

AFP Chicago April 17, 2009 Luncheon & Educational Program

"Making Connections in a Virtual World"

Speaker Biographies

Dylan Easley, Assistant Director of Alumni Relations, Illinois Institute of Technology

After graduating from Illinois Institute of Technology Dylan immediately joined IIT's Office of Institutional Advancement in 2005. In his current role with the alumni relations team he manages Chicago area and recent graduate programming, as well as the yearly Homecoming. Dylan also oversees all things technology including online event registration, mass email communication, and the website. Over the past several years he's lead the organization's expansion into social media utilizing Facebook and LinkedIn, and is currently managing the creation of a new alumni website and online community scheduled to launch this spring. As a volunteer Dylan supports alumni engagement efforts for his fraternity at both the local and national levels, and currently serves on the AFP-Chicago Chapter Technology Task Force.

Ken Glowienke, President, Focus on a Cure Foundation for Parkinson

After leaving a 17 year career in radiology to pursue a business degree Ken was not prepared for the role that life had waiting for him just 30 days after the graduating with honors and a degree in business administration. At the age of 38 Ken was diagnosed with Young Onset Parkinson's disease. With the encouragement of his wife Ann, in 2006 she developed the Focus on a Cure Foundation for Parkinson's. Beginning in a small park in 2006 we hosted 30 friends for our first event and raised \$3,000 for Parkinson's research. In 2009 with the use of social networking both online and in person we will be hosting our fourth event this May and are expecting 700 people at the Morton Arboretum in Lisle, IL and with anticipated goal for the day of \$50,000 for Rush University Medical Center, Section of Movement Disorders. In addition to running the Foundation with his wife Ann, Ken Currently works full time as well as a Marketing and Clinical Education Manager for VNUS Medical Technologies, Inc.

Betsy Harman (Moderator), Founder and Principal, Harman Interactive LLC

Betsy Harman is the founder and principal of Harman Interactive, LLC., a consulting practice dedicated to working with non-profit organizations and associations to help them increase individual giving revenue and build relationships with donors and prospects by using e-mail and the Internet in concert with traditional fundraising and marketing techniques. She helps organizations develop and implement strategies utilizing all their marketing and development tools effectively to meet desired outcomes.

Betsy Harman has worked in development for nearly 20 years. Prior to starting her consulting practice, Betsy worked as Director of Development at Chicago Public Radio from 1995-2001. Under her leadership, the station experienced significant growth, won awards for outstanding membership and major gifts fundraising, and was a pioneer in online fundraising initiatives. Betsy's development career has also included positions at KUOW in Seattle, Washington, Variety Club Children's Charities, and The Muscular Dystrophy Association.

As a consultant, Betsy has worked with a variety of large and small nonprofit organizations including The ALS Association, Ronald McDonald House Charities, National Public Radio, The Arts and Business Council of Chicago, WWOZ radio in New Orleans, KPLU radio in Tacoma, Washington, WYCC-TV20 in Chicago, The Inner City Muslim Action Network in Chicago and Dominican University in River Forest.

Betsy is one of less than 50 individuals in the world to be certified as an ePhilanthropy Master Trainer by the ePhilanthropy Foundation. She has presented recently for The Arts and Business Council of Chicago, The National Federation of Community Broadcasters, Young Nonprofit Professionals, NTEN – Nonprofit Technology Network, and the Chicago Area Direct Marketing Association's Direct From the Heart Nonprofit seminar.

Kathy Lane, Regional Communications Manager, CARE

Kathy Lane joined CARE in 2006 as the Regional Communications Manager. In her role, Kathy helps to raise awareness of CARE in the Central Region through a multi-faceted marketing and communications strategy. Previous to CARE, Kathy worked in both non-profit and for-profit communications including marketing communications, Web management, speech writing, and public relations. Kathy spent eight years working for Nokia in Finland. Kathy holds a Masters of Public Administration from Portland State University and a B.S. in Psychology from the University of Illinois, Champaign-Urbana. She is married and has three daughters.