

**CURRENT DIRECTORS UP FOR RE-ELECTION**



**Katherine (Kate) Carr  
Executive Vice President  
Silver Marketing**

Silver Marketing's Executive Vice President, Kate Carr, was elected to the DMAW board January 2015. She currently serves as the DMAW Blog Chair, researching and securing professionals to write blogs for the DMAW Blog site as well as the *Marketing AdVents* committee ensuring *AdVents* contains quality content.

Kate holds a B.A. in Finance and M.B.A. in Marketing, both from George Washington University.

Kate is celebrating her 22<sup>nd</sup> year with Silver Marketing and her highly successful campaigns and accomplishments include multiple MAXI, Marcom, Healthcare Advertising Awards and Communicator Awards. She oversees all phases of client projects, from strategy to implementation. Her adherence to excellence, as well as her willingness to go the extra mile and provide superior service, is well recognized by clients. She has had the pleasure to work with organizations like AARP, AOPA, Endocrine Society, Ringling Bros., The Washington Capitals, Jewish Federation of Washington, CareFirst BlueCross BlueShield, Smithsonian, The Washington Post – to name just a few! With her insightful strategies and superior analytical abilities, Kate has been able to significantly enhance performance for numerous marketing and fundraising campaigns during her tenure at Silver Marketing.

Kate has an award-winning track record in integrated marketing, fundraising, and association marketing. As an active industry and community volunteer, she has served as Bridge Conference Marketing Committee Co-chair, Bridge Conference Marketing Committee, and Landon Fund Class Representative at the Landon School. She also was on the board of directors of the DMAW Education Foundation for 10 years, including managing the Leadership Circle. She was also featured in the Member Spotlight of the DMAW's Marketing Advents February 2013 issue. The Member Spotlight gives details of Kate's successes, her award-winning work at Silver Marketing and her background in the direct marketing industry.

Kate's extensive involvement in the DMAW/AFP DC Bridge Conference, earned her the 2014 DMAW Volunteer of the Year award. Most recently, in 2018 Kate was recognized with the highest honor DMAW could bestow – she was the 2018 Hall of Leader recipient.



**Meg Ferguson**  
**Business Development Director**  
**Production Solutions**

Elected to the DMAW board in January 2017, Meg Ferguson has served as the program committee co-chair, helping to formulate and guide our educational offerings. Meg currently serves as a Business Development Director for Production Solutions, an industry-leading direct mail and digital marketing strategy and execution firm. With over 15 years of direct marketing, fundraising, and production management experience, Meg puts her passion for supporting critical nonprofit missions to work on a daily basis through strategy, implementation, and innovation.

Meg's career began in marketing at Nordstrom where she gained invaluable experience, but eventually found her true calling in the nonprofit sector in 2001. Throughout her career in agency and production management environments, Meg has developed and implemented strategic direct marketing programs for a variety of nonprofit organizations.

To educate herself in a broader scope of philanthropic fundraising, Meg earned her CFRE accreditation in 2015. This certification has provided her with a more comprehensive understanding of the importance of relationship building, ethics and accountability, and a realization that fundraising and long-term sustainability are about more than securing a single gift.

Meg has been volunteering for the DMAW in various capacities since 2010 – speaking regularly at educational programs and at the Bridge Conference and judging the MAXI's. Being involved in the educational sessions has given her another avenue to impart knowledge and learn a great deal too. The ability to continuously learn has been vital to what keeps her interested and engaged in what she does every day, ultimately making her a better fundraiser. Through countless positive experiences, Meg has gained a great deal professionally and personally as a direct result of the DMAW. It would be her pleasure to continue to serve the Association as a member of the Board of Directors and continue to positively impact the DMAW and its members through her passion and enthusiasm for this industry.

She currently resides in Pasadena, MD with her husband, two sons, and Labrador-Mastiff “daughter.”



**Roger Hiyama,  
Vice President, Client Services  
Wiland**

Roger Hiyama was elected to the board in January 2017, and has served as co-chair of the membership committee, as well as the Public Policy Committee which pays attention to government and postal legislation. Roger is very passionate about the direct marketing industry and continues to work in a leadership capacity to help foster its growth as the sector evolves into a more multi-channel world.

Over the past 8 years, he's made visits to Capitol Hill to lobby for nonprofit issues like preserving the tax deductibility of donations, preserving nonprofit postage rates, and fighting to protect data usage while preserving consumer privacy.

In addition, he's volunteered his time to further the educational opportunities within our industry by serving for 7 years on the Advisory Council of the DMA Nonprofit Federation (DMANF), being a contributing member of 7 conference planning committees for both the DMAW and DMANF including the 2015 Bridge Conference and the 2016 DMANF New York Conference. He has also served as a 2015 DMAW MAXI award judge and contributed greatly to refining the judging process.

One of the initiatives that Roger would like to build within the DMAW community is an opportunity for industry leaders and veterans with 7+ years of experience to meet and mentor our up-and-coming stars. Each mentor would agree to host a mentoring lunch for which up to 4 DMAW members would sign up. The lunch would be held during the same week in March and then would culminate in a Happy Hour where all mentors and their sign ups would meet collectively. It's a great opportunity to "pay it forward", develop and build new relationships and help guide some of the future leaders of our industry.

Roger is a past recipient of the DMAW Volunteer of the Year award.



**DeDi Oxenberg**  
**Vice President, Client Services**  
**CDR Fundraising Group**

Since beginning her term in 2017, DeDi has served on the program committee, awards committee and volunteer committee. During her day job, she serves as Vice President of Client Services at CDR Fundraising Group, ensuring that she and her client teams deliver the highest quality services and direct response products to CDR’s nonprofit clients. Working closely with her teams and clients, DeDi excels at optimizing integrated direct response strategies across multiple channels, including Direct Mail, Digital, Social Media and Direct Response Television (DRtv). Delivering best practice, on-brand, cross-channel messaging, award-winning creative, smart testing and results that consistently meet or exceed her clients’ fundraising, membership and advocacy goals is a hallmark of DeDi’s tenure in the nonprofit industry, which spans more than a decade. If you asked DeDi’s colleagues to describe her, they’d say she’s a smart, highly organized leader, a tenacious task master, a dedicated fundraiser, and a teammate you can always count on.

A natural born leader and mentor, DeDi enjoys working closely with and teaching her colleagues — helping them grow and develop into future team and industry leaders. DeDi has always been passionate about and been active in our industry. She currently holds a board position with the Association of Direct Response Fundraising Counsel (ADRFCA) and has led several DMAW events and programs.

DeDi holds a B.S. in Marketing from the Robert H. Smith School of Business at the University of Maryland. A proud mom of two children, she and her family are currently in the midst of what they’ve dubbed their “50 state challenge” with a goal to visit all 50 states before 2023. They are currently one state shy of being half way to achieving their goal. DeDi is also an avid volunteer for her clients causes and for her community.



**Polly Papsadore**  
**Director of Marketing and Business**  
**Development**  
**Production Management Group**

Polly joined PMG in 2017 with great enthusiasm and extensive experience from many different positions and perspectives over her 20+ year direct marketing career. She leads business development and marketing efforts at PMG, and also stays deeply involved in our industry community.

She previously worked at RobbinsKersten Direct for 11 years, serving nonprofit clients nationwide. Her prior career adventures include serving as an account director at Papsadore Direct, Inc., an agency she co-owned, which then merged with Direct Results Group, a direct marketing agency in Boston. In the early '90s Polly was part of the eight-person team at International Data Group that launched the ubiquitous ...*For Dummies* brand of self-help books.

A DMAW Member since 2006, Polly recently served as Co-Chair of the 2018 Bridge Conference, one of the most rewarding experiences of her career. She served as Co-Chair of Education for Bridge in 2017 and 2016, a role she took very seriously since high quality education is the core product of the Bridge Conference. She currently serves on the Bridge Steering Committee and has served as a MAXI judge. She served on the board of the Association of Direct Response Fundraising Counsel and stays involved as a Partner Member and is helping the ADFRCO team with their website redesign.

Polly joined the DMAW Board in 2016, and from day one has tackled her duties with gusto. She serves on the Marketing AdVents team, and was instrumental in the redesign and editorial revamp of the publication this year. She also serves on the Marketing Committee, and frequently pitches in to write copy for campaigns promoting DMAW's many educational events. She also serves as "point person" for several DMAW programs throughout the year.

Polly also serves on the Ad Hoc Public Policy team, keeping the board and DMAW members informed about the latest legislative, regulatory and postal issues that impact our industry every day. She recently joined the Website/CRM Committee to help out with DMAW's transition to a new association membership management platform.

Polly truly enjoys contributing her time and talents and ideas to the DMAW Board and our members and is eager to continue serving for another term.



**Eric Rardin**  
**Vice President, Business Development**  
**Care2**

Eric has served as DMAW’s vice president, president, immediate past president and is currently serving on the program committee.

Professionally, Eric is the vice president of business development at Care2.com where he helps hundreds of campaigns, candidates, and nonprofits connect with donors and supporters online. At Care2 Eric advises on donor lead acquisition and multichannel conversion strategies. He has contributed to integrated conversion efforts on behalf of nonprofits in the US, Canada, and the United Kingdom and over 100 other countries. Eric serves on the board of directors of two national nonprofit organizations, Humane Farm Animal Care and the Marine Fish Conservation Network.

Prior to joining Care2 Eric designed and executed integrated advocacy campaigns for environmental nonprofits for more than seven years. Eric has an MBA from the Carey School of Business at Johns Hopkins University, an MA in government and international studies from the University of South Carolina and a BS in political science from the University of Wyoming. In addition to his work in the environmental advocacy arena, Eric has extensive experience working on political and issue campaigns from Wyoming to South Africa.

Eric has been involved in fundraising and direct marketing for 16 years. In his current role, he helps nonprofits thrive through online acquisition and multi-channel donor conversion. He sees the challenges fundraisers and agencies face every day as costs increase and responses decline and is dedicated to helping nonprofits continue to grow and evolve in this environment of increasing complexity and challenge. Direct marketing is critically important for nonprofits seeking to advance the country’s most important causes. Therefore, Eric believes it’s essential that we strengthen this sector through increased knowledge and support.



**Rebecca Shapalis  
Account Director  
Avalon Consulting Group**

Rebecca is an Account Director at Avalon Consulting with extensive fundraising expertise that includes creative and strategic oversight, and a deep understanding of client issues and messaging—underpinned by her dedication to process improvement and efficiencies by always asking “Why?”

Prior to Avalon, Rebecca spent 10 years with Production Solutions, a direct mail implementation firm, which gives her a fresh perspective on schedule and vendor management—beyond just making the trains run on time. And her inherent service-centric personality enables her to establish positive and productive relationships with her client base. Rebecca currently manages fundraising programs for National Parks Conservation Association, Maryland Food Bank, and Bread for the City.

Rebecca is also actively involved in our industry—as evidenced by her winning the DMAW Emerging Leader Award in 2015, which recognizes young people with promise who have been in the industry for at least five years. In addition to volunteering at DMAW events, she has co-chaired the Bridge Conference Volunteer Committee for both the 2015 and 2016 conferences. As a current DMAW board member, Rebecca serves on the sponsorship committee, *Marketing AdVents* committee and the awards committee

Beyond her day-to-day responsibilities, Rebecca is an Avalon mentor and trainer and helps her colleagues to find solutions and answers to everyday challenges in the complex world of direct marketing fundraising. She’s also on Avalon’s party-planning committee for when the work is done and it’s time to celebrate another Avalon milestone!



**Karen Somerville**  
**Vice President, General Manager**  
**American Nurses Association**

Karen Somerville for the last two years has served on the DMAW board. She is an executive marketer with over 20 years of experience in marketing, communications, and product management for a variety of industries in the non-profit, corporate and government sectors. She is currently Vice President, General Manager of the American Nurses Association after serving for 2 years as the Managing Director of Membership & Product Development for ASCD, the global association for all Educators and 10 years at AARP as their Senior Management, Integrated, Multicultural & Membership Marketing

An influential leader and deliberate learner who relates to connectedness and responsibility, she has held senior positions in Member Development and Channel Integration for AARP and was designated a Cultural Ambassador for the association. Prior senior management roles also include award-winning product development, marketing, operations and engineering with the National Pollution Prevention Roundtable, Telseve Communications and MCI.

Past Co-Chair of the DMAW Association Marketing Day 2015, Mrs. Somerville holds an MBA, Bachelor of Science degree in Electrical Engineering, a certificate in Direct Marketing from the DMA, and is a member of the American Society of Association Executives. During her time on the board, she has served on the program committee and the strategic planning committee.

She is married with 2 children, loves to garden, volunteer, and travel to learn about different cultures.





**Teresa Weaver**  
**Vice President, Client Services**  
**O'Brien Garrett**

Teresa Weaver is the Vice President of Client Strategy at O'Brien Garrett where she works with amazing clients who are making an impact on the causes about which she is passionate, and has the ability to be curious about *everything*, especially around fundraising.

Teresa has over 25 years of results oriented fundraising experience the last 17 at O'Brien Garrett after a successful tenure at Stephen Winchell working with the WWII Memorial in DC.

She is an expert in data and analytics, with a focus on how that data drives fundraising strategy. In her role, Teresa has helped some of the most spectacular programs in fundraising today reach new heights. From her work implementing a ground-breaking collaborative fundraising model for Planned Parenthood, to helping drive a forward-facing digital acquisition strategy for NRDC, to bringing a new energy and focus to MSF's already successful direct mail enterprise, Teresa is at her best when problem solving and raising the bar for performance-driven organizations.

Teresa has volunteered on the sponsorship and Maxi committees and served on the DMAW board for two year, most recently as the 2018 Treasurer.

When she's not poring over numbers, Teresa enjoys spending time with her incredibly busy two teenagers, and her adorable pug puppy – don't tell her cats.

**NEW CANDIDATE**



**James L. Chmielewski  
Vice President, Client Services  
Public Interest Communications**

James “Jim” Chmielewski has been Vice President, Client Services for Public Interest Communications (PIC) for the past 13 years. PIC is a full-service telemarketing agency that specializes in fundraising for non-profit organizations. It is based in Falls Church, Virginia with calling centers in Pittsburgh and Salt Lake City. Jim has worked at PIC in a variety of positions since 1986 and has been a member of DMAW for almost 25 years.

The programs that Jim has instituted on behalf of his clients integrate their fundraising direct response programs with telemarketing, direct mail and the internet. Those clients include Amnesty International USA, Disabled American Veterans, Mothers Against Drunk Driving and World Wildlife Fund. Jim is a multiple MAXI Award winner and in 2008, he directed an online activist conversion campaign for Defenders of Wildlife that won a DMAW “Big Idea” Maxi.

Jim is a former DMAW Board Member and has served as the MAXI Award Chair for the past seven years. Jim attends the Bridge Conference annually and was a Bridge Conference volunteer for the past five years.

Jim received a Bachelor of Arts from the University of Pittsburgh with a major in Communications and English Writing. Jim is a native of Pittsburgh, Pennsylvania and currently lives in Annandale, Virginia.

**NEW CANDIDATE**



**Tracy Lea, CFRE  
Vice President  
The Harrington Agency**

Tracy Lea has been a senior consultant in the field of non-profit direct response fundraising for over 30 years. To say she is completely dedicated to fundraising — and the mission of DMAW — would be a tremendous understatement.

Tracy began her fundraising career as Executive Director of a social service agency where she focused on major gifts before moving on to university fundraising. In higher education, she held several positions, which included: Associate Director of Fundraising, Tufts University; Acting Director of Tuft’s University Medical School Annual Fund; Parent Fund Director, Harvard Business School; and Annual Fund Assistant Director, Washington College. She has also consulted to colleges and universities for over 30 years.

Tracy has also grown with the telemarketing industry over the past 30 years and is well-regarded as an expert in that field. Now, as vice president of THA, she works with her agency’s clients to develop integrated, channel-agnostic response fundraising campaigns.

Tracy continues to be an active member of DMAW throughout her career. She joined as a member in 1986 and over the years has served on various committees, as a board member, including DMAW’s president in 2005. Tracy received DMAW’s 2016 Industry All-Star Award, 2012 Volunteer of the Year, and served as the Co-Chair of the 2012 Bridge Conference. Tracy is currently serving on the MAXI Award committee and is a current board member of the DMAW Education Foundation.

In her “fundraising free time”, Tracy has been an avid supporter of the Bridge Conference since its inception. She is a former Co-Chair of Bridge, as she recently stepped down from co-chairing the sponsorship committee after serving for four years. She continues to serve as an advisor to the committees.

In Tracy’s spare time, she serves as Special Olympics International chair of the Cycling Resource Team, serves as Special Olympic Maryland’s cycling program director, volunteers for Achilles International, and is helping to develop Cuba’s nascent Para cycling program. Tracy also likes to remind her colleagues that she is an unwilling member of the “*Urban Amish Sect!*”

**NEW CANDIDATE**



**Jade Nguyen  
Director, Digital Services  
The Lukens Company**

Jade is a seasoned professional in developing campaign strategies in the digital space with over 10 years of nonprofit experience. Her strengths include executing fundraising, membership, and branding programs while keeping up with the latest digital advertising platforms. She has worked with a variety of clients including the Art Institute of Chicago, Gates Foundation Discovery Center, Woodland Park Zoo, and the Women’s Bar Association of the District of Columbia, just to name a few.

Under her guidance, Jade’s team manages email and advertising campaigns, oversees web development projects, distributes reports, and facilitates client interactions. She holds professional certifications in Google AdWords, IBM Watson Campaign Automation Cloud Software, and Professional Email Service Platforms. Jade is a faithful volunteer for the DMAW, the 2017 DMAW Rising Star Award recipient, a member of the DMAW Programs Committee and Marketing Committee, she chaired the DMAW Upping Your Digital Campaign workshop, and has served as a panelist at several industry conferences. She is ready to take on a more official role to further the goals and mission of the DMAW, and to help move the industry forward.

Outside of the office, Jade’s love for animals led her to become a volunteer for Last Chance Animal Rescue, where she lends a helping hand at local adoptions centers. She is also a RYT 200 yoga instructor for studios in the DC and Northern Virginia area. Jade is a graduate of the University of Maryland, and the proud mother to her pup Johnny, and cat Pierre.



**NEW CANDIDATE**

**Heather Philpot  
Senior Vice President  
Political and Public Affairs  
Infogroup**

As Senior Vice President of Political and Public Affairs, Heather is responsible for the growth and strategic development of both practices, as well as working with nonprofit charities. Her vision of helping marketers acquire high value donors, advocates, and raise awareness to issues through data driven, multi-channel campaigns has enabled her to aide some of the biggest brands. Most recently, Heather built the Infogroup Public Affairs division working with associations and companies to educate and mobilize advocates to weigh in on various area of policy.

Prior to joining Infogroup in 2015, Heather was a Vice President at Wiland, Inc., a leading cooperative database provider of business intelligence and targeted donation data. Under her direction, Wiland became known as the go-to data provider for campaigns, political organizations, and political committees. With over a decade of experience in targeted data, major donor fundraising, direct mail, and campaign management, Heather understands all facets of the process.

A graduate of the University of New Mexico, Heather was born and raised in Albuquerque, NM, and currently lives in Arlington, VA. She enjoys reading, traveling, and any outdoor activity with her husband, Michael.



**NEW CANDIDATE**

**Adva Priso  
Vice President  
Marketing and Development  
Anne Lewis Strategies**

As an active and deeply passionate member of the nonprofit community for more than 15 years, Adva Priso has led cutting-edge fundraising, activation, and communications campaigns throughout her career. Currently as the vice president of marketing and development at Anne Lewis Strategies, Adva develops digital strategy and oversees its execution on behalf of nonprofit clients large and small across numerous verticals, including Mercy Corps, Doctors Without Borders, Marine Corps Scholarship Foundation, UsAgainstAlzheimer's and National Partnership for Women and Families.

Prior to joining Anne Lewis Strategies, Adva led the digital program for high-value members and prospects at World Wildlife Fund. She generated and oversaw millions in new revenue for WWF and pioneered multi-channel mid-level donor cultivation and fundraising best practices that are just now starting to be adopted by other nonprofits. While there, she also created and launched an innovative supporter experience program using attitudinal surveys and behavioral data to improve retention and conversions across marketing and communications touch points.

Adva's commitment to furthering nonprofits' impact and ability to achieving their mission affords her a unique insight into the challenges and opportunities facing nonprofit direct marketing professionals today. She regularly educates and mentors beginner- to veteran-marketers in the field, both personally and at conferences, on best practices in digital fundraising and marketing – as well as shares insider strategies and tactics the industry has yet to widely adopt. She is a frequent speaker at national nonprofit conferences such as Bridge, NTC, BBCON, and the DMANF, and has presented and volunteered at DMAW Digital Days. And as a published writer on topics ranging from grassroots acquisition to mid-level donor engagement, Adva has established herself as a mainstay in the nonprofit industry.

Adva graduated from the University of Minnesota with a degree in broadcast journalism. She lives in Kensington, MD, with her husband and two daughters and plays keys and saxophone in D.C.-area bands.