

# DEVELOPING A GROWTH MINDSET

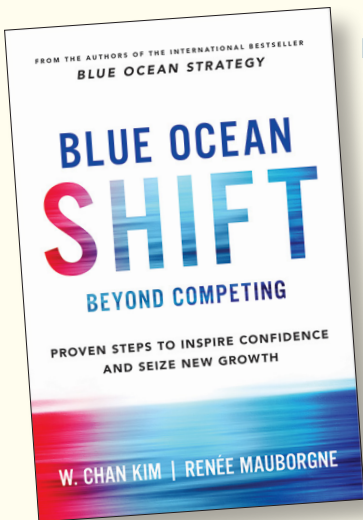
*How to Expand Your Nonprofit Organization's Strategy and Outreach*

**Tuesday, October 17, 2017 • 11:45AM – 4:45PM**

Brae Burn Country Club, Harrison, NY 10577

This year's theme, *Developing a Growth Mindset*, will offer innovative ideas and strategies to engage supporters, enhance your fundraising efforts, and refocus your strategy in a competitive market.

## Highlights of the 2017 NFP Educational Leadership Summit include:



### KEYNOTE PRESENTATION:

**Ralph G. Trombetta**,  
*Senior Strategist, Blue Ocean Strategy*, will share his experience working in a diverse set of industries on strategy and growth, customer management, and business alignment.

Mr. Trombetta will introduce powerful new ideas contained in the upcoming book *Blue Ocean Shift* and international

best seller *Blue Ocean Strategy* written by Professors W. Chan Kim and Renee Mauborgne of the European business school INSEAD. These concepts are based on over 30 years of research and provide a systematic process for helping leaders and their organizations to reshape market spaces to reinvigorate growth.

### NEW THIS YEAR AT THE NFP EDUCATIONAL LEADERSHIP SUMMIT

#### Association of Development Officers and Grant Professionals of Lower Hudson Meet the Funders Panel Discussion

This panel will provide attendees with an opportunity to engage with the region's funders who will share tips and techniques on developing better proposals.

Meet the Funders will feature industry leaders from a cross section of corporate, private, community and family foundations who will share insights on what attracts organizations to invest and support their missions.

### ASK THE INDUSTRY EXPERTS:

Event Business Leaders will offer innovative solutions to help you:

- Connect with new supporters
- Strengthen your support for fundraising
- Drive development efforts to new heights

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**TO REGISTER, CLICK HERE –**

[www.hrginc.net/register/nfp-educational-leadership-summit/](http://www.hrginc.net/register/nfp-educational-leadership-summit/)

# DEVELOPING A GROWTH MINDSET

How to Expand Your Nonprofit Organization's Strategy and Outreach

## Tuesday, October 17, 2017

11:45AM – 4:45PM Brae Burn Country Club, Harrison, NY

### SCHEDULE OF EVENTS:

11:45AM - 12:15PM Registration and Power Networking

12:15PM - 12:45PM

Opening Remarks

**Robert O. Sanders Jr., CMP**

Chairman, Hospitality Resource Group, Inc.

Welcome

**Robert P. Astorino**

Westchester County Executive

**Adam Kintish**

Vice President, Small Business Relationship Manager, TD Bank

President, Association of Development Officers

**Nonprofit Westchester Update**

**Joanna Straub**

Executive Director, Nonprofit Westchester

12:45PM - 2:00PM

Working Lunch and Panel Discussion: Meet the Funders

*Presented by Association of Development Officers, Grant Professionals of Lower Hudson*

*Sponsored by Con Edison*

**Expanding Your Resources**

Moderator:

**Joanne Stewart**

President, Goodworks Advisory Group

President, Grant Professionals of Lower Hudson

*Panelists:*

**Patricia Brigham**, Administrator, HOPE for Youth Foundation

**Nancy Rossi Brownell**, Vice President Putnam,  
Community Foundations of the Hudson Valley

**Jane Solnick**, Director of Regional & Community Affairs, Con Edison

**Yonni Wattenmaker**, Executive Director, Breast Cancer Alliance

**Stephanie Weston**, Vice President, Retail Market Manager,  
The Westchester Bank

2:00PM - 3:00PM

Keynote Address:

**Blue Ocean Shift- Beyond Competing**

**Ralph Trombetta**

Senior Strategist, Blue Ocean Strategy

3:00PM - 3:15PM

Afternoon Break and Networking

3:15PM - 3:30PM

Team Building

3:30PM - 4:30PM

Industry Experts Roundtable

**Ask the Experts**

**Joe Guilderson**, *President, Corporate Audio Visual Services*

**Peter Herrero**, *Founder & President, Caperberry Events*

**Howard Schwartz**, *President, Grandstand Sports*

**Robert Swertfager**, *Owner, DiMuro Incentives*

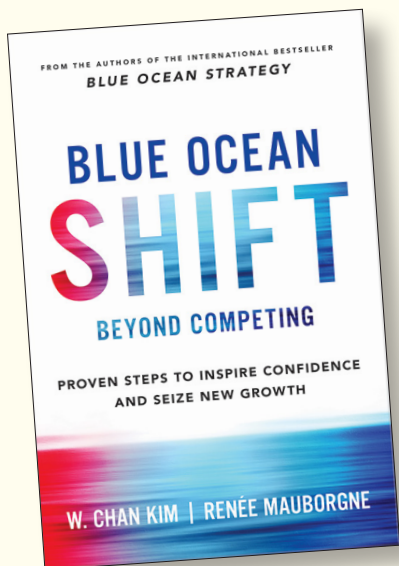
**Jeff Wayne**, *CEO, Wayne Printing, Inc.*

4:30PM - 4:45PM

Closing Remarks and Raffle



# KEYNOTE: BLUE OCEAN SHIFT: GOING BEYOND COMPETING



Organizational leaders often accept and make business decisions based on the assumption that market boundaries and industry conditions are given and cannot be changed. Yet when we look at established industries we see that over the past thirty years a plethora of new markets have been created inside established industries that include overnight express mail, digital music, coffee bars, discount retail, and cell phones. Creating these new businesses inside an industry required a shift in thinking from traditional competitive-based business strategy approaches. *Blue Ocean Shift* provides a set of ideas and frameworks for helping organizations to make this shift. In this talk, Ralph G. Trombetta will provide us with an introduction to the powerful ideas contained in the upcoming book *Blue Ocean Shift* and international best seller *Blue Ocean Strategy* written by Professors W. Chan Kim and Renee Mauborgne of the European business school INSEAD. These concepts are based on over 30 years of research and provide a systematic process for helping leaders and their organizations to reshape market spaces to reinvigorate growth.

## SPEAKER: RALPH G. TROMBETTA

SENIOR STRATEGIST, BLUE OCEAN STRATEGY



Ralph G. Trombetta is a senior strategist in the Blue Ocean Strategy network, founded by Professors W. Chan Kim and Renee Mauborgne. Trombetta is acknowledged for his contributions in both *Blue Ocean Strategy* and *Blue Ocean Shift* and has taught for over a decade in the MBA and EMBA programs at Fordham University Gabelli School of Business. As a member of the author's original core team, he helped to commercialize the ideas and launch of the original book *Blue Ocean Strategy*. Trombetta worked for a decade at IBM in both Westchester County and New York City and was a Principal of Renaissance Strategy, creators of the Balanced Scorecard by Harvard University professors Drs. Kaplan and Norton and Vice President and Executive Committee member of Emergence Consulting in Lincoln, Ma.

Trombetta has worked with companies on issues of strategy and transformational change in the United States, Europe, South America and Asia with Fortune 10 companies as well as smaller firms and family businesses. Trombetta resides in Westchester County, NY and is a graduate of the Stern School of Business, NYU, MBA with distinction. He is recognized in the preface of the *Blue Ocean Strategy* and *Blue Ocean Shift* books and is a renowned speaker in executive education programs.

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# MEET THE FUNDERS PANEL: EXPANDING YOUR RESOURCES

Presented by Association of Development Officers and Grant Professionals of Lower Hudson

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## PATRICIA BRIGHAM

### ADMINISTRATOR, HOPE FOR YOUTH FOUNDATION

Patricia Brigham serves as the administrator for the Hope for Youth Foundation. In this capacity she advises the HFYF Board of Directors on their grant making, overseeing the application, reporting and review process. Through its grant making, The Hope for Youth Foundation supports charities primarily in the Hudson Valley that focus on assisting young people who are disabled, ill or disadvantaged. The foundation also supports youth programs which facilitate healthy growth whether it is academic, emotional or athletic, and sponsors college scholarships for worthy students. Ms. Brigham is a proud member of the Peekskill Rotary since 2007, currently serves as president of the AFP NY Westchester Chapter, and is the first full time Director of Development at Westchester Library System.



## NANCY ROSSI BROWNELL

### VICE PRESIDENT PUTNAM, COMMUNITY FOUNDATIONS OF THE HUDSON VALLEY

Nancy Rossi Brownell joined the Community Foundations of the Hudson Valley, as Vice President Putnam in 2015 and is responsible for the foundation's asset development, marketing and outreach efforts in Putnam County. Outreach includes consulting with nonprofits and their boards on the grant process, planned giving, succession planning and board engagement, as well as connecting donors with organizations that match their philanthropic goals.

A life-long Hudson Valley resident, Nancy has served the Community Foundations as a volunteer for ten years. She spent eight years as a member of the Board of Trustees, including two years as Board Chair, during which time she led the President/CEO search committee. She currently serves on the Board of Trustees of the Vassar Brothers Medical Center Foundation, as Vice President for the Garden Club of Orange and Dutchess, on the Board of Directors of the Estate Planning Council of Putnam County and on the Board of Trustees for Hudson Valley Hospice Foundation. She previously served as Vice President for Trinity-Pawling Pride Parents Association, Secretary of the Board of Directors for the Powelton Club and as a volunteer with Riverkeeper, The Hudson Valley Shakespeare Festival, Manitoga, and what is now Arts Mid-Hudson. Nancy holds an undergraduate degree from Ithaca College.



## JANE SOLNICK

### DIRECTOR OF REGIONAL & COMMUNITY AFFAIRS, CON EDISON

Ms. Solnick is the Director of Regional & Community Affairs in Westchester for Con Edison. Con Edison provides electric, gas and steam service to more than three million customers in New York City and Westchester County. In her position, Jane is responsible for handling government relations, community affairs and philanthropy, and serves as an official spokesperson for the company with the media. In addition to Friends of Westchester County Parks, she serves on the board of The Business Council of Westchester, and The Hudson Valley Gateway Chamber of Commerce. Jane is a lifetime resident of Westchester County and has a longstanding record of working effectively with political, business, and local community leaders.



## YONNI WATTENMAKER

### EXECUTIVE DIRECTOR, BREAST CANCER ALLIANCE

Yonni Wattenmaker joined the BCA as Executive Director in June 2011. In this role, she does corporate and private fundraising, event planning and works intimately with the recipients of the funding Breast Cancer Alliance grants each year. Beneficiaries of BCA support include such esteemed institutions as Memorial Sloan-Kettering Cancer Center, Yale University, University of Pennsylvania, and Rutgers Cancer Institute of New Jersey.

After graduating from George Washington University in 1993 with a Bachelor's Degree in Judaic Studies and a minor in Psychology, Yonni earned a Master's Degree from HUC in New York City. Upon graduation, Yonni served for ten years as Director of Education at Temple Shaaray Tefila in Bedford Corners, NY, spent two years as Development Director for Tikva Children's Home, a charity supporting homeless and abandoned children in the former Soviet Union, and subsequently worked for four years as Director of Lifelong Learning at Central Synagogue in New York City. Active in various volunteer opportunities, Yonni currently sits on the Community Advisory Board of Greenwich Hospital and on the National Council for Arts and Sciences at The George Washington University.



## STEPHANIE WESTON

### VICE PRESIDENT, RETAIL MARKET MANAGER, THE WESTCHESTER BANK

Stephanie Weston joined The Westchester Bank in 2016 and has over 30 years of banking experience. Stephanie spent 25 years in various positions at Bank of New York including Branch Manager and Senior Private Banker. In 2011, Stephanie joined People's United Bank in Bronxville and was soon promoted to Market Manager.

As a Retail Market Manager with The Westchester Bank, Stephanie meets extensively with local community leaders. This allows her to not only identify a need in the community, but also allows her to facilitate the process for providing the products and services agencies need to succeed. These supports include grants, donations, a lending facility, a deposit relationship and even direct support from bank employees.

Stephanie also believes in giving back to the communities she serves by donating her time to organizations like The Girls Scouts, Meals on Wheels, Habitat for Humanity and Hope's Door. Stephanie sits on the board of the Bronxville Chamber of Commerce and The Bronxville Rotary Club where she served as President on both boards.



# 11th Annual Not For Profit Educational Leadership Summit

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