

June 12, 2015

Advancing Trust in the Charitable Sector

Speaker Bios

Lindsay Coates, *Executive Vice President, InterAction*

Lindsay Coates is a committed advocate for human dignity and currently works as the executive vice president of InterAction, a community of nearly 200 NGOs which is a united voice for global change. Lindsay currently serves on the steering committee of the World Bank Global Partnership for Social Accountability and the Boards of Episcopal Relief and Development and the Global Health Council. She served on the Obama administration's Task Force on Global Poverty, was a Trustee for her alma mater the University of the South at Sewanee and a Board Member for the Mississippi Volunteer Lawyers Project. Before joining InterAction, she was the COO of Population Action International, which advocates for access to family planning services. Prior to her work in the non-profit sector, Lindsay practiced civil rights law in various capacities, from beginning her career in Mississippi to Chief of Staff for the U.S. Department of Education, Office for Civil Rights to Equal Employment Opportunity Attorney and Officer at the National Gallery of Art. Lindsay was a nonresident Fellow of Seminar XXI, of the Massachusetts Institute of Technology Center for International Studies, holds a JD from the University of Mississippi, and a B.A. magna cum laude (focus on International Relations) from Sewanee which included a junior year of study at the London School of Economics.

Stephen M. Delfin, *President and CEO of America's Charities*

President and Chief Executive Officer Steve Delfin was a long-time volunteer member of the America's Charities board. Steve came to the organization after serving as Executive Director of the National Credit Union Foundation (NCUF), where he was responsible for providing leadership and strategy for America's credit unions and their related foundations, philanthropic, and social responsibility initiatives. Steve has 30 years of experience working in and with major national and international not-for-profit organizations and socially-responsible international corporations, including a long history of engagement with and leadership around workplace giving and employee volunteerism programs. Prior to the NCUF, Steve was the worldwide Director of Community Relations for Booz-Allen-Hamilton. There he was responsible for the firm's award-winning worldwide philanthropic and corporate citizenship programs, including the home office workplace giving program where he brought in America's Charities as a partner. It was while at Booz-Allen-Hamilton that Steve worked with America's Charities leadership to conceive and create the first iteration of PledgeFirst, now the standard among national charitable federations for workplace giving. His career also includes executive positions with the National Association for Home Care, the Just Say No Foundation, the American Red Cross, and United Way of America. He has also managed his own communications firm, Delfin & Associates, providing strategic public relations and strategic philanthropy counsel to not-for-profit organizations and corporations. He recently served as volunteer chairman of the board of trustees of the ePhilanthropy Foundation, as a board member of the National Cooperative Development Foundation, and continues as an uncompensated member of the advisory board of cMarket, a leading internet fundraising firm. Steve is a native Washingtonian. He holds a B.S. in Journalism from the University of Maryland.

Derrick Feldmann, President and Founder, Achieve

Derrick Feldmann is a sought-after speaker, researcher and advisor for cause engagement. He is a recognized thought leader in helping the cause and corporate industry understand the next generation donors, activists and employees who are redefining causes. Derrick is the lead researcher and creator of the Millennial Impact Project, an oft-cited, multi-year study of how the next generation supports causes, and the producer of MCON, a national annual conference of more than 15,000 viewers that explores whether and how organizations are taking advantage of today's heightened interest in causes to create movements. Derrick is president of Achieve a creative research and campaigns agency. He is a co-author of *Cause for Change: The Why and How of Nonprofit Millennial Engagement* and *CAUSE & Effect: How Social Movements Amassed Viral Participation From a Generation of 'Do-Gooders.'* He regularly contributes to *Philanthropy News Digest* and *Huffington Post*.

Frances Henderson, National Director, Privacy Initiatives, Council of Better Business Bureaus

Frances Henderson directs BBB EU Safe Harbor, a self-regulatory program handling cross border consumer privacy disputes arising from data transfers between the European Union and the United States. She advises the Council on national and international consumer privacy issues, including protection of privacy on the Internet. Ms. Henderson has more than twenty years' experience in private law practice. Most recently, she headed the international trade practice at a major national law firm, where her primary focus was working with large and small corporations on international trade policy and regulation, corporate compliance and technology security matters. Ms. Henderson serves as a delegate to the APEC Data Privacy Sub Group tasked with developing Cross-Border Privacy Rules System for data transfers among the APEC economies. She has also served as Vice Chair of the SBA's Small Business Information Security Task Force. Before entering private practice in the United States, Ms. Henderson spent three years on the Faculty of Law at the University of Aberdeen, Scotland, where she taught constitutional law and international law. She received her J.D. from the University of Minnesota Law School. She also holds a LL.B., with honors, from the University of Glasgow, Scotland, and an LL.M from the University of Virginia Law School.

William Karazsia, Assistant General Counsel & Chief Privacy Officer, National Student Clearinghouse

William Karazsia is assistant general counsel and chief privacy officer at National Student Clearinghouse, a nonprofit organization that serves the higher-education community by facilitating the exchange of student information. His portfolio includes the strategic transaction, commercial contract, information privacy, dispute, and corporate governance domains. Since 2011, Mr. Karazsia has held an appointment as professorial lecturer in strategic management and public policy at the George Washington University School of Business. Mr. Karazsia began his career in private practice at an international law firm in New York. Making the most of his language skills and having a powerful aversion to specialization, he represented large Italian industrial concerns on both dispute and transactional matters. Drawn to the variety offered by a blended practice, he left law firm life as a managing associate to join the in-house ranks. Mr. Karazsia sits on the WMACCA chapter's board of directors. Within the past year, he worked with WMACCA, ACC staff, and external subject matter experts to develop an Impact Economy programming series that launched nationally in the fall of 2013. Mr. Karazsia earned a JD from the Georgetown University Law Center. He also earned his US Certified Information Privacy Professional credential and is preparing for the EU certification. He is currently pursuing an MBA as part of the global executive program at Università Commerciale Luigi Bocconi in Milan, Italy.

Jean Knaack, Executive Director, Road Runners Club of America

Jean Knaack is the Executive Director of the Road Runners Club of America where she has served in the role since 2005, bringing over fifteen years of nonprofit management experience to the position. She is a graduate of the University of Wisconsin at Green Bay with a Bachelor's of Science in Human Nutrition. She earned a Master's of Public Administration with a concentration in nonprofit management from George Mason University. She regularly counsels running club and event leaders around the country on various topics of importance to the running community. Through her work with the RRCA she is a fitness advocate promoting running as healthy exercise and a competitive sport on a national scale. She served on the coordinating committee that developed the first National Physical Activity Plan for the United States. She has experience managing the financial operations of organizations ranging in size from \$100,000 to \$10 million. Jean has extensive skills in organizational and financial development, board and member relations, and program planning and implementation. She is an avid runner and has completed several marathons and countless road races and triathlons. She was a finisher at the inaugural Ironman Louisville race in 2007 and finished Ironman France in 2009 and Ironman Coeur D'Alen in 2010.

Allison Lefrak, Senior Attorney, Division of Privacy and Identity Protection, Federal Trade Commission

Allison M. Lefrak is a Senior Attorney at the Federal Trade Commission's Division of Privacy and Identity Protection where she has led several complex data security and privacy investigations related to potential violations of Section 5 of the FTC Act that prohibits unfair or deceptive acts or practices. Ms. Lefrak was the lead attorney on the Snapchat investigation that was successfully resolved when the company agreed to settle FTC charges related to allegations that it made misleading claims regarding the privacy and security of the personal information it collected from consumers. She is currently litigating a high-stakes data security case against Wyndham Hotels where the company is challenging the FTC's unfairness authority under Section 5. Prior to working at the FTC, Ms. Lefrak was the Litigation Director at Human Rights USA – a non-profit organization that sought to promote compliance with human rights norms by conducting strategic litigation in federal and state courts in the US. Prior to joining Human Rights USA, Ms. Lefrak practiced for ten years as a civil litigator, most recently at Reed Smith, LLP. At both Reed Smith and Human Rights USA, Ms. Lefrak was involved with efforts to restore the rule of law at Guantánamo Bay, Cuba by representing several detainees in their habeas corpus petitions. Her op-ed article, Justice Delayed at Guantánamo, appeared in the National Law Journal. Essays she wrote about her experience representing Guantánamo detainees also appeared in a book entitled The Guantánamo Lawyers: Inside a Prison Outside the Law, New York University Press (Nov. 2009). While in private practice, Ms. Lefrak consistently devoted a significant amount of time to the pro bono representation of low-income clients in civil rights cases. She also served as a guardian ad litem on behalf of abused and neglected children in the District of Columbia. Ms. Lefrak graduated Phi Beta Kappa from Colgate University with honors in Political Science. After receiving her J.D. from the University of Virginia School of Law, she clerked for The Honorable Welton Curtis Sewell in United States District Court for the Eastern District of Virginia.

Carrie Martin Munk, Chief Communications & Marketing Officer, ALS Association

Carrie Martin Munk joined The ALS Association in July 2012 as chief communications and marketing officer, where she oversees media relations, social media, publication development, branding, advertising, internal communications, and the organization's presence on the Web. Carrie came to The ALS Association after four years as vice president of communications and marketing for the American Lung Association in Washington, D.C. Carrie's work at the Lung Association focused on energizing the more than 100-year-old

public health charity's brand. Her accomplishments include the development of notable public service advertising campaigns that generated close to \$50 million in donated media for the organization; two of these campaigns were featured in the New York Times: Making a New Appeal Using Vintage Images and A Public Service Ad About Air, And an App. Prior to joining the Lung Association, Carrie served eight years with the American Red Cross, holding a variety of positions. She provided crisis communication support and served as the primary spokesperson for the Red Cross in response to a variety of sensitive issues including post-Hurricane Katrina issues of fraud; corporate governance reform; and high-visibility litigation. She was instrumental in the development of the Red Cross' entrée into NASCAR, creating an incentive program to increase blood donations called Red Cross Racing. As a seasoned spokesperson with the media both on-and-off camera, she has been quoted in major publications and has appeared on camera in nationally televised interviews. Carrie was named Public Relations Professional of the Year by PR Week in 2006, an award for outstanding personal achievement in the PR industry. She has a master's degree in public communication from American University in Washington, D.C., and a B.A. in English from Longwood University in Farmville, VA.

Mary Power, President and CEO, Council of Better Business Bureaus

Mary E. Power is the president and CEO of the Council of Better Business Bureaus, the umbrella organization for 112 locally- based, independent BBBs across North America. Since 1912, BBB has continued its mission of building a trusted marketplace for both consumers and business. In addition, the Council is home to the BBB's industry leading programs on dispute resolution, advertising review, and industry self-regulation. Ms. Power has an extensive background in both association management and corporate management. She is a Fellow with the American Society of Association Executives, as well as a Certified Association Executive (CAE). She graduated from Michigan State University with a degree in Hospitality Business. She has successfully focused her efforts in strengthening industry standards and certification along with global expansion. Most recently she was CEO of the Convention Industry Council and the HR Certification Institute. Power has numerous awards to her credit, including: "Outstanding Female Executive of the Year" by the American Society of Association Executives, "Hall of Leaders" by the Michigan State University School of Hospitality Business, and one of the "Top Five Outstanding Women Industry Executives" by the New York Society of Association Executives. She was also named one of the "25 Most Influential People in the Meeting Industry" by Meeting News Magazine and was in the 2013 Class of Leadership America.

H. Art Taylor, President & CEO, BBB Wise Giving Alliance

Herman "Art" Taylor is president and CEO of the BBB Wise Giving Alliance and oversees all aspects of the organization's work which seeks to help donors verify the trustworthiness of charities by conducting rigorous charity evaluations based on 20 holistic BBB Charity Standards. Mr. Taylor was appointed to this position in July 2001. Mr. Taylor is a respected and sought after voice in the non-profit sector on charity accountability and transparency issues. He is a regular and featured speaker at charity gatherings and is frequently quoted by media. Before joining BBB WGA, Mr. Taylor headed the Opportunities Industrialization Centers of America, Inc. (OICA) from 1990 to 1999. He has served on numerous non-profit boards throughout his career. He was Vice Chair of Independent Sector, where he was a board member from 1998 to 2003. He has been a trustee of Franklin & Marshall College since 1993. He is a Vestry Member and Senior Warden of Christ Episcopal Church, Clinton Md. Parrish. Early in his career, Mr. Taylor worked for Keystone Foods Corporation, UGI Corporation and Deloitte & Touche LLP, where he obtained the status: Certified Public Accountant. He is a graduate of Franklin and Marshall College (BA Business Administration 1980) and also received an honorary Dr. of Laws from his alma

mater in 2002. He acquired a J.D. from Temple University James E. Beasley School of Law, and was admitted to the Pennsylvania Bar in 1989.

Burkhard Wilke, CEO, DZI (*Deutsches Zentralinstitut für soziale Fragen*)

Burkhard Wilke (50) has studied macroeconomics and is an educated journalist. Since 2000, he serves as Executive Director of Deutsches Zentralinstitut für soziale Fragen (DZI) in Berlin, Germany. DZI, founded 1893, provides independent advice to donors and prepares negative and positive judgements on charitable organizations. It also operates the largest German library and literature database in the field of Social Work. From 1993 to 2000, i.e. in his early function as senior analyst of DZI, Burkhard Wilke had been engaged in developing and operating the DZI Seal-of-Approval for charities. Today, he is also chief editor of the monthly magazine "Soziale Arbeit" and the annual "DZI Spenden-Almanach", both edited and published by the DZI foundation. From May 2000 to May 2012, Burkhard Wilke had served as a member of the Board of the International Committee on Fundraising Organizations (ICFO), including 10 years as ICFO Secretary General. Based on this international experience, Mr. Wilke coordinated and edited the ICFO Book "Bridges of Trust: Independent monitoring of Charities" - published 2013 - which provides a comparative overview on ICFO members and their monitoring methods.

Ellen Willmott, General Counsel, Susan G. Komen for the Cure

As General Counsel and Corporate Secretary, Ellen Willmott is responsible for the overall legal and risk management affairs of Susan G. Komen®, including oversight of the Internal Audit and Legal Departments. Ms. Willmott supports the Board of Directors and Komen by providing legal advice and risk management counseling to the Board and executive staff of the organization. Prior to joining Komen in 2012, Ms. Willmott served as Vice President and General Counsel at Save the Children USA, which she joined in 1996 as a member of the legal staff. During her tenure at Save the Children, Ms. Willmott represented the organization in connection with the transformation of Save the Children's international structure, established Save the Children USA's cause-related marketing compliance program, and managed the risk and compliance functions associated with global operations. Ms. Willmott is a regular speaker at legal and regulatory conferences on issues of non-profit risk management, fundraising compliance and social media. She has testified before House and Senate committees advocating for regulations to ensure safety and security of those providing international humanitarian and development assistance.

Ken Phillips, President, NGO FUTURES

Ken Phillips is the founding partner of NGO Futures Sàrl in Switzerland in 1996 which became Organization Futures LLC in the US in 2006, consultancies in planning, sustainability and development for nonprofits. He has 25 years managing and leading NGOs – President and Executive Director of Foster Parents PLAN (USA), Vice President of Development of Save the Children, Head of Organizational Development of the International Federation of Red Cross and Red Crescent Societies, Chairman of InterAction, and National President of AIESEC-US. For the last 20 years he has provided consulting and training for hundreds of NGOs in the US, Europe and the world. Major clients include Alzheimer's Societies, CARE, Catholic Relief Services, Downs Syndrome Organizations, Help Age International, International Step by Step Association, International Youth Foundation, Medicines for Malaria, Red Cross in many countries, Romanian Civil Society Development Foundation, Swedish International Development Agency, Ukrainian Institute of Professional Fundraisers, Ukrainian Newspaper Publishers Association, UN Family Planning Association, USAID, World Learning, and others. His focus is facilitating strategic and operational planning, guiding clients through steps to financial sustainability, fostering organizational capacity building, and mentoring senior executives and board members in leadership and governance. His signature presentation is Total Organization Fundraising©, a comprehensive approach to

develop an organization's core capabilities. He has been keynote presenter in Belarus, Canada, Czech Republic, Hungary, Lithuania, Moldova, Poland, Romania, Russia, Slovakia, Slovenia, Switzerland, Ukraine, USA, and other countries. Based on 50 years of work, he is now writing *Jump Starting Your NGO*.

He has a long focus on ethics, the 'rules of the game' to gain stakeholder trust and has participated in numerous standard setting advisory bodies.

Andrew Watt, President & CEO, Association of Fundraising Professionals

Andrew is president and chief executive officer of the Association of Fundraising Professionals (AFP), representing individuals and organizations that raise more than \$100 billion in charitable contributions every year around the world for countless causes. Named president in 2011, he has worked for the nonprofit community since the early 1990s. In his role, Andrew leads the association's professional staff based in three offices (Arlington, Va.; Toronto, Ontario and Mexico City, D.F.) and serves on the board of directors for AFP, the AFP Foundation for Philanthropy and the AFP Foundation for Philanthropy-Canada. Andrew views nonprofits as a critical interface between the public and government and is an outspoken advocate and champion for philanthropy on Capitol Hill, in the Canadian Parliament and other legislatures around the world. He has been appointed to the IRS Advisory Committee on Tax Exempt Organizations (ACT) and has served on the Public Policy Committee of Independent Sector since 2012. He has been invited to speak in many countries about fundraising and philanthropy, working to bring charities and governments together to maximize the impact of philanthropy and help engage citizens with their communities and their world. From 1993-2005, Andrew was employed by the Institute of Fundraising in the United Kingdom, a professional membership organization for fundraising professionals, ultimately as deputy chief executive. In 2006, he was made an Honorary Fellow of the Institute of Fundraising in recognition of his extraordinary service to the profession. He joined AFP as vice president for international development in 2006 and was promoted to chief programs officer in 2008. Andrew has served as both a volunteer and board member of many nonprofit organizations. He sits on the board of the National Philanthropic Trust - UK and is currently chairman of the American Friends of Winchester College. He was an adjunct faculty member of St. Mary's University of Minnesota from 2007 - 2012 where he taught on the globalization of philanthropy. Andrew is a graduate of the University of Edinburgh.

Bennett M. Weiner, Chief Operating Officer, BBB Wise Giving Alliance

Bennett Weiner serves as chief operating officer of the BBB Wise Giving Alliance. In this capacity, he manages all aspects of the organization that monitors and reports on charitable organizations that solicit nationally. Mr. Weiner has been engaged in BBB charity evaluation activities since 1980. He oversees the publication of the *Wise Giving Guide* magazine, written reports on national charities, and provides guidance to local charity evaluation activities carried out by Better Business Bureaus. Over the years, he has been interviewed or quoted in numerous print and broadcast media. Mr. Weiner has testified before U.S. Congressional Committees on various charity accountability issues. From 1998-2001 *The NonProfit Times* included him in its annual list of Top 50 influential nonprofit executives. In 2005, he won the BBB Meritorious Service Award - an annual award given to individuals in the Better Business Bureau system. Mr. Weiner has participated in a variety of advisory committees addressing charity accountability matters. In 2010, he was appointed to the newly formed Not-for-Profit Advisory Committee of the Financial Accounting Standards Board. He holds a B.S. from Cornell University.

Angela Williams, Executive Vice President, General Counsel & Chief Administrative Officer, YMCA of the USA

Named as one of the 20 most influential general counsels in America by the National Law Journal, Angela F. Williams is bi-vocational -- she is both an ordained minister and a lawyer. In 2007, Warner Books published a book inspired by Mrs. Williams' life entitled *One Person/Multiple Careers: A New Model for Work/Life Success*. Currently, Mrs. Williams is Executive Vice President, General Counsel, and Chief Administration Officer for YMCA of the U.S.A. Her experience includes working for the Bush-Clinton Katrina Fund, serving as Vice President and Deputy General Counsel of Litigation & Government Relations for Sears Holdings Corporation and as Sears' Chief Compliance & Ethics Officer, Bryan Cave LLP, as Special Counsel on Criminal Law to Senator Edward M. Kennedy on his Senate Judiciary Committee staff, Department of Justice prosecutor with the National Church Arson Task Force, federal prosecutor in the United States Attorney's Office in the Middle District of Florida, and active duty in the U.S. Air Force Judge Advocate General Corps.

Robert Zachritz, Vice President for Advocacy & Government Relations, World Vision United States.

Robert Zachritz is the Vice President for Advocacy & Government Relations at World Vision United States. He is responsible for the overall advocacy team's management, strategy and policy development, which seeks to improve children's lives around the world. This includes helping internal and external stakeholders learn how to become advocates by using their voices to create positive change in society and government policy. Bob has worked at World Vision since 2003 and has developed an expertise on the U.S. government budgeting/appropriations process, which funds World Vision's programs in the areas of health, food security, child protection, conflict reduction, and disaster response. He has served on the board and is an active member of the U.S. Global Leadership Coalition representing World Vision since 2006. The USGLC is a coalition of over 400 businesses and humanitarian organizations supporting the U.S. government's international affairs budget. Bob has a demonstrated track-record of working with others and coalitions to achieve legislative successes. Bob has also worked closely with the World Vision International Advocacy & Justice for Children team on the global Child Health Now advocacy campaign and related activities at the United Nations' General Assembly and the annual meetings of the G7, G8 and G20. Prior to joining World Vision, Bob worked for almost fifteen years within the U.S. Congress for both Republican and Democratic Members of Congress. Most recently, he served as Rules Committee Associate and foreign policy advisor for former Representative Tony P. Hall (D-Ohio) who went on to serve as the U.S. Ambassador to the U.N. Organizations in Rome. Bob also worked for Representatives Fred Upton (R-Michigan) and Dick Cheney (R-Wyoming). He interned with U.S. Senate Chaplain Dick Halverson who served on the World Vision board for a significant number of years. Bob received a Bachelor of Arts in International Relations from Michigan State University and a Master of Arts in International Trade/Business from George Mason University. He has studied overseas at Cambridge University in England and in Moscow, Russia. Bob has traveled to nearly 40 countries -- most on humanitarian business in Africa, Asia, Latin America and the Middle East.

Martina Ziegerer, President, International Committee on Fundraising Organizations (ICFO)

Martina Ziegerer joined Zewo as Executive Director in 2003. Before joining Zewo, she worked for several years in the financial sector, where she gained experience in organizational development, marketing and corporate finance. She repositioned Zewo as an independent monitoring agency and developed the accreditation system further. Under her responsibility, Zewo conducted research on administration costs, fundraising efficiency, impact assessment and remuneration of charities in Switzerland. Additionally, Martina

Ziegerer is attending the expert's commission for accounting standards (Swiss GAAP FER) as an observer. Since 2012 she is President of the International Committee on Fundraising Organizations (ICFO) – the association of national monitoring agencies. Before she became President of ICFO, Martina served as Member and then as Vice-President on the Board of ICFO. Martina Ziegerer is an Economist with a PhD from the University of St. Gall, Switzerland.