

People-Centric Practices in Talent Management

Education Panel

Understanding and utilizing talent management strategies can help motivate, engage, and retain development employees. Join CCS Fundraising and Cleveland area nonprofit leaders for a session to explore trends and best practices in hiring and retaining development team members, with a lens to diversity, equity, and inclusion.

Moderator

Lindsay Marciniak
Managing Director, CCS

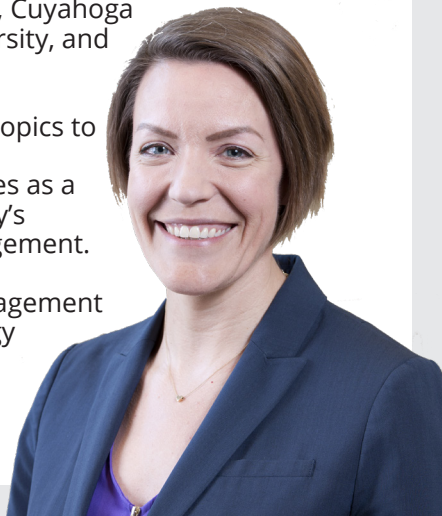
As a Managing Director of CCS Fundraising, Lindsay supports nonprofit organizations to acquire the resources they need to fulfill their missions and positively impact our communities – locally, nationally, and globally. Her efforts and leadership have resulted in nearly \$1 billion in philanthropic support secured for her clients. She is an expert at designing and directing comprehensive campaigns, implementing major gifts programs, leading initiatives to build fundraising capacity, and developing strong relationships with senior leadership, staff, board members, and donors.

Lindsay serves on CCS's leadership team, identifying innovative and unique ways to serve clients, managing and mentoring staff members across the country, and analyzing industry trends. Lindsay brings to every engagement a big-picture perspective and a hands-on approach.

She has led marquee projects for the firm and supports her clients to realize some of the largest philanthropic gifts in their histories. She has had the privilege of partnering with organizations across all nonprofit sectors throughout Greater Cleveland and beyond, including the Rock and Roll Hall of Fame, United Way of Greater Cleveland, Greater Cleveland Food Bank, Youth Opportunities Unlimited, Cuyahoga Community College, Cleveland State University, and more.

Lindsay regularly presents on fundraising topics to clients, board members, and development professionals across the country. She serves as a faculty member at Northwestern University's Kellogg School Center for Nonprofit Management.

Lindsay earned her MPA in Nonprofit Management at Indiana University and a BS in Psychology with honors from John Carroll University in Cleveland.



Tom Gill

President, Urban Community School

Panelist

Tom Gill is the President of Urban Community School in Cleveland, Ohio. Gill has served UCS since 2010, as the Development Director (2010-2012), Chief Operating and Development Officer (2012-2015), and Associate Director (2015-2017). He became President in July 2017.

During Gill's time at Urban Community School, the school has grown from 430 to nearly 800 students, and along the way has forged many partnerships to benefit UCS students and families. The UCS campus is home to MetroHealth's Ohio City Health Center that currently serves 100,000 patient visits annually. The building also includes a Legal Aid office, Foodbank Pharmacy, and a WIC office while offering primary care and behavioral health services to UCS students, families, and the surrounding community.

In 2017, USA Lacrosse out of Baltimore chose UCS as a site for its "Lacrosse Communities Project," building a youth-sized field at the school that offers lacrosse programming in collaboration with Cleveland State University and Near West Recreation. In 2018, Gill also helped drive a partnership with Urban Squash Cleveland which opened a Youth Development Center on the UCS campus. Urban Squash Cleveland is part of a national network of youth squash programs called Squash and Education Alliance.

Along with the many other partnerships of UCS, Gill has spearheaded critical collaborations with Facing History and Ourselves and The Refugee Response. Each of the organization's headquarters are now on campus and opened in spring 2022. The UCS campus also includes two House of Champions homes, which is an afterschool program offering youth high-quality programming, meals, homework support, and recreation until 8:00pm Monday-Friday.

Previously, Gill was a Cleveland Executive Fellow at the Cleveland Leadership Center where he went through four rotations including Cleveland Metropolitan School District, The Cleveland Indians, Cuyahoga County Land Bank, and St. Martin de Porres High School. He also served as a Community Coordinator for the Casa de la Solidaridad at the Jesuit University of Central America in San Salvador, El Salvador from 2005-2007.

In addition to his work at the school, Gill also chaired the Board of Neighborhood Family Practice, a federally qualified health center, and currently serves on The Refugee Response Board of Trustees, Beaumont School, and two committees of The Greater Cleveland Foodbank.

Gill grew up in Bay Village, Ohio, and attended Saint Ignatius High School. He earned a Master's degree in Public Policy from the Harvard Kennedy School of Government and a BA from Saint Louis University where he graduated Summa Cum Laude, earning a triple major in Theological Studies, Spanish, and International Studies.

Gill currently resides in Ohio City with his wife Erika McLaughlin and their two young sons, Andrew and Patrick.





Rachel Lappen
Chief Development Officer
Jewish Federation of Cleveland

Rachel Lappen joined Jewish Federation of Cleveland in March of 2020 as Chief Development Officer, where she is a member of the Senior Management Team and is responsible for managing all of the organization's fundraising initiatives including, Annual Campaign for Jewish Needs, Supplemental Fundraising, Supporting Foundations, Donor Advised Funds, Donor Services, and Planned Giving and Endowments.

Panelist

Rachel came to Federation from The Cleveland Orchestra, where she was Senior Director of Development and, for a period of time, served as its Interim Chief Development Officer. From 2013 to 2017, Rachel was the Director of Institutional Advancement at Gross Schechter Day School in Pepper Pike, Ohio. Prior to that, she was the Executive Director of Chagrin Arts in Chagrin Falls, Ohio, for two years. She began her career in New York City as the executive assistant to Philip Glass, an internationally recognized composer and pianist. Over the years, she's also held positions of increasing responsibility with the Baltimore Symphony Orchestra and Chicago Children's Choir.

Rachel received her Bachelor of Arts in Biblical Studies from the Jewish Theological Seminary and in Music from Barnard College in 2000 and earned her Master of Arts in Arts Administration from Columbia University in 2005. She and her husband, Dr. Justin Lappen, live in Beachwood, Ohio with their two sons.

Jeff Kula
Senior Vice Chairman
Cleveland Clinic Philanthropy Institute

Jeff Kula is currently Senior Vice Chairman of the Philanthropy Institute at Cleveland Clinic. Jeff is responsible for the day-to-day operations of the Philanthropy Institute, including budgeting and financial analysis, strategic planning and talent management. He is also responsible for overseeing many of department's central services such as Gift Accounting, Annual Giving, Community Fundraising, Donor Relations, Stewardship, Prospect Research, Development Systems and Analytics.



Panelist

Jeff has been at Cleveland Clinic for 14 years, serving as the Administrator for the Philanthropy Institute prior to his current role. He has a passion for teambuilding, continuous improvement, and using data to solve problems. His background in Supply Chain management helped develop these interests, which he is now able to apply in the more meaningful field of healthcare fundraising to help raise money to improve outcomes for current and future patients.



Leta Obertacz, MPA Senior Vice President, Advancement Cleveland Foundation

Leta Obertacz, a 20-year fundraising veteran joined The Cleveland Foundation this September. In her new role as Senior Vice President of Advancement she is leading her team of 20 in creating new strategies to bring in new support while retaining long term relationships with loyal supporters. She most recently served as director of advancement for the Cleveland Zoo Society, where she led numerous highly successful fundraising campaigns dedicated to the best quality animal care, education and meaningful guest

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experiences, including the Daniel Maltz Rhino Reserve; Bear Hollow; and the Jack, Joseph and Morton Mandel Auditorium. This year under Leta's leadership, her team launched the Primate Forest campaign, which, when complete, will result in a 140,000-square-foot world-class destination that will transform and significantly expand the zoo's rainforest.

Prior to her work at the Zoo Society, Leta spent several years as a fundraising and marketing executive at Career Gear, a nonprofit whose mission is to provide the formerly incarcerated, homeless and veterans with the tools and skills they need to successfully achieve reentry and financial independence.

Leta earned a BA in history with honors from Brown University and an MPA, Pi Alpha Alpha, from Baruch College. She is a co-VP of activities and class officer at Brown. She is also a dedicated community volunteer, serving as the co-VP and advancement chair for EDWINS Leadership & Restaurant Institute and the founding board president for Motogo, a nonprofit that teaches students how to solve problems and build confidence through working on motorcycles.

Over the course of her career, Leta has participated in a number of leadership and professional development programs. She completed Cleveland Leadership Center's Bridge Builders and Civic Leadership Institute programs and recently participated in the Cleveland Foundation's Foundations for Philanthropy program. Just this spring, she was recognized as one of Cleveland Magazine's Women of Distinction.

Leta had the unique opportunity to tour the country as a professional performer with a variety of artists and groups, including the NBA for the Nets. In conjunction, she served as a national dance judge and presented on navigating the performer's life and living in NYC. She resides in Shaker Heights with her husband Mike and two young sons.

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