. She earned her Certified International Privacy Professional (CIPP) certification from the International Association of Privacy Professionals in 2008.

### **Rebecca Shapalis**

Rebecca began her career at Production Solutions – a major direct mail implementation firm in Tysons Corner VA - in October 2004 as an Account Manager, performing daily production and schedule management tasks for several nonprofit clients. She then was promoted to Production Director, overseeing a team of 5 Account Managers. She is well versed with production knowledge, which is what makes her so effective in her current (3 years running) role as Client Services Manager. Her strong dedication to client satisfaction and valuable partnership development is what motivates her. In her role she is responsible for establishing and cultivating positive and lasting client relationships. Simply put, she spends all her time determining how to add the most value to each of her clients. Rebecca graduated from James Madison University with a BS in Kinesiology. She lives in Columbia Heights, Washington DC.

### **Richard Becker**

President of Target Analytics®, Richard is responsible for overall strategy and business operations, leading the sales, technology, delivery, analytics, and product management teams. Prior to joining Target Analytics, Richard held a variety of leadership roles in strategy, marketing, technology, and operations. Most recently he was Vice President of Strategy with Equifax, Inc., a global consumer and commercial information provider. He received his MBA from the University of Georgia – Terry College of Business, and holds a BA in English Literature from Wake Forest University.

### **Robert Reger**

Robert Reger is Senior Vice President, Epsilon Data Solutions, a division of Epsilon. In this role, Robert leads the account management and business development teams for the Direct to Consumer, Publishing, and Fundraising/Not-For-Profit Groups. This includes working in close collaboration with 500+ Epsilon Targeting clients to fully leverage the different proprietary data sets Epsilon Targeting provides to help marketers build stronger relationships with prospects and customers and increase marketing precision and performance.

Robert has been with Epsilon Targeting since 2002 and has served in various positions including Vice President of the Direct to Consumer Group, Director of Business Development, Account Director, and Account Executive. Prior to joining Abacus, he was Group Creative Director at Datamark Inc., and held similar positions at Infinity Communications, Time Inc., Amrion Inc., American Family Publishers, Rodale Publishing, and Prentice-Hall/Simon and Schuster.

An active member of the direct marketing community, Robert was appointed to a 6year term on the DMA Ethics Operating Committee in 2009. He holds a B.A. from Emory University, and an M.B.A. from the University of Colorado.

### **Roger Craver**

Roger is a pioneer in direct response fundraising for some of the household names in American and European philanthropy. He is the Founder of Craver, Mathews, Smith & Company ([www.cravermathewssmith.com](http://www.cravermathewssmith.com)) Roger is also the Founder and of DonorTrends, ([www.DonorTrends.com](http://www.DonorTrends.com)) the independent research firm that tracks giving and fundraising trends and provides innovative data solutions for fundraisers. Among the organizations whose fundraising programs Craver helped launch and build are Amnesty International, Habitat for Humanity International, Handgun Control, Greenpeace, Common Cause and the American Civil Liberties Union, World Wildlife Fund International, the Heifer Project International and The International Campaign for Tibet.

Roger is also the Editor of The Agitator ([www.theagitator.net](http://www.theagitator.net)) the daily online information service that provides fundraising advice and insights each morning to thousands of fundraisers around the world. Through his company DonorTrends he tracks current developments in fundraising -- both online and offline – that affects fundraising today and tomorrow.

Roger holds an A.B., degree Summa Cum Laude from Dickinson College in Carlisle, Pa. and a Doctor of Jurisprudence, Summa Cum Laude, from the George Washington University National Law Center.

## **Russell Jones**

Russell Jones is the Director of the Friends Program and Planned Giving at the New York Philharmonic. The Friends of the Philharmonic number some 10,000 members and contribute in excess of \$2m per annum. From 2007 to 2012 he was Vice President of Marketing and Membership Development at the League of American Orchestras. It was during this time that two major pieces of research on the phenomenon of "Churn" were completed by nine major US orchestras and he was instrumental in highlighting this work through the League's Annual Conferences and *Symphony* magazine. A native of the United Kingdom, he has held positions at the Royal Liverpool Philharmonic Orchestra, National Federation of Music Societies, Association of Business Sponsorship of the Arts, and before moving to the US, was Director of the Association of British Orchestras.

## **Sanaya Kaufman**

Sanaya Kaufman is Director of Individual Giving at Friends of the High Line, the non-profit conservancy that manages the High Line, a public park built atop an abandoned, elevated rail line on the west side of Manhattan. Throughout her six-year tenure with Friends of the High Line, Sanaya has overseen nearly every aspect of the Individual Giving program and has managed the creation and development of the direct response program, which has grown to more than 13,000 constituents.

Sanaya is currently responsible for all activities related to individual donor support for Friends of the High Line - ranging from management of the direct response program through the cultivation and stewardship of major donors and prospects.

## **Scott Douglas Melton**

Scott Douglas Melton is an established fundraising professional with experience ranging from small local nonprofits, higher education institutions, and civil and human rights institutions. As the Senior Director of Individual Giving for the NAACP, Scott manages the Association's direct response marketing, planned giving, and major giving departments. During his tenure at the NAACP Scott has been successful in creating dynamic integrated marketing campaigns that have increased the number of individual donors year after year.

Scott is a graduate of Winthrop University where he studied opera performance and integrated marketing communication. Don't ask him to sing though; if he were any good he would be at the Met performing Mozart's Don Giovanni instead of speaking at the DMA Nonprofit Federation Conference. Scott resides in Baltimore, MD and in his free time is an avid collector of self-taught art and bow ties.

## **Senny Boone, Esq.**

As DMA's Senior Vice President for Corporate & Social Responsibility, Ms. Boone leads the organization's efforts in corporate compliance, social responsibility and best practices application for the direct marketing community. She oversees Board-level Committees on DMA's Ethical Guidelines, the policing of members' compliance with the guidelines, and helps shape environmental marketing best practices. She is leading educational efforts on topics of interest in corporate & social responsibility, and works with both consumers and members on marketing compliance issues to enhance trust in the marketing process and develops best practices with regards to multi-channel marketing. She oversees DMA's consumer site, DMAchoice.org to assist consumers with their marketing complaints and communicates with consumer groups regarding marketing and privacy concerns.

Additionally, since 2002, Boone leads the DMA's Nonprofit Federation (DMANF) of nearly 500 nonprofit organizations and fundraisers before Congress, the media, state and federal regulatory bodies. She has built the organization in terms of new products and services for members and increased the market space for nonprofit organizations and their suppliers.

## **Sharon Adams**

Sharon Adams is the Associate Vice President of New Donors at Covenant House, a position she has held since January 2008. She has worked for 21 years in the direct marketing department. Sharon is responsible for raising \$4.2 million via direct mail by mailing 12.6 million pieces of direct mail to the general market for Acquisition and Reactivation program. For Fiscal year 2011 – 2012, we added 228,000 new and reactive donors. She also serves as a board member for Direct Marketing Fundraising Association. She has also won awards for Package of the Year and 1<sup>st</sup> place for Acquisition package with the DMFA in 2001 & 2012. Sharon holds a Masters Degree in Direct Marketing from Mercy College.

## **Stephanie Ceruolo**

Stephanie currently serves as Vice President, Major Market Account Development, Infogroup.

Stephanie began her direct response career in the fundraising divisions of Dimac Direct and Epsilon. She then joined Merkle, still focusing on non-profit clients. Her experience includes working with many national non-profit mailers across missions, from disease research to environmental and animal-related to non-profits with a special emphasis on children.

In 2007, Stephanie joined Infogroup, then known as Triplex, and embraced the cause of turning merge-purge into a strategic step in the acquisition processing timeline. That step has turned into a run over the past 5 years in an effort to bring relevant and effective products and services to Infogroup's data processing clients.

Ceruolo's past service to the industry includes co-chairing the Education Committee of the 6<sup>th</sup> Annual Bridge to Integrated Marketing and Fundraising Conference in Washington DC, as well as co-chairing last summer's DMANF Conference in New York. Stephanie values her former involvement as a Board member of the New York-based Direct Marketing Fundraisers Association, which includes one term as its President.

## **Stephanie Prete**

As President of DR Fundraising, Stephanie works with small nonprofit organizations to help them use their limited budgets and resources effectively to grow their donor programs and raise more money. A direct response marketer and fundraiser for more than 30 years, Stephanie offers expertise in direct response fundraising strategy including direct mail, telemarketing, online efforts, planned giving, and multi-channel marketing. With a focus on healthcare fundraising, Stephanie's clients include Children's National Medical Center, Children's Hospital Oakland, Alta Bates Medical Center, Eden Medical Center, Delta Memorial Hospital, and University of Mississippi Medical Center.

## **Steve Abrahamson**

Steve Abrahamson has been Director, Direct Response Fundraising at Planned Parenthood since September 2010. He is responsible for low dollar and mid-level programs for Planned Parenthood Federation of America, Planned Parenthood Action Fund, and Planned Parenthood Federal PAC. Steve was Associate Director of Membership at the ACLU from 2006-2010. Before his work in the non-profit advocacy sector, Steve was in financial services marketing holding executive positions at E\*TRADE, Capital One, and Citibank. A graduate of Columbia University, Steve began his career as an analyst working for the City of New York.

## **Steve Daigneault**

As Senior Vice President, Steve puts his 15 years of experience as a grassroots organizer, communications specialist and online strategist to work for M+R clients like the U.S. Fund for UNICEF, Operation Smile, the Just Label It campaign and Oceana. Steve co-authored the M+R publication *Storytelling and the Art of Email Writing*, an in-depth analysis for why stories don't always work and what key elements stories need in order to raise money. Before coming to M+R, Steve served as the Managing Director for Internet Communications at Amnesty International USA, where he developed an email strategy that nearly tripled Amnesty's list in less than three years and helped grow Amnesty's online fundraising program, even in the midst of the September 2008 stock market crash. Steve has also been a consultant and strategist for the Save Darfur Coalition, American Cancer Society, U.S. Holocaust Museum, Aspen Institute, Audubon Society, SaveOurEnvironment.org, Opportunity Agenda, and United Nations Association.

## **Steve Rudman**

Steve oversees Donor Point's overall business and plays an active role strategically working with clients in helping them maximize their fundraising. He brings 25 years of experience in direct marketing and general marketing in both the nonprofit and commercial areas.

Prior to Donor Point, Steve was with Merkle for over 10 years as Vice President of Client Service for the Nonprofit group. He played a variety of roles in both strategy and account management with each focused on helping nonprofit organizations raise more money and create lasting relationships with clients. In 2011, he contributed to raising over \$350 million dollars across the client base. Clients included American Cancer Society, Feeding America, Arthritis Foundation, National Multiple Sclerosis Society, National Wildlife Federation, and The Bowery Mission.

Prior to Merkle, Steve was Vice President of Database Marketing for Ticketmaster.com and prior to that, he played senior roles at RTC Relationship Marketing. Steve began his career.

## **Summer Burt**

Summer joined ALSAC/St. Jude Children's Research Hospital in December 2010 and is currently serving as Manager of National Direct Marketing –Acquisition Programs. She is primarily responsible for sustainer donor acquisition for St. Jude across multiple channels including DRTV, direct mail, telefunding and online. When Summer isn't working she is either training for the St. Jude Memphis Marathon or chasing after her four year old son, Silas.

## **Susan Paine**

Susan Paine, Director of Integrated Marketing, Human Rights Campaign, has spent her entire professional career working with nonprofit organizations. For over 20 years, she has designed and executed successful direct response programs for hundreds of progressive organizations, developing a special passion for environmental, social change and political causes. Susan started her career in Cambridge, MA managing strategic, creative and fulfillment elements of outbound fundraising campaigns. Since then she has held senior and executive level positions in client service, operations and finance for the country's leading outbound direct response firms. Prior to joining HRC in 2007, Susan was CEO of the Share Group with over 300 staff in 3 locations.

Susan currently leads the direct marketing and monthly giving teams at HRC, and is especially proud that HRC was named the 2011 Nonprofit of the Year by the Direct Marketing Association.

## **Thomas A. Harrison**

THOMAS A. HARRISON, APR, Fellow PRSA, Chief Executive Officer of Russ Reid

As Chief Executive Officer, Tom Harrison provides leadership and management to Russ Reid and to its work for more than 200 nonprofit clients. Under Tom's leadership, Russ Reid is now the leading agency in the US and Canada exclusively helping nonprofit organizations grow through innovative, successful marketing, communications and government relations programs.

Tom joined Russ Reid in 1985 after a long and productive term with the international public relations firm of Edelman Worldwide. There he served as Executive Vice President, and was a member of the International Board of Directors.

Tom's experience is extensive. He has managed marketing and communication programs for a client roster that includes Toyota Motor Sales, Mattel Toys, American Honda, Catholic Charities USA, General Mills, Boys Town, World Vision, St. Jude Children's Research Hospital, Operation Smile, City of Hope and North America's leading Rescue Missions.

A summa cum laude and Phi Beta Kappa graduate of the University of Notre Dame, Tom is the recipient of numerous awards. In 1995 he was elected to the prestigious College of Fellows of the Public Relations Society of America, and was named Outstanding Professional by PRSA's Los Angeles Chapter. Tom serves as vice-chair of DMA's Nonprofit Federation Advisory Council and was chair of the Direct Marketing Association's 2008 Nonprofit Leadership Summit.

## **Tricia Reyes**

Tricia Reyes is the Associate Director of Mid-Level and Online Fundraising at Consumer Reports where she is responsible for raising \$6.3 million annually via multi-channel marketing strategies (DM, TM and Digital) and for building a robust online and fundraising program. She also works closely with Major Gifts on upgrading and cultivating donors. Reyes also held direct marketing, digital marketing, operations and database management positions at Covenant House International, Lighthouse International, AAA, Thirteen, WNET and Juvenile Diabetes Research Foundation. Reyes serves as Board Member for Direct Marketing Fundraising Association and presents annually at DMA and DMFA conferences and luncheons.