



# Women in Development of Northeastern New York

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

## Craft and Apply a Clear and Consistent Message

Tuesday, December 7, 2010    Registration Deadline: November 30, 2010

11:30 am-12:00 pm - Registration, Networking and Buffet Lunch    12:00-2:00 pm - Program

Location: Wolferts Roost Country Club, 120 Van Rensselaer Blvd., Albany

WIDNENY is pleased to welcome Paul Fahey of Zone 5, an award-winning communications agency located in Albany, NY and San Jose, CA, to provide a session that will be practical, and give actionable tips and advice that you can easily use today.

The economy has challenged non-profit organizations to reach their fundraising goals at the same time our community is asking more of us. Competition for grant funding and donor gifts has never been greater. And, someone just cut your marketing budget. As a result of this mess, many non-profits must rely on their own resourcefulness when it comes to getting the word out about their organization, the events they sponsor and the services they offer.

Public relations and social media are two resources that have little direct cost and, done right, can really make an impact on your personal, professional and organizational growth. Paul Fahey will use his 'infotainment' presentation style to share his thoughts on:

- How to craft a clear, consistent message
- Why some messages are heard
- Why PR and Social Media matter more now than ever
- How to use PR and Social Media to maximize relationships and events
- Why this presentation could have helped Sarah Palin, Howard Dean and Bob Newhart

**About the Presenter** Paul Fahey COO/Director of Marketing Strategy, Zone 5 and Interim CEO, Children's Museum of Science and Technology

A strategic thinker and accomplished designer, Paul brings a unique left- and right-brain approach to the science of marketing and public relations. Paul joined Zone 5 in 2003 with a rich and diverse background in account management and production. With 18 years of experience in nearly every area of marketing and advertising, he brings a vast array of expertise to his clients. Internally, Paul provides ongoing counsel to the president in areas of business development, human resources and finance. Externally, he manages all aspects of an account — from initial research through strategic planning and tactical execution.

Paul has an extensive background in development and advancement for a variety of non-profit clients, including Brooklyn Hospital Center Foundation, Clarkson University, River Hospital Foundation, St. Charles Hospital Foundation, St. Luke's Cornwall Hospital Foundation, SUNY Plattsburgh Annual Fund, SUNY Geneseo Foundation, The Sage Colleges, The Johnson School at Cornell, United Memorial Medical Center and Union College Development Office, among others. Paul is currently the Interim CEO and Chairman of the Board of Trustees for the Children's Museum of Science and Technology. He also serves on the board of Blazeman Foundation for ALS, The Sage Colleges Corporate Connections and WMHT.



Paul Fahey, COO and  
Director of Marketing  
Strategy, Zone 5

**Yes!** I would like to attend "Craft and Apply a Clear and Consistent Message" on December 7.

- Please reserve \_\_\_\_\_ spots for WID members (at \$30/member).
- Please reserve \_\_\_\_\_ spots for non-WID members (at \$40/non-member).
- I would like to become a member of Women in Development (\$60/annually).

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

Name \_\_\_\_\_  Member  Non-Member  
Name \_\_\_\_\_  Member  Non-Member

**Please share your contact information.**

Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Daytime phone \_\_\_\_\_ E-mail \_\_\_\_\_

### Registration Deadline is November 30, 2010

Registrations made after this date will be assessed a \$5 late fee. Unpaid reservations will be invoiced regardless of whether someone is in attendance at the program. We thank you for understanding that WID must pay for every reservation made.

**Please send payment to:** Women in Development • P.O. Box 5871 • Albany, NY 12205 • [membership@widneny.net](mailto:membership@widneny.net)  
**To register online by credit card, visit our website at:** [www.widneny.net/programs.htm](http://www.widneny.net/programs.htm)