



Women in Development of Northeastern New York

Building networks, sharing best practices, and
working collaboratively for our collective success.

WID Members Only Brown Bag Lunch

Tips & Tricks for Engaging Corporate Sponsors: An Intimate Conversation with Ellen Sax of MVP Healthcare; Lisa Stratton of CDPHP; and Charmaine Ushkow of The Times Union

Tuesday, February 11, 2014

12:30 am-2:00 pm

New Location

Addictions Care Center of Albany

90 McCarty Avenue, Albany

Cost

\$5/member



Ellen Sax

Many of us spend a great deal of time preparing funding applications for corporate sponsors and when we do not get funded we oftentimes do not know why. This is an exclusive opportunity to learn from major Capital Region funders how you can be more effective in securing corporate funds, build long-lasting relationships with corporate donors, and send your application to the top of the pile.

About Our Presenters:

Ellen Sax was widely known as Vice President, Community Relations for KeyBank N.A.'s Capital Region. In addition to directing Key's charitable giving, Ellen's role was to expand the visibility of Key's commitment to the community by partnering with local nonprofit organizations and community groups to enhance their capacity building, serve as a resource for fund development and planning, and provide advice and guidance on strategic issues. Ellen has just taken on a new role as Director for Corporate Social Responsibility at MVP Healthcare.



Lisa Stratton

Lisa Stratton has 25 years of experience in communications, public relations, and community relations. Since 2005, she has served as Director of Community Relations and Corporate Events for Capital District Physicians' Health Plan (CDPHP). Lisa also serves on the boards of the Guilderland YMCA, Adult & Senior Center of Saratoga, and Albany Police Athletic League, and volunteers on fundraising and coordinating committees supporting numerous local charities.



Charmaine Ushkow

Charmaine Ushkow started her newspaper career at the Times Union in 2004 as the New Business Development Manager. Since then, she has served as Advertising Training Manager, has been part of the Real Estate Media Sales Team, and was named Community Relations Manager in 2010.

Prior to joining the Times Union, her career focused on the field of television advertising sales and management in both broadcast and cable TV.

Charmaine has been very involved with both the The Syracuse Ad Club and The Albany Ad Club, and has chaired the advertising awards competition in Albany twice. She is president of the Capital Region Chapter of the Alliance for Women in Media, and president of the New York Newspaper Advertising and Marketing Executives Executive Council. She is also a board member for the Tech Valley Nonprofit Business Council.

Media sponsor 

Yes! I would like to attend **Tips & Tricks** on February 11.

Please reserve _____ spots for WID members (at \$5/member).

How did you hear about this program? _____

Please list the names of the members who will be attending this program.

Name _____ Name _____

Please share your contact information.

Organization _____ Address _____

City _____ State _____ Zip _____

Daytime phone _____ E-mail _____

**Registration Deadline
is February 4, 2014**

Please send payment to: Women in Development • P.O. Box 5871 • Albany, NY 12205 • membership@widneny.net

To register online by credit card, visit our website at: <http://www.widneny.org/programs.htm>