



FINANCIAL WOMEN'S ASSOCIATION

**2009-2010**

**ANNUAL REPORT**

**FWA OF NEW YORK  
EDUCATIONAL FUND**

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**THE FWA OF NEW YORK EDUCATIONAL FUND**  
**2009-2010 ANNUAL REPORT**

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## THE FWA OF NEW YORK EDUCATIONAL FUND

This annual report for fiscal year 2009-10 provides an account of the work of the FWA committees that operate under the FWA of New York Educational Fund. The Fund was set up to provide a platform for FWA members to engage in outreach programs that support the organization's educational and financial literacy efforts that support young women seeking career opportunities in business and finance, provide financial literacy to high school students and women in vocational training programs, and offer a summer professional development series to college seniors doing internships on Wall Street.

Furthermore, programs focused on educational and professional development are a central part of FWA activities, designed to provide continued learning and career growth. Through its events, the FWA offers access to business, government, and academic leaders, allowing members to develop familiarity with issues in finance, technology, business, management and the non-profit world. Many of the events are organized throughout the year by the following committees of the Educational Fund – *Emerging Issues, Entrepreneurs, Not-for-Profit, Microfinance and Professional Development*.

Founded as an unincorporated separate entity in 1976, The FWA of New York Educational Fund was granted tax-exempt status as a 501(c)3 charitable organization and incorporated in 1982.

Support for the FWA of New York Educational Fund comes from a variety of sources. The active participation of the members of the Financial Women's Association is the key ingredient in the success of the programming of its educational arm. Members work tirelessly as volunteer mentors, teachers and program organizers, and in securing corporate support for expenses. Their contribution of time and talent allows the organization to leverage the financial resources it receives into a broad spectrum of effective activities.

Funding for the programming comes from corporate grants and in-kind contributions of space, time and catering, the FWA Annual Dinner and FWA Holiday Benefit, individual donors, and revenues generated by FWA programming committees. The FWA of New York Educational Fund is grateful for all of this support in 2009-10. Listed below are FWA President's Circle firms as well as companies and foundations that supported the organization with cash contributions. In the interest of donor privacy, individual contributors are not listed.

- \*Bank of America Corporation
- \*Bank of Tokyo-Mitsubishi UFJ
- Baruch College of the City of New York
- BMO Capital Markets
- \*BNP Paribas
- \*BNY Mellon
- Cadwalader, Wickersham & Taft LLP
- Center for Wealth Preservation
- \*Citi
- Coach
- \*Colgate-Palmolive Company
- Compliance11, Inc.
- \*Credit Suisse
- \*Deloitte LLP
- Depository Trust & Clearing Corporation

\*Deutsche Bank  
Dewey & LeBouef  
Dudack Research Group, a division of Midwood Securities Inc.  
Emmet, Marvin & Martin, LLP  
\*E\*TRADE Financial Corp.  
Freddie Mac  
GE Capital  
\*Goldman, Sachs & Co.  
Greenbaum, Rowe, Smith & Davis LLP  
Greenberg Traurig  
\*HSBC  
ING  
Johnson & Johnson  
Klingenstein, Fields & Co., L.L.C.  
McCarter & English  
\*McGraw-Hill & Companies  
\*Morgan Stanley  
National Mah Jongg League Foundation  
Paul, Weiss, Rifkind, Wharton & Garrison LLP  
PricewaterhouseCoopers  
\*Prudential  
Reed Smith LLP  
Renaissance Technologies LLC  
Seton Hall University  
Sungard  
TD Bank  
Thomson Reuters  
\*TIAA-CREF  
\*UBS Financial Services  
Wells Fargo Advisors  
Williams Capital Group, LLP

\*Member of the FWA President's Circle

## LETTER FROM THE PRESIDENT

June 24, 2010

Dear FWA Members,

It has been my privilege to serve as the FWA President for 2009-2010. I am very grateful for this opportunity to lead such a wonderful organization, during one of the most challenging years of its 54-year history, especially in terms of the economic recession and its aftermath and the turmoil in the financial services sector. I have been a member since the mid-90's, and as President, I have been committed to facilitating strategically focused decision-making to ensure the best long term positioning and health of this organization.



Stephanie Hauge  
FWA President '09-10

A year ago I put forth an **Agenda for Change**, cognizant of the recession, its potential impact on membership renewals and corporate support, as well as anticipated changes in the industry to restore its reputation and confidence for investors. Following this letter is **my report** of the accomplishments relative to the objectives of this agenda, supported by the individual committee reports that follow. Volunteerism is the lifeblood of this organization. I am amazed at the time and energy that FWA calls forth from so many members, member helping member, women helping women, and our members helping the Next Generation.

Nothing happens without great people! I need to recognize especially the Governance Board. Without their support this **Agenda for Change** would never have been possible. The Board was led by our 2009-10 FWA officers, **Susan Ganz**, President-Elect, **Kristin McDonough**, Past-President, **Anne Izzillo**, Secretary, **Karen Rockey**, Treasurer and **Cheryl Gorman**, General Counsel. I am especially in debt to our Vice Presidents, who took on major roles this year: **Christine Birnbaum**, VP and Vice Chair of Business League Programming, **Julia Hollander Campbell**, VP and Vice Chair of Educational Fund Programming, **Barbara Cohen**, VP and Vice Chair of Next Generation Programming, and **Sheila Colucci**, VP and Vice Chair of Fundraising. Completing the Board were the Chairs of our Standing Committees: **Pam Packard**, Audit; **Stephanie Ackler**, Investment Policy; **Liz Farrar**, President's Circle; Joan Shapiro Green, **Marketing**; Jyoti Bhagavan, **Membership**; Kelly Mathieson, **Operations Resource**; and Special Initiatives: **Patti Domm**, senior advisor; **Marlene Debel**, FWA strategic direction and **Inwah Huh**, FWA profile.

To all the members of the Programming Leadership Board... you did it!! You pulled off an incredible year of timely, relevant and high profile programs, making the FWA and me very proud.

As a volunteer led organization, the FWA cannot accomplish all that it does without the commitment and energetic support of the FWA staff: **Nancy Sellar**, Executive Director, **Lisa Buddenhagen**, Director of Operations, Manager, Technology and Online Communications, **Jennifer Durst**, Director of Development, **Rosalind Lloyd**, Events Coordinator, **Liz Knoop**, Financial Backpack - Program Director and **John Koprowski** and **Carmen Ali**, our accountants.

Again, I am grateful for the honor of representing the proud tradition and legacy of this organization, meeting so many of you, our corporate sponsors, and our next generation of leaders and all the accomplishments of this amazing year. Thank you.

Stephanie J. Hauge  
FWA President, 2009-2010

## COLLEGE CONNECTIONS

*Co-Chairs: Denise Seegobin, Lehman College/FINRA  
Gerri Facchine*

### **Committee Purpose and 2009-2010 Objectives**

Our goal is to provide participants with the tools necessary to execute a successful job search for a full time career upon graduation from college. This objective is accomplished through a series of workshops that address specific skills including professionalism, leadership, resume writing, interview techniques, networking, career development and career choice.

The College Connections Committee coordinates the Wall Street Exchange ("WSE"), a program designed to augment the summer internship work experience of select qualified students who are between their junior year and senior years of college and who are employed in the New York metropolitan area. WSE provides an exciting opportunity for participants to enhance job search skills while learning to think strategically about career choices. The program additionally emphasizes the important role a professional network serves in career development. We highlight networking skills and have established the "Summer Network", a volunteer group of dedicated FWA professionals who offer WSE participants professional and personal support.

Our committee objectives included an initiative to enhance the scope of our corporate event sponsors' engagement with the WSE program and efforts to strengthen event content exploring how innovation and technology are shaping career paths in finance. We also participated in FWA meetings designed to explore and develop synergies among the organization's next generation programs. Continuing objectives of the College Connections Committee include: fostering corporate event sponsorship, recruiting top candidates, developing the support of the Summer Network with stronger FWA membership participation and establishing alliances with local business graduate programs.

The success of the College Connections committee is commensurate with the invaluable support of our corporate sponsors, our alliances with local business graduate programs, and our ability to recruit top candidates to the program from colleges across the United States as well as the vital participation of the FWA members who comprise the Summer Network.

### **Accomplishments/Highlights**

- In 2009, we expanded college marketing and recruiting effort, targeting undergraduate career offices nationally, deploying former summer participants to promote the program at their alma maters.
- Continued to expand the network of HR professionals in major firms who support program events such as the mock interview dinner.
- Continued to formally document all WSE procedures and marketing material including: corporate sponsorship, application and selection processes, program calendars and procedures, annual dinner briefing, annual meeting and other reports for future College Connections Committees.
- This year we introduced leadership groups which clustered participants into groups of 5 or 6. The leadership groups were responsible for making each other accountable for all events and

also for participating in activities together. The theory behind the leadership group is to help students build a strong network with others within the group for long term relationships and rapport.

- The leadership groups were asked to submit articles recapping and highlighting events which were distributed to the FWA newsletter.
- We began keeping a database of students in the program so that going forward we can continue to reach out to past participants.
- We held a reunion dinner in January 2010 for WSE.
- We created an official Facebook page for the Wall Street Exchange group.
- For 2010 we intend to continue the database to retain students contact information
- We intend to continue the leadership groups to offer participants to build strong relationships.
- Build out relationships with existing and new companies for possible partnership with the WSE program.
- Work to be flexible with our events and program in response to market driven changes.

### ***Recommendations for the Future***

- For 2010, we intend to continue the database to retain students contact information
- We intend to continue the leadership groups to offer participants to build strong relationships.
- Build out relationships with existing and new companies for possible partnership with the WSE program.
- Maintain and expand a database of schools to promote the program and from which to obtain student applications.
- Further build out relationships with existing and new schools for possible partnership with the WSE program.
- Increase and/or review ideas on how best to use social media (existing official Facebook page; possible creation of a LinkedIn group) to benefit the WSE program and its participants.
- Work to be flexible with our events and program in response to market driven changes.

### ***Special Thanks***

- FWA Board members who helped shape WSE 2009 by enabling us to draw FWA talent and attract enthusiastic, dynamic summer participants.
- Special thanks to FWA members Shoya Zichy and Andrea Nierenberg who volunteered to share their expertise with WSE 2009 participants.
- Thank you to the FWA Summer Network for their participation and partnership in teaching Wall Street Exchange participants the value of professional networking.
- Thank you to the FWA Office staff for coordinating the application process and working closely with the College Connections Committee.

### ***Participating 2009-2010 Committee Members***

Jennifer Bergenfeld  
Maureen Carpenter

Mary Bitting  
Feng Chen

## EMERGING ISSUES

Co-Chairs: **Suzanne DiSabato**, Federal Reserve Bank of New York  
**Diane Wallace**, Deloitte and Touche

### Committee Purpose and 2009-2010 Objectives

The mission of the Emerging Issues Committee is to promote professional growth for FWA members through presentation and discussion of topical global financial industry issues as well as next wave issues that are likely to have a significant impact on our markets.

- Bring clarity and build understanding in today’s most visible topics and highlight tomorrow’s financial market challenges
- Serve as a “think tank” gathering ideas from a broad cross-section of industry professionals
- Move beyond traditional financial topics to explore areas such as: global economics, effects of technology innovation, corporate governance.

### Accomplishments/Highlights

- **Economic Forum I November 16, 2009: “The Rebound”**: Top women on Wall Street highlighted key directions they perceive in GDP and global growth, equity market sectors to watch, banking landscapes, international competition, the shape of regulation, the strength of the US dollar, consumer strength and real estate effects
- **Behavioral Economics January 14, 2010**; How we really make decisions about money, and what are the core factors that shape our thinking. A growing body of research suggests that decision making, investment and otherwise, is heavily influenced by emotions, and behavioral economic research is quickly gaining recognition in the aftermath of the financial crisis and the shifting patterns in our consumer-driven economy.
- **Economic Forum II February 22, 2010: “The American Worker”** presented a robust panel of experts to discuss the state of our economy and projections for the shape of the U.S. workforce given the American economy’s prominent and integrated role in the global economy.

### Recommendations for the Future

Our committee recommends that the Economic Forum series continue, highlighting speakers and panelists from President’s Circle firms and new voices discussing international trade issues, including the effects of China in energy, resources and monetary frameworks.

**September 23, 2010**, Deloitte is co-sponsoring: Surviving and Thriving in Uncertainty: Improve decision making and results by focusing on 10 Risk Intelligence Skills.

The committee is open to collaboration with other FWA program committees, as well as presenting topics sponsored by our membership.

### Special Thanks

President’s Circle Committee for marketing and organizing speakers for the Economic Forums  
Bank of New York Mellon for joint event development and marketing for Behavioral Economics

### Participating Committee Members

Many thanks to all who gave time and energy to program development and event logistics.

## ENTREPRENEURS

Co-Chairs: **Andrea S. Kantor**, JPMorgan Chase Bank, NA

**Michele Maybaum CPA**, Maybaum & Maybaum CPAs PC

### Committee Purpose and 2009-2010 Objectives

The mission of the Entrepreneurs Committee is to:

- Foster and support the growing entrepreneurial segment of the FWA by offering programs that allow members to explore entrepreneurship as a career option;
- Provide opportunities for FWA entrepreneurs/business service providers to develop key entrepreneurship skills and thrive in their businesses;
- Provide a platform for FWA entrepreneurs/business service providers to develop strategic alliances with fellow FWA entrepreneurs and our corporate members.

### Accomplishments/Highlights

- After the Handshake – Networking & Shopping at Molton Brown (October 14)
- What Keeps an Entrepreneur Up At Night? (December 9)
- Power Up Your Business Presence (January 27)
- How to Win at Life, Love and Business Using the Principles of Poker (April 29)
- Time, Talent and Money: An Introduction to the World of Angel Investing (May 26)

### Recommendations for the Future

- Promote B2B networking among all FWA members.
- Provide opportunities for FWA entrepreneurs/business service providers to showcase their products and services.
- Continue to provide education to FWA members & the business community.
- Continue to promote the FWA in the business community

### Special Thanks

Maybaum & Maybaum CPAs PC for graciously hosting our committee meetings.

### Participating Committee Members

Andrea S. Kantor, JPMorgan Chase Bank, NA - Co-chair

Michele Maybaum CPA, Maybaum & Maybaum CPAs PC – Co-chair

Janice Carapellucci, Carapellucci Design  
Roslyn S. Gold, Strategic Learning Solutions  
Sally Anne Hughes, Hughes Klaiber  
Maribeth Martorana, Factset Research Systems  
Inc.  
Raleigh Mayer, Raleigh Mayer Consulting  
Katherine Sayer, New York Life Insurance  
Company

Susan Sommers, DressZing  
Sue Yellin, Sue Yellin Coaching and Training  
Julia Hollander Campbell, Corporate Security  
Resources  
Joyce Sullivan, Joyce Sullivan Consulting  
Loretta Roland, Alliance Bernstein  
Jezabel Paulino, Morgan Stanley Smith Barney

## FINANCIAL BACKPACK

Chair: **Victoria Hartman**, Woodcock Financial Management Company, LLC

### Committee Purpose and 2009-2010 Objectives

The Financial Backpack program is designed to prepare students for real life after high school in the areas of personal finance and financial security. The primary focus is to ensure that students will have:

- Received the appropriate information to enable them to take responsibility for their financial decisions
- Developed an understanding of financial services
- Created a basic financial plan to serve as a basis for future financial planning
- Learned how to organize their personal finances and use a budget to manage cash flow
- Understood the basic building blocks to create a simple investment strategy that ties to personal goals

The Committee sought out additional partners to further their goal to reach more students in this second year of the program and to build audience for subsequent years.

### Accomplishments/Highlights

- A continued partnership with the Virtual Enterprise International program which provided over 300 NYC high school students with instruction in banking, financial planning and investing through two sets of workshops held in both the fall and spring. .
- A workshop for more than 60 college students enrolled in the Harlem Children’s Zone College Success program.
- Participation in the Annual Career Day sponsored by Riverside Church.
- Three workshops that covered financial literacy, banking basics, financial planning, credit and identity theft for FWA mentees at Murry Bergtraum High School.
- For the second year, the NYC Women’s Volunteer Summit has requested that the Committee deliver financial literacy at its annual Summit.

### Recommendations for the Future

Expand our community partners  
Enlist more FWA volunteers

### Special Thanks

To HSBC for their generous grant and ongoing support; to all the dedicated volunteers; and to the FWA office for their help, in particular Elizabeth Knoop, Program Director, and Nancy Sellar, FWA Executive Director

### Participating Committee Members

Geraldine Gallashaw  
Marie Pedraza  
Lindsay Starr

Mindy Youse-Warde  
Pat Behnke

## FINANCIAL LITERACY

Co-Chairs: **Mimi Carroll**  
**Ann Diamond**, Lighthouse Capital Partners

### **Committee Purpose and 2009-2010 Objectives**

The seven week program teaches financial skills to women who are entering the work force through training programs. FWA members teach each class with the assistance of a peer trainer who leads the discussion. The core skills we teach are:

- Cash flow and budgeting
- Use of credit cards
- Getting out of debt
- Using benefits
- Taxes
- Investing to achieve your goals

We teach the fall class at NEW, Nontraditional Employment for Women. This Organization trains women to be plumbers, electricians, carpenters, etc. and places them in Unions, where they work as apprentices and eventually get their journeymen's license.

The spring class is conducted at The Grace Institute. This organization trains women in business skills and places them in jobs with benefits. We are part of the evening curriculum at Grace.

Between the two programs we will graduate approximately 50 students.

FWA members benefit by sharing their knowledge and presentation skills before a group in a relaxed atmosphere. We train the FWA members by having them observe the session they wish to teach. The following semester they are eligible to team-teach the session with another FWA member. After that they may teach it solo or train another eligible FWA member.

FWA members train the peer trainer who is appointed from the population of training program graduates. We also employ a peer administrator who takes care of attendance, purchasing and distribution of materials and organizing the graduation party. Our graduation is at a local restaurant where we have a dinner, present a few speeches and hand out certificates to the graduates.

The highlight this year was adding The Grace Institute to our client base. The committee worked hard to integrate our program with the Grace curriculum and worked well with the Grace staff to make sure that the program ran smoothly.

## Recommendations for the Future

Teaching financial literacy is a dynamic process. The material must be kept fresh and updated. We need to expand our roster of volunteers to insure that we have enough trainers and coordinators to run the program effectively.

## Special Thanks

Our gratitude to E\*Trade for sponsoring our program and being supportive of our mission. To our partners at Nontraditional Employment for Women and The Grace Institute, we could not do this without you. Thanks for recruiting such great women, giving us a place to teach, choosing terrific peer trainers and administrators, and welcoming us to your organizations. We have a phenomenal committee. Everyone has great intention and spirit and it is a joy to work together. A very special thank you goes out to Kate Hackett, who introduced the committee to The Grace Institute.

## Participating Committee Members

Katherina Ansink  
Kathleen Bardolf  
Barbara Bettman  
Maitri Butcher  
Maureen Carpenter  
Mimi Carroll  
Barbara deMarco  
Ann Diamond  
Danielle Ferry  
Cindy Gerhard  
Kate Hackett  
L'Hava Israel  
Evelyne Klein  
Catherine Oberlander  
Toni Savage  
Gloria Scott  
Marian Toy  
Erika Walker  
Audrey Whitworth

## FUND RAISING: FWA ANNUAL DINNER – WOMEN OF THE YEAR AWARDS

Co-Chairs: **Peggy Decker**, KnowledgeSources Consulting - <http://knowledgesourcesinc.com>

**Joyce Sullivan**, Joyce M. Sullivan Consulting - <http://joycemsullivan.com>

### Committee Purpose and 2009-2010 Objectives

The premiere fundraiser of the FWA of New York Educational Fund, the Annual Dinner and Women of the Year Awards honor women leaders; highlight and benefit the work of the FWA of New York Educational Fund. The 2010 Annual Dinner and 26<sup>th</sup> Women of the Year Awards honored two senior women from the:

- Private Sector: **Karen B. Peetz**, *Chief Executive Officer, Financial Markets and Treasury Services*, BNY Mellon, and
- Public Sector: **Gail J. McGovern**, *President and CEO*, The American National Red Cross

### Accomplishments/Highlights

This year the Annual Dinner raised \$228,125 with over 600 people in attendance. By attending the Annual Dinner, members and the corporate community enable the FWA to continue a tradition of support, and demonstrate commitment to cultivating forward-thinking financial leaders from diverse backgrounds.

Produced an Annual Dinner that celebrates the FWA mission, our membership, our President's Circle and Corporate Supporters, Student Mentoring Programs and Educational Programs.

- Honored distinguished women leaders that have made a significant impact within the public and private sectors
- Highlighted the FWA's student mentoring program representatives
- Made a significant contribution to the FWA of New York Educational Fund in support of mentoring, scholarships for undergraduate and graduate students, financial literacy as well as education and professional development programs for the business community
- Initiated online journal for promoting event and sponsors with year-long dedicated website: <http://fwaannualdinner.org>
- Inaugurated the Volunteer of the Year Awards with two honorees, Françoise Jeanpierre and Wendy Leibowitz, co-chairs of the FWA Mentoring program
- Recognized BMO Capital Markets' \$1 million contribution to the FWA of New York Educational Fund over the past five years

## Recommendations for the Future

- Begin planning for following year dinner immediately after the end of current year; complete formal ‘debrief / post-event review’ to capture detailed information on successes / challenges
- Revise table sales approach to be ‘year-long relationship’ conversation vs one-time call near event for table sale; analysis underway with current 2010 dinner co-chairs and committee leads
- Continue with online journal though need to complete comprehensive cost / benefit analysis of 2010 event journal company vs bringing in-house (FWA Office) creating, producing and launching online journal for 2011 Annual Dinner.

## Special Thanks

- Members of the FWA Board and Committees, whose guidance and contacts are critical for success.
- FWA President’s Circle members who assist through sponsorship and endorsement of the event.
- FWA members who contributed their advice and helping hands to make the 2010 Annual Dinner a great success.
- FWA Office Team – Nancy Sellar, Jennifer Durst, Lisa Buddenhagen, and Rosalind Lloyd – the Dinner would not have happened without them.

## Participating Committee Members

### Committee Chairs / Co-Chairs

Cynthia Drew  
Sheila Colucci / Cheryl Gorman  
Colleen Jones  
Sharon Lewis / Susan Perry  
Frances Melville  
Patricia Miney  
Alaina Sparks  
Diane DiResta

Volunteers  
FWA Board  
Flowers  
Corporate Services  
Banking  
Investment Management  
Legal  
Speech Coaching

Nancy Sellar  
Jennifer Durst

Executive Director  
Director of Development, Executive Producer, Online  
Communications

Lisa Buddenhagen

Director of Operations, Web and Event Producer, Marketing and  
Online Communications

Rosalind Lloyd

Payment Processing

Annual Dinner Committee Members

Joanna Belbey  
Barbara Bettman  
Patricia Cappeto  
Elaine Clark  
Libby Dubick  
Marnie Everline  
Gerri Facchine  
Louiza Ferrara  
Yunna Gleyzer  
Stacey Haggerty

Keena Hausmann  
Susan Jankowski  
Andrea Kantor  
Deborah Kaye  
Mary Kelly  
Susan Kintner  
Karen Lavi  
Katrin Lieberwirth  
Mary Ann Liss  
Laurie Liu

Jean Ann Magnier  
Raleigh Mayer  
Holly McNulty  
LaTanya Robinson  
Naisargi Shukla  
Annette Stewart  
Roma Vaswani  
Maria Zeckhausen

Student Volunteers

Asanka Abeyratne  
Irina Barskaya  
Devangi Chopra  
Grace Fan  
Yvonne Fung  
Natallia Kolbun  
Irina Kot  
Nancy Mui  
Lily Tao  
Amanda Singh  
Weilu Wu  
Alice Mayo – Baruch Mentee Lead

## FUND RAISING: HOLIDAY BENEFIT GALA COMMITTEE

Co-Chairs: **Susan Perry**, Paragon Computer Professionals

**Susan Kintner**, Strategic Legal Solutions

### Committee Purpose and 2009-2010 Objectives

The Holiday Benefit Gala is an annual tradition of the FWA conducted in order to raise funds for the Educational Fund and to provide a venue for members to reconnect. The purpose of the committee is to organize and prepare a rewarding, fun-filled, fundraising, fabulous FWA Holiday Benefit Gala!

- Coordinate with FWA senior leaders to identify the date, location, President's Circle sponsors participation and strategy based upon the annual trip's theme for the Holiday Gala.
- Find the location and caterer for the Holiday Benefit Gala.
- Organize logistical details and planning calendar, including budget, marketing, etc.
- Solicit companies and stores for raffle donations and gift bag inserts (ex: jewelry, vacations, spa certificates, hotel stays and other products and services).
- Maintain regular communication among committee members and volunteers to keep Holiday Benefit Gala plans moving forward including the preparation beforehand of stuffing gift bags.

### Accomplishments/Highlights

On December 15<sup>th</sup> there were over 190 FWA members, NYSE Euronext employees and guests gathered at NYSE Euronext for the 2009 Holiday Benefit Gala. Approximately, \$33,000 was raised for the Educational Fund and in today's economy, we far exceeded expectations.

### Recommendations for the Future

Plan early! Secure the location, date and determine if a President Circle company is going to be doing the underwriting.

### Special Thanks

- Many thanks and gratitude to the FWA office for their support: **Nancy Sellar, Lisa Buddenhagen, Rosalind Lloyd, and Jennifer Durst**. Thanks for FWA President **Stephanie Hague** for her support and encouragement.
- A special thank you to our generous donors, Prudential for generously underwriting, NYSE Euronext for hosting the event and the wonderful NYSE Euronext staff for their help in preparing and running the evening. The FWA's mentoring, scholarship, financial literacy and college programs have been enriched and our attendees and raffle buyers had a fantastic time in the process.

- Special thanks to Kimberly Weinrick Williams for being the liaison for the NYSE Euronext.
- Thanks also to the hardworking and energetic Holiday Benefit Gala Committee. They helped secure donations, stuff gift bags, set up the displays and staffed various stations during the evening.
- Thank you to the partnership with the Distinguished Speaker Committee.
- Thanks to the FWA Board members whose guidance and contacts were very helpful in obtaining generous donations and the FWA members who promoted the Holiday Benefit Gala within their organizations.

### **Participating Committee Members**

Special thanks to committee members **Cynthia Drew, Libby Dubick, Gerri Facchine, Lisa Ryan and Joyce Sullivan.**

## MENTORING

*Co-Chairs: Françoise Jeanpierre, Columbia University School of Medicine*

*Wendy Leibowitz, Leibowitz Marketing Services Inc.*

### **Committee Purpose and 2009-2010 Objectives**

Our purpose is to assist the development of young women, educationally and professionally, and demonstrate the FWA's focus on future business leaders. Our programs at Murry Bergtraum High School and Baruch College work to translate this purpose into reality. Mentors share their knowledge and experience with mentees and help them explore career opportunities within the business community. At the same time, mentors stay connected to the younger generation and contribute to the "greater good" of the New York community.

The Murry Bergtraum program began in the 1985-86 academic year and is one of the longest continuous programs in the New York City Department of Education Mentoring Partnerships. Students are paired with an FWA mentor in their sophomore or junior year. The relationship is maintained until graduation; in recent years, we have experienced many of these mentor/mentee relationships being sustained throughout the mentee's college years and beyond. The Murry Bergtraum program focuses on academic preparation for college as well as exposing the mentees to other educational, cultural and social activities.

The Baruch program was established in 2001 with its focus on career preparation and providing networking opportunities to the mentees, along with career development programs and exposure to potential employers. Many of the Baruch graduates secure internships and full-time professional positions at FWA President's Circle corporate supporters. Baruch mentors and mentees also participate in cultural and social activities, many in joint participation with the MBHS program.

This year the Committee received a BMO Capital Markets' Equity Through Education grant to expand its mentoring mandate by creating an online mentoring community. The purpose of this new effort is to support the MBHS scholarship students while they are in college as well as provide supplemental support to the Baruch mentees, and other college students affiliated with FWA programs. The grant has been provided by BMO as part of their overall support of FWA educational programs. Community membership will also be extended to other college students affiliated with other BMO supported programs. The online community will offer group mentoring as well as discussion forums, interactive learning modules and "day in the life" video. Topics will focus around professional and career development information that students do not get in the classroom. Currently, the online community is in its development phase, with Beta testing expected in the fall of 2010. Content for two interactive learning modules – Interviewing skills and Networking – are in development. In addition, the Committee is in the process of selecting a web developer to develop and host the community's web site.

The Committee received a second grant from BMO to create an FWA/BMO Career Development Workshop for all our college and college scholarship students. This workshop will be held at BMO on June 28<sup>th</sup> and will focus on interviewing and networking skills.

## Other Objectives:

- Continue to attract qualified FWA members to become mentors. Both programs have ongoing mentor needs. Our objective is to maintain 30 mentor/mentee pairs at Baruch and 35 mentor/mentee pairs at MBHS. Baruch reached the goal, but the high school had only 23 pairs this year.
- Host joint meetings of Baruch and MBHS mentors to discuss similar and unique features and issues of the programs. Meetings also provide an opportunity to brainstorm ideas for improving the programs and networking. The committee held one joint meeting this year.
- Marketing the work and success of the committee. We had limited success this year in promoting our activities and informing the FWA membership of our events and activities.

## Highlights

- Held successful kick offs and closing dinners at Baruch and Murry Bergtraum.
- Hosted an evening reception in a mentor's home to attract new mentors.
- Sponsored 2 joint programs: Holiday event (lunch and West Side Story); and scavenger hunt at the Museum of Natural History.
- Joint mentor meeting to discuss online mentoring initiative, committee organization and issues/problems faced by mentors.
- College visit for MBHS mentees. All the sophomore and junior mentees are encouraged to participate.
- SAT course for the MBHS juniors. The course is provided through an agreement between the FWA and The Princeton Review and is given exclusively to our mentees. The course is held at MBHS after school hours.
- Through a grant from E\*Trade and the work of Denise Seegobin, mentees participated in a Computer and Financial Literacy course after school hours. Denise created the curriculum and spearheaded the purchase of 15 laptop computers in support of the program which will continue next year.
- Five MBHS mentees and 13 Baruch mentees are graduating.
- Series of club hour lunch programs with guest panelists and speakers held for Baruch mentees and mentors. Topics included: Remaining Competitive in Today's Business Environment (sponsored by BONY Mellon); Executive Image Management; Networking: A Lifetime Skill; Beat the Stress; Tune In and Tune Up; The Voices of Experience: Lessons Not Learned in Business School. Programs are open to mentees and mentors at no charge and to guests at a modest charge.
- Six Baruch mentees awarded FWA-BMO scholarships.

## About The Schools

### **Murry Bergtraum High School:**

The school is one of a few remaining large high schools in the City. A high proportion of its student population is from below poverty line households, and is predominantly minority. Many of our mentees are the first in their families to complete high school and/or look forward to

college. Students applying to the FWA mentoring program generally represent a higher proportion of college bound students than the school's general population. The school has been reorganized into smaller learning communities with the goal of more individualized learning and enabling the faculty to better know the students within their sector. While this gives us the ability to select mentees from a better qualified pool of students more focused on business careers, the jury is still out as to the overall success of the smaller learning communities. This year the school received a "D" rating from the Department of Education. The year ahead promises to be challenging, as the school works to improve its standing; and because the school will be getting a new principal.

### **Baruch College:**

Baruch is the largest undergraduate business school in the U.S. and is nationally ranked in several areas. Many of the college's students, and our mentees, are recent immigrants or the children of immigrants. Our focus at Baruch is on career and personal development. Baruch mentees are invited to attend appropriate FWA events at no charge, as well as participate in networking opportunities. This year, President's Circle corporate supporter, BNY Mellon hosted the mentees for a program focused on the skills and lessons learned by four senior women at the bank.

### **Special Thanks**

- To BMO Capital Markets' Equity Through Education
- To the FWA leadership and membership for the support given to the Mentoring Committee throughout the year.
- To FWA president, Stephanie Hauge for her advocacy and support of our programs and mission.
- To Nancy Sellar and the FWA office staff for their support and assistance throughout the year.
- To Denise Seegobin and the Scholarship Committee.
- To the faculty and administration of Baruch College. Special thanks to Alyce Mayo, Director of Entrepreneurship Programs. Alyce's devotion to the FWA and the mentoring program keeps the program operating smoothly.
- To the faculty and administration at Murry Bergtraum HS for their support, energy and good humor while pulling resources out of thin air in support of the FWA. Special thanks to Barbara Esmilla, Principal along with our good wishes on her retirement after 35 years in the NY City Public School System; Tom Zarillo, Assistant Principal; and Danille Kobet, Faculty Coordinator of the program. Danille stepped into the role this year and quickly made herself an indispensable part of the team.
- To the Annual Dinner Committee for their support and to Diane DiResta for coaching our student speakers.
- To our two outstanding mentees who spoke at the FWA Annual Dinner: Ashley Cerda (MBHS) and Olga Barskaya (Baruch).
- To all the mentees for their commitment and enthusiasm to the program and for teaching us many lessons along the way.
- To the wonderful, committed and dedicated group of FWA women who have stepped forward with their time and energy to be mentors.
- To Barbara Cohen, FWA VP for her support and advocacy on the Committee's behalf.

## Participating Committee Members

- **Baruch Mentors:** Jane Bernardini; Christine Birnbaum; Sharon Brouillette; Ellen Cahill; Pat Cappeto; Gerri Facchine; Joanne Feierman; Meghan Gorman; Mary Greenebaum; Danielle Harrington; Patricia Jaquay; Heather Judnick; Patricia Koza; Christine Li-aueyung; Ann Lemon; Pamela; Maureen McCarthy; Moira McGrane; Patti Mittlemen; Olena Pasiawsky; Susan Perry; Allison Reid; Francine Riemer; Allison Rosner; Janet Siegenthaler; Ruth-Ellen Simmonds; Laura Smith Dunaief; July Zysman.
- **Murry Bergtraum Mentors:** Marilyn Thypin; Annette Stewart; Loretta Roland; Margaret Schramm Horn; Linda Kenyon; Stephanie Lew; Cynthia Drew; Eloner Habtezhgi; Tara Malloy; Peggy Decker; Mary Anne Liss; Patricia Lucey; Yunna Gleyser; Jennifer Guarino-Sullivan; Susan Jankowski; Frances Melville; Amy Arthur Samuels; Alaina Sparks; Phyllis Haberman; Danielle Scarola; Shweta Raiji; Rosemary Saurer; Barbara Szekeres; Cassandra Escobar; Barbara Cohen.

## MICROFINANCE

*Co-Chairs: Ann Miles, BlueOrchard Finance USA, Inc.*

*Monique McClure, New York Life Investment Management, LLC*

### **Committee Purpose and 2009-2010 Objectives**

The mission of the Microfinance Committee is to inform and educate the FWA membership and the public about microfinance and to support microfinance initiatives throughout the world through non-financial and financial means.

### **Accomplishments/Highlights**

- This year, the FWA will direct the Lenore Albom Microfinance Giving Program to Fonkoze, the largest microfinance institution in Haiti. Fonkoze has over 45,000 borrowers and 200,000 savers across the country. The institution's clients—low-income entrepreneurs and their families in Port-au-Prince and nationwide—were severely impacted by the earthquake that ravaged the country in January 2010.
- On June 3, 2010 the committee organized a panel, 'What A Difference A Year Makes: Microfinance in Latin America in 2009 and the Outlook for 2010 and Beyond.' Panel participants included recognized leaders in the industry and at the rating agencies. The event was sponsored by McGraw-Hill, a member of the President's Circle.

### **Recommendations for the Future**

The committee will focus on developments in microfinance in the U.S. We may also consider broadening the range of topics to address adjacent areas of development in microinsurance, microleasing, health, housing and education. Considerable work has also been done on the impact of microfinance on women and the committee may look at that topic in more detail next year.

### **Special Thanks**

The McGraw Hill Companies for their sponsorship of the June 3, 2010 event.

### **Participating Committee Members**

Amanda Gimble, Andrea Esposito, Andrea Turner, Ann Miles, Audrey Whitworth, Barbara Albom, Cindy Gallagher, Jaya Dargan, Elizabeth Lynch, Kimberly Weinrick, Mary Lynn Halland, Monique McClure, Naeemah Lajoie, Susan Hume, Sharon Gala.

## NOT-FOR-PROFIT

Co-Chairs: *Katrin Dambrot, The Governance Group*  
*Fran Smyth, Arts and Business Council of New York*

### Committee Purpose and 2009-2010 Objectives

The mission of the Not For Profit Committee:

- To create programming that interests and responds to the needs of FWA members
- To attract members to FWA from the nonprofit sector and those potentially interested in entering that sector
- To provide a networking resource to nonprofit and for-profit professionals

### Accomplishments/Highlights

The Not For Profit Committee is particularly proud of our four events over this past year:

- **“Transitioning Your Career to Non- Profits: A Panel Discussion”** was an encore of a previous highly successful event and again attracted a large crowd and media coverage (CBS Radio). It was moderated by FWA past President Betsy Werley and had three high profile panelists Carol Anderson of the Milano School, Ana Oliveria of the New York Women’s Foundation, and Olena Paslawsky of the Metropolitan Museum of Art. This panel discussion provided participants with invaluable insights and tangible tools to implement in transitioning their career.
- Our remaining three sessions focused upon non-profit board membership
  - o **Governing the Board** –hosted by Weil Gotshal this featured Holly Gregory, esq. and Fern Portnoy.
  - o **Finances for Non-Profits - Featuring** Laurence Scot and Barbara White.
  - o **Development How To Make a Non-Profit Survive** – Featuring Will Maitland Weiss and Beth Hyre.

### Recommendations for the Future

- Continue to assist those in transition to the non-profit sector by providing useful information and the ability to interact with those who have done this.
- Provide opportunities for interested members to meet non-profit organizations looking for board members.
- Explore the possibility of creating a volunteer matching process for FWA members.

### **Special Thanks**

Thank you to the FWA Officers, Executive Director, and Staff for their help and unending patience with the 2 “newcomers” to committee leadership.

Thank you to Weil Gotshal and United Jewish Appeal for providing meeting space.

Thank you to our speakers – all terrifically knowledgeable and helpful.

Thank you to our committee members:

### **Participating Committee Members**

Mary Lynn Halland

Ethel Hill

Naeemah Lajoie

Marleen Levi

Sara Mahn

Christa Maria Schanz

Harriett Shoheit

Betsy Werley

## PROFESSIONAL DEVELOPMENT

*Co-Chairs: Barbara Bettman, Citibank*  
*Margaret Platt, JP Morgan Chase*

### Committee Purpose and 2009-2010 Objectives

The mission of the Professional Development Committee is to provide members with new tools and techniques to enhance professional development and to manager their careers through times of ongoing change.

### Accomplishments/Highlights

- **Perfect Pitch: Presenting and Selling to Any Audience** - Attendees took Color Q assessment, conducted by Shoya Zichy, to uncover strengths and blind spots of communication styles. In group exercises, practiced meeting the needs of audiences of differing styles. Communication coaches from The TAI Group gave presenters feedback to enhance interviews, sales opportunities and presentations.
- **Women's Career Journeys** – Anne Mulcahy shared her career journey, her choices and what she learned. Attendees took Leadership Derailment Report, a personality-based assessment of performance risk and leadership vulnerabilities. Dr. David Nadler and Virginia McLaughlin assisted attendees in the interpretation of assessment results in order to understand personal derailers. Event sponsored by Mercer.
- **10th Annual Coaching Summit: Coach Yourself to Success** – Credit Suisse again sponsored the coaching summit. Sessions included:
  - 1) Collaborative Coaching by Molly Sargent on how to give valued-added feedback to enhance relationships with clients and colleagues.
  - 2) You've Made it this Far; So Now What? Kathryn Mayer conducted session on managing personal risk and competition to take your career to the next level.
  - 3) Getting Unstuck: Using Tools to Accelerate Your Career conducted by Debra Flanz.

### Recommendations for the Future

- Take Charge of Your Career hosted by Bank of NY with Beverly Kaye.
- 11<sup>th</sup> Annual Coaching Summit.
- Social Networking to enhance career and/or your business.
- Work with sponsoring organizations to decrease the number of “no shows” so as to increase the number of FWA members allowed to attend.

### Special Thanks

Thank you to our corporate underwriters who provided venues, support and underwriting: **Credit Suisse** and **Mercer**.

### Participating Committee Members

Nimisha Baball  
Peggy Decker  
Marnie Everline  
Jennifer Guarino  
Yasmine Grossenbacher  
Stacey Haggerty  
Lara Hinthorn  
Lauire Liu  
Ilene Moskowitz  
Michelle Wong  
Maria Zechhausen

## SCHOLARSHIPS - UNDERGRADUATE

Chair: **Denise Seegobin**, Lehman College/FINRA

### **Committee Purpose and 2009-2010 Objectives**

The purpose of the Undergraduate Scholarship Committee is to forward the organization's mission by giving financial assistance to promising and deserving young women pursuing business careers. In addition, formal and informal meetings, for both scholarship programs, enable us to offer career guidance and networking opportunities to the next generation of financial women, in keeping with our mission.

### **2010-2011 Objectives**

#### **Leah Pfeffer-Lidsky, Undergraduate Scholarships**

- Sustain the undergraduate scholarship program and continue to encourage the development of lasting ties between and among current and former scholarship students, their mentors, Murry Bergtraum High School, the FWA and each other.
- Support the education of young women and encourage them to become involved with the FWA and its programs.
- Make academic achievement the cornerstone of the program.
- Focus on enriching the program through events and networking.
- Enhance the Google group message board to keep this committee up to date with technology.
- Continue to provide programs that enhance everyone's learning experience and opens new doors and opportunities for our recipients.
- Reunion Event will be held second week in January 2011 and Summer Event held in August 2012.

### **Accomplishments/Highlights**

#### **Leah Pfeffer-Lidsky, Undergraduate Scholarships**

- Scholarships are awarded to qualifying Murry Bergtraum High School seniors who participated in the FWA Mentoring Program and who qualify on the basis of academic achievement. Qualifying high school seniors receive \$2,000 for their freshman year and \$2,000 for each of their sophomore, junior and senior years; depending on funding. Renewal scholarships continue to be subject to maintaining a 3.0 GPA in college.
- Since its inception in 1987, we have awarded over 129 scholarships to students and we continue to see a strong interest in the program.
- On January 13, 2010, the undergraduate scholarship committee hosted its annual reunion dinner. This year's event focused on a Latin Theme, with a salsa lesson at Alvin Ailey Dance studio and then dinner.
- The Undergraduate Scholarship Committee held its 5<sup>th</sup> Annual Summer event. This event brings former and current scholarship recipients together for a day of culture and networking.
- The Committee continued its efforts to keep its web page for the current and former scholarship recipients accurate. This year we have created a "googlegroup" page for the current and former scholarship recipients to interact, post messages, and provide support to one another.

- The Committee through its new database continued our efforts to reach out to former scholarship winners. The committee has been working aggressively to locate and strengthen our ties with former scholarship winners, with our goal being to have them return and join the FWA and get involved.
- We researched and created a database for the College Connections committee. This database will be used to track current and former Wall Street Exchange participants of the program.
- We continued to sponsor the Princeton Review scholarships for Murry Bergtraum High School mentees, to prepare them for the SAT examination.

### **Recommendations for the Future**

Enhance the Google group message board to keep this committee up to date with technology. Continue to provide programs that enhance everyone's learning experience and opens new doors and opportunities for our recipients.

### ***Special Thanks***

The work of the Scholarship Committee could not have been achieved without the assistance of many individuals. Because each contribution was so important and unique in its way, we have listed those we wish to thank in alphabetic order.

- FWA Members and Staff: Farhanna Balgahoon, Susan Becker, Barbara Cohen, Cathleen Carroll, Lisa Buddenhagen, Feng Chen, Susan Ganz, Francoise Jeanpierre, Jenene Karamon, Wendy Leibowitz, Rosalind Lloyd, Karen Rockey, Nancy Sellar, Stephanie Hauge
- At Murry Bergtraum High School: Barbara Esmilla, Principal, Danille Kobet & Tom Zarillo

### **Participating Committee Member**

Feng Chen

## SCHOLARSHIPS - GRADUATE

Chair: *Susan K. Becker, Becker Consulting Services*

### **Committee Purpose and 2009-2010 Objectives**

The Graduate Scholarship Committee promotes the FWA's mission of advancing professionalism and developing future leaders by supporting graduate business education for women at five NYC-metro schools: MBA candidates at Baruch, Columbia, Fordham, and Stern (NYU); and an MIA candidate specializing in Microfinance at Columbia's School of International and Public Affairs (SIPA). Scholars are selected by the schools according to the FWA criterion of academic achievement and demonstrated leadership predictive of continued involvement in the FWA. Financial need is also a factor. The committee includes FWA Liaisons to each school, who are the point people responsible for strengthening the FWA presence on campus by sourcing speakers for school programs and events. Through relationships with students and staff at the schools, the Committee promotes the range of FWA resources and of the FWA membership.

### **Accomplishments/Highlights**

- Continued to support the FWA "pipeline" of potential new members, through Committee involvement in campus events. This year, participation in the Columbia Women in Business (CWIB) annual conference surpassed previous records: Columbia Co-Liaisons recruited speakers for three panels, including two that were new to the Conference (international development and entrepreneurship). Exemplifying Committee support of the "pipeline," the speaker on international development was a former Graduate Scholar at SIPA, now an FWA member.
- Continued expanded outreach to alumnae of scholarship schools, a recommendation for this year, through participation of the Stern Liaison on the committee responsible for Stern alumnae programming.
- At the request of SIPA's Director of Student Relations & Outreach, repeated our successful involvement in SIPA's Career Panels, for which the SIPA Liaison recruited finance specialists in various fields and herself spoke on Global Research.
- Promoted the FWA and FWA programming committees through representatives of Entrepreneurs and Microfinance, who mentioned these FWA initiatives during their talks at CWIB and SIPA, respectively. Arranged to have the FWA "Invest in Yourself" brochure included in 700 conference bags for the CWIB conference.
- Welcomed 2009-2010 Graduate Scholars to the FWA at a cocktail reception hosted by President's Circle company Thomson Reuters. Thomson people mingled with the Scholars and FWA members, officers, former scholars, and the Chair of the Emerging Leaders Committee, with which Graduate Scholarship has an informal alliance.

## **Recommendations for the Future**

The Committee will continue to explore new ways for its relationships with the Scholarship schools to support FWA objectives and the activities of FWA programming committees. It will also explore ways to include past Graduate Scholars in its outreach efforts. An important first step is the Committee's informal alliance with the Microfinance Committee and information exchange concerning Graduate Scholars who specialized in Microfinance.

## **Special Thanks**

Special thanks to FWA members who participated in programs at Scholarship schools and helped to source speakers: Julia Hollander Campbell, FWA VP, Education Fund; Sally Ann Hughes, Patricia G. Stumpp, and Sarah Kleiner Buitoni, who spoke at the CWIB conference; and Victoria I. Hartman and Andrea Turner, who spoke at SIPA Career Panels. Special thanks also to the FWA Office staff for facilitating Scholars' registration for FWA events and for producing the FWA marketing pieces for the CWIB conference bags.

## **Participating Committee Members**

Susan K. Becker (Chair)  
Mary Tanaskovic Bitting (Liaison to Stern)  
Vivian K. Holzer (Co-Liaison to Columbia)  
Sondra J. Martinez (Liaison to Fordham)  
Barbara Reguero (Liaison to SIPA)  
Allison Reid (Liaison to Baruch)  
Ellen D. Walsh (Co-Liaison to Columbia)  
Helen Bord  
Merrie S. Frankel  
Rita J. Victor-Littrean



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