

TOP 50 '10

INFLUENCE COMES WITH A KEYBOARD

Leveraging technology pushes agendas, inclusion and action

BY PAUL CLOLERY

There is little doubt that technology, particularly Web and mobile, are pushing the message of the nonprofit sector to all corners of the globe. (Can a globe really have corners?) But incredibly, there are still a few bold-faced managers in the sector who can't open and respond to an email.

The sector is changing faster than Lady Gaga makes a costume flip during her latest concert tour. Many of the people in the seats of the *Monsters* tour are texting dollars to their favorite charity while taking video of that night's rendition of *Bad Romance* on their mobile devices.

Whether it's cloud computing for program management or email for giving, nonprofit technology leaders are driving how organizations collect and interpret information. And that information is turned over to some of the most innovative entrepreneurs in the nation.

That's why leaders in technology and social entrepreneurs heavily weight this year's *NPT Power & Influence Top 50*, the annual listing of the 50 most influential executives in the sector for the previous 12 months.

Selecting those included in the *NPT Power & Influence Top 50* is not scientific. It's based on nominations from editorial staff of *The NonProfit Times*, its contributing editors, sugges-

tions from former nominees and a few selected, plugged-in people. It's also intended to ensure that most disciplines within the sector have a representative. For example, this year the selections were weighted toward the technology, social entrepreneurs and public service trends.

There were more than 250 nominees this year, which is routinely the case. Washington, D.C. and the surrounding Virginia and Maryland suburbs have their usual dominant number of honorees, though New York, California, Texas and Georgia also have strong showings this year.

In this "lucky" 13th annual *NPT Power & Influence Top 50*, we celebrate some of the sector's top executives and thinkers. These executives were selected for the

impact they have now and for the innovative plans they are putting in place to evolve the charitable sector. We also offer a roll call of the executives who have shaped this listing and the sector in the *Hall of Fame* section.

The P&I honorees will be feted for their work at *The NPT Power & Influence Top 50 Gala* next month at the National Press Club in Washington, D.C. It will be a night of high-level exchange between executives who can and have moved a nation.

Here is *The NPT Power & Influence Top 50*, Class of 2010. *NPT*

The 13th annual celebration of some of the sector's top executives and thinkers.

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Diana Aviv

President & CEO
 Independent Sector
 Washington, D.C.

A tactical thought-leader in the nonprofit community, Aviv plays a huge part in every major sector development out of Washington, D.C. If she stays away from something, it's for good reason. Her political instincts are prescient and precise.



Ray Chambers

Founder
 Amelior Foundation
 Morristown, N.J.

At the epicenter of the nonprofit sector and national service before many understood its implications, Chambers is perhaps the John Gardner of this generation. It was his idea (and bankroll) that brought about the 1997 Presidents' Summit For America's Future and really kick-started a dormant public service movement, which he continues to help sustain.

Gary D. Bass

Founder & Executive Director
 OMB Watch
 Washington, D.C.

A member of the National Freedom of Information Hall of Fame, Bass has fought to advance open government policies and priorities. Whether it's the president's assault on the charitable deduction, loopholes in the DISCLOSE Act or just plain fiscal responsibility in the federal budget, he's on it.



Cheryl Dorsey

President
 Echoing Green Foundation
 New York, N.Y. 10001

While training to be a pediatrician at Harvard Medical School, she received an Echoing Green Fellowship; now she runs the joint. A rock star when it comes to helping social entrepreneurs find seed funding and technical support, Dorsey also has the ear of the White House for philanthropy and service.

Elizabeth Boris

Director
 Center on Nonprofits and Philanthropy, Urban Institute
 Washington, D.C.

The sector's official scorekeeper with objective data, she was founding director of Urban's Center on Nonprofits and Philanthropy and founding director of the Aspen Institute's Nonprofit Sector Research Fund. All the way back in 1999 she was raising concerns about collaboration and conflict between government and the sector.



Bill Drayton

CEO & Founder
 Ashoka
 Arlington, Va.

Drayton's idea of being a social entrepreneur and changing the world is the purest form of the concept, from which, unfortunately, many practitioners are diverting. His words: "The social entrepreneur has no interest in capturing a market and digging a moat." Askoka's Changemakers application allows ideas from around the globe to freely flow.

John M. Bridgeland

President & CEO
 Civic Enterprises
 Washington, D.C.

Log onto Facebook and see who this guy has on his friends list. There's a reason he can get things done and it starts with public service being in his DNA. He has worked in the trenches and at the highest levels of government. He has the trust of just about everyone with whom he comes in contact and that helps to move the sector's agenda.



Vicki Escarra

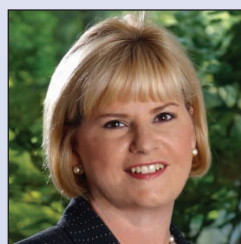
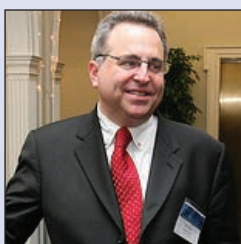
President & CEO
 Feeding America
 Chicago, Ill.

Food is only partly about hunger. It's about overall health, children and the nation's health reform plans. Escarra gets it. They're feeding more people (37 million) due in part to fundraising brought about by smart re-branding. She is in constant partnership frenzy. Escarra lobbied for the Farm Bill, taking food from where it starts to people who need it.

Michael Brown

CEO & Co-Founder
 City Year, Inc.
 Boston, Mass.

Being a social entrepreneur isn't always about money. There are many forms of capital, human being the most precious. Brown has known this since he co-founded City Year, which has put more than 10,000 members into 18 cities across the nation. But when it comes to cash, City Year is a private/public partnership model to replicate.



Linda Perryman Evans

President & CEO
 The Meadows Foundation
 Dallas, Texas

She talks a good game about transparency and accountability but when the chips are down in Texas, Perryman Evans is there to make things happen. Straddling the line between what is needed and what should be on a balance sheet is a fine juggling act, which she has perfected in the establishment and support of regional infrastructure.

Dan Busby

President
 Evangelical Council for Financial Accountability
 Winchester, Va.

Busby is a CPA with clout in the evangelical community. A prolific writer regarding religious money management issues, members of the association he leads generate \$18 billion annually. ECFA's list of "Faithful Haiti Relief Groups" was an interesting swipe at organizations that shun transparency and a boon to potential donors.



Marc Freedman

Founder & CEO
 Civic Ventures
 San Francisco, Calif.

Freedman took a spin-off of Public Private Ventures and made it more prominent than the original. He put the notion of "encore careers" on the map and is a much sought-after speaker and thinker. He also created Experience Corps, one of the more successful national service ventures.

Emmett Carson

President & CEO
 Silicon Valley Community Foundation
 Mountain View, Calif.

Having \$1.5 billion in assets is nice, but it's not enough and Carson understands it. Community impact from that money will bring more money and thus more impact. It's a circle. He leads the thinking when it comes to community foundations and how they interact with their constituencies.



Israel L. Gaither

National Commander
 Salvation Army
 Alexandria, Va.

There's a reason it has "army" in the name – roughly 3,600 officers, 112,500 soldiers, 422,500 members, 60,600 employees and 3.5 million volunteers serving 31 million people annually. Gaither leads a public service/policy behemoth that commands the attention of legislators and sector leaders.

Brian Gallagher

President & CEO
 United Way Worldwide
 Alexandria, Va.

Gallagher took an organization scrounging to regain its mission and turned it into a worldwide enterprise. You can't escape the LIVE UNITED rebranding. He changed UWW from a fundraiser to an organization that seeks change in communities through the accountability, governance and transparency of all its 1,800 groups in 45 countries.



Stephen B. Heintz

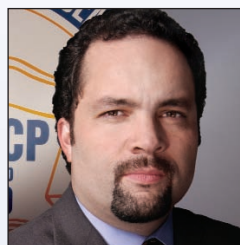
President
 Rockefeller Brothers Fund
 New York, N.Y.

The man has guts. He lectured on corporate social responsibility at Adelphi University where a decade ago the state Board of Regents removed 18 of the 19 trustees for neglect of duty and misconduct. He pushes the rest of the sector to be "risk-takers" when it comes to doing what business can't do and what government won't do.

Bill Gates

Co-Founder
 Bill & Melinda Gates Foundation
 Seattle, Wash.

He who pays the piper calls the tune and so is the case with Gates and the foundation. If you can call throwing billions of dollars at something "targeted giving," Gates literally irradiates problems with the foundation's checkbook and focuses the sector on issues that need to be addressed by more than money.



Benjamin Jealous

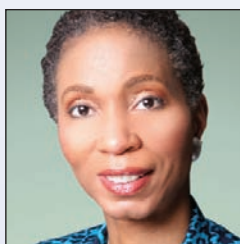
President & CEO
 NAACP
 Baltimore, Md.

One of the young turks moving up the sector's corporate ranks quickly, he put the NAACP's house back in order in a hurry and is now moving to a broader agenda. The sector is carefully watching this leader of the next generation of nonprofit executives.

Helene D. Gayle

President & CEO
 CARE USA
 Atlanta, Ga.

A world-renowned epidemiologist, she could have made a boatload of money after leaving the Centers for Disease Control by going to work in bio-tech. She decided to be a change agent and take the lead shaping world policy on HIV/AIDS, healthcare in the developing world and how nonprofits should approach issues as social entrepreneurs.



Irv Katz

President
 National Human Services Assembly
 Washington, D.C.

In his own words: "How do we help them understand - and help ourselves understand - that, ideology aside, investing in people is national defense, is homeland security, is something we diminish at our own peril?" If your group has 70 members representing \$32 billion, and 800,000 workers in 150,000 locations, elected officials pay attention.

Peter Goldberg

President & CEO
 Alliance for Children & Families
 Milwaukee, Wisc.

Goldberg has equated the human service sector to a squirrel in size compared to the Tyrannosaurus Rex of entrenched anti-healthcare lobby. Yeah, right. With 360 community groups under multiple corporate entities, if you pick a fight with him, you will lose, just like the dinosaurs. So, perhaps he's right. There are still squirrels.



Marguerite Kondracke

President & CEO
 America's Promise Alliance
 Washington, D.C.

Kondracke always cites the figures that between 25 and 30 percent of high school students do not graduate on time and that for people of color it is 50-50. Now she's a central figure in "Grad Nation," a 10-year campaign to reverse the dropout crisis with the full blessing of the White House.

John H. Graham IV

President & CEO
 ASAE/The Center for Association Leadership
 Washington, D.C.

No moss can grow under ASAE as long as Graham runs the place. Already an effective lobbying voice in Washington, D.C., Graham continues to evolve member involvement. There have been mergers and name changes and each time the organization comes out of the process stronger. That's the way it's supposed to work.



Sr. Georgette Lehmuth

President & CEO
 National Catholic Development Conference
 Hempstead, N.Y.

When it comes to weighing in on national issues to benefit members, Sr. Georgette leads the pack. She looks for connections to resources NDCDC can't provide by itself and is a calming influence when others are screaming, proving that you don't always have to raise your voice to get attention.

Steve Gunderson

President & CEO
 Council on Foundations
 Arlington, Va.

You'd think that the head of an association of 2,000 grant-makers would always be thinking about cash. He is, but not in the way you'd expect. Gunderson has spent a career preparing America, and indirectly nonprofit organizations, for the 21st century global economy. He's a leading thinker on the emerging workforce challenges facing the nation.



Geri Mannion

Chair, Strengthening U.S. Democracy Program
 Carnegie Corporation of New York
 New York, N.Y.

Focusing on broad engagement, Mannion has been a tireless advocate for deepening the nation's civic dialogue and for nonprofit capacity building. With 30 years in the sector, she has worked with major funders and knows what will work. That doesn't mean she won't take a few chances with Carnegie's money.

Wendy Harman

Social Media Manager
 American Red Cross
 Washington, D.C.

It's a brave new branding world. ARC is mentioned about 700 times a day across many social media and changes things based on some of the conversations. She has helped re-shape ARC regarding transparency and openness and is closely watched by peers and rival groups. She shares generously with the community and has a tremendous impact.



Katrina McGhee

Senior Vice President, Global Business Development & Partnerships
 Susan G. Komen for the Cure
 Dallas, Texas

The next time you see a pink ribbon somewhere, you can bet that McGhee signed off on putting it there. One of the smartest cause marketers in the business, her plans to put Susan G. Komen for the Cure in front of every consumer - women, men and children - have done exactly that and the organization is reaping tens of millions for the cause.

William C. McGinly

President & CEO
 Association for Healthcare Philanthropy
 Falls Church, Va.

He played a big role in healthcare reform, particularly when it came to proving public benefit, with which nonprofit hospitals must now deal. As the impact of the healthcare legislation shakes out, McGinly continues to seek reasonable solutions and interpretations.



Lisa Paulsen

President & CEO
 Entertainment Industry Foundation
 Los Angeles, Calif.

Donors have stars in their eyes and Paulsen puts them there. The foundation is more than celebrities. It established unique cancer research funding models, which is starting to annoy the usual money channels. EIF funding had a hand in developing Herceptin®, which successfully treats one in four cases of the most aggressive form of breast cancer.

Clara Miller

President & CEO
 Nonprofit Finance Fund
 New York City, N.Y.

Miller is correct when she says that the sector has been suffering financially for about a decade, not just from the current recession, and that it's time to change the way nonprofits are financed. She wants to push funders and major donors to invest more in the sector. The time for quick financial fixes is over and she's leading the push.



A. Barry Rand

Chief Executive Officer
 AARP
 Washington, D.C.

Yeah, it's evil when you turn 50 and you get a letter out of the blue from Rand. But these days AARP is more than simply for mature audiences. Its lobbying arm is getting involved in everything from legislation to national service and writing checks to more.

William L. (Larry) Minnix, Jr.

President & CEO
 American Association of Homes and Services for the Aging
 Washington, D.C.

Aging in America is not a pretty sight, even if you have resources. Minnix is flexing the muscle of mature Americans for funding for long-term care and is facilitating the discussion regarding ethical issues of growing old in a society that markets to the perpetually young. His blog postings are outstanding.



Miles Rapoport

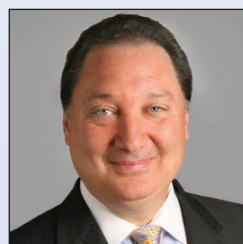
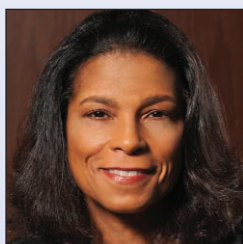
President
 Demos
 New York, N.Y.

Rapoport had a frank talk with a board member that resulted in the person resigning. So what if the guy became President of the United States (Barack Obama)? A deal with *The American Prospect* magazine will enhance the Demos's thought leadership, to go with the more than 375 events attended by more than 10,000 people during the past decade.

Risa Lavizzo-Mourey

President & CEO
 Robert Wood Johnson Foundation
 Princeton, N.J.

Lavizzo-Mourey knows government can't handle healthcare reform alone and is wagering millions of foundation dollars on programs for childhood obesity and covering the uninsured. RWJF is now a model for how foundations should respond to national issues. And, she still finds time to treat patients at a community health clinic.



Ronald B. Richard

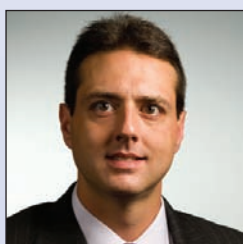
President & CEO
 Cleveland Foundation
 Cleveland, Ohio

Just because he worked for the CIA doesn't mean everything he does is a conspiracy, as bloggers claim. His experience in bio-tech and international relations is pulling together government, nonprofit and for-profit leaders. As the state's volunteer "infrastructure czar," and with the foundation's cash, he has regional and national clout.

Steve Nardizzi

Executive Director
 Wounded Warrior Project
 Jacksonville, Fla.

WWP is only six years old, but Nardizzi has moved it into a position of significant influence. The force behind the Caregivers and Veterans Omnibus Health Services Act, he also helped draft the original text for the Traumatic Injury Servicemen's Group Life Insurance Benefit bill, which has paid more than \$200 million in benefits.



Holly Ross

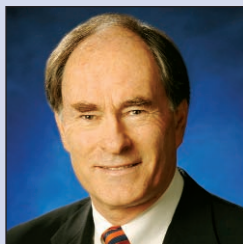
Executive Director
 NTEN
 Portland, Ore.

At least by caricature, geeks work alone, emerging only for a diet soda and snack food. NTEN's chief Ross has organized extravaganzas (in the daylight) that are sold out when other organizations are wailing that conference attendance is down. It is becoming the darling organization of everyone who is even on the periphery of nonprofit technology.

Neil Nicoll

President & CEO
 YMCA of the USA
 Chicago, Ill.

Nicoll is creating at YMCA what he's called in writings a leadership competency model: "Integrated leadership development architecture that will span multiple tiers of leadership and link structured training and development with talent management processes." It's going to be interesting to watch.



David Saltzman

Executive Director
 Robin Hood Foundation
 New York, N.Y.

He's not the group's most high-profile person outside the office, but what goes on inside is social entrepreneurship that pits grantee results against each other to see who gets funded. Money goes out as soon as it goes in. His words: "Why put away money for a rainy day when it's pouring out?"

Michelle Nunn

Chief Executive Officer
 Points of Light Institute
 Atlanta, Ga.

Who said volunteering isn't big business? Try 250 affiliates in 50 states, 12 international communities in 10 countries and business units generating \$93 million annually. Nunn is at the center of the national service movement that is recruiting volunteers and is putting service on the lips of elected officials at all levels of government.



Adrian Sargeant, Ph.D.

Professor, School of Public and Environmental Affairs
 Indiana University-Purdue University
 Indianapolis, Ind.

He's a pain in the neck to old-school fundraisers and that's the whole idea. His writing and lectures bridge the Atlantic Ocean, marrying techniques from both sides of the pond. He's also screaming about how it's OK to tell people you're a fundraiser and to showcase the skills and knowledge required of fundraisers working in a variety of roles.

Paul Schmitz

CEO
 Public Allies
 Milwaukee, Wisc.

A member of President Barack Obama's transition team, with obvious opportunities, he decided he could do more good outside the administration than in it. One of the champions of the administration's Social Innovation Fund, he has spent his career developing and supporting people who want a career in community and public service.



Jill Schumann

President & CEO
 Lutheran Services in America
 Baltimore, Md.

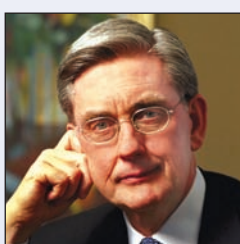
Schumann heads a network of 300 health and human service organizations that have an aggregated annual income of more than \$16.6 billion and serve one in 50 Americans. You think she's going to have a role in healthcare reform implementation? Bet on it. She'll do it nicely, though, if that's possible when wielding that much clout.



John R. Seffrin

CEO
 American Cancer Society
 Atlanta, Ga.

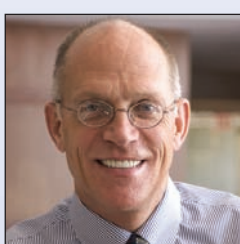
A pre-eminent leader of the international tobacco control movement, it's hard to believe that more work can be heaped upon him but it will be in this age of healthcare reform. His influence extends past health issues to the management of the broader charitable sector. ACS's integration of message makes it a fundraising powerhouse.



Sterling Speirn

President & CEO
 W.K. Kellogg Foundation
 Battle Creek, Mich.

Speirn started the Center for Venture Philanthropy in 1999 and has been funding social entrepreneurs ever since. He reshaped the foundation's processes and is spending millions on non-traditional grants. Speirn: "We have to do more than just catch people when they're falling ... You build a strong base and then people will be resilient."



Kelvin H. Taketa

President & CEO
 Hawaii Community Foundation
 Honolulu, Hawaii

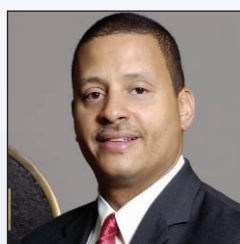
Taketa has to worry about the U.S. and Japanese economies, both in trying times. He has developed important partnerships with business and government. He is courted by the business community and sits on several boards, pushing impact programs with a mix of risk, strategic planning and leadership. He is the defacto nonprofit leader in the Pacific region.



Blair H. Taylor

President & CEO
 Los Angeles Urban League
 Los Angeles, Calif.

The business relationships he forges for his community are becoming legend. To him, Los Angeles has no borders (see his China trip) when there is someone out there who can make a difference. He knows education is the silver bullet to fighting poverty and uses his entrepreneurial ideas to make it happen in South Central L.A.



Doug Ulman

President & CEO
 Lance Armstrong Foundation
 Austin, Texas

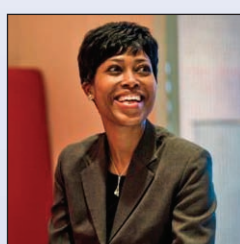
Ulman has more people following his personal Twitter feeds (more than 1 million) than does the organization that he heads (66,000). Social media is about people, not organizations. It's people who are the movement, not organizations and Ulman is shaping how CEOs communicate with supporters and advocates - known these days as followers.



Laysha Ward

President
 Community Relations & Target Foundation
 Minneapolis, Minn.

Ward is the epitome of a corporate foundation executive. Forget that the foundation gives away millions every week. She is out in the field making sure the dollars have an impact and is not shy about providing advice to CEOs of both small and name-brand charities. Her strategic funding has made a difference in sector policy and national service issues.



THE NPT POWER & INFLUENCE TOP 50 HALL OF FAME 1998 - 2010

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 Tom Reis 2002
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