

Spring 2010
Volume 2, Issue 2

The Pathfinder

Greencrest Designs NDCC's New Look

Thanks to a \$45,000 in-kind gift from **Greencrest** (a branding, marketing and PR firm) New Directions Career Center (NDCC) has a new logo, agency brochure and website design. After leading the Center's Board and staff through a branding process last summer, work began to develop a new logo, tagline, agency brochure, and website design. At the Center's April 22 **Women of Promise** event, the logo and brochure were "rolled out," and an announcement was made that the new website design is nearing completion and will go "live" in May 2010.

Kelly Borth, President and CEO of **Greencrest**, and her team were publicly thanked at the event for this major contribution to the Center. Because of their generosity, the Center has a new look and a consistent message that captures what we do: Lives get *changed* here!

Women of Promise Event is Huge Success

Over 400 guests attended the April 22 **Women of Promise** event at Grange Insurance. **White Castle System, Inc.** was lead sponsor for the fund-raiser, which raised \$115,000 — the best results in the history of the event!

The evening featured special festivities to celebrate the Center's 30th anniversary, including 30th anniversary-themed desserts, a champagne toast, recognition of several outstanding past graduates, funders and Board leaders, plus the unveiling of NDCC's new logo, tagline and agency brochure (see above article).

The highlight of the evening was the announcement of this year's "Woman of Promise," Jacqueline West. Jacque, a mother of three, came to the Center while undergoing transitions in her personal and professional life. She describes herself as "lost and fearful about reaching out for help." After learning about the Center, Jacque enrolled in New Directions. Her "aha" moment came in the class during exercises related to setting healthy boundaries. Counselors helped her to realize that her inability to set and enforce appropriate boundaries with people was keeping her from achieving her personal and professional goals. She began to set clear boundaries, establish healthy relationships, and work toward achievement of her career plan that she developed in the New Directions program. Upon graduation from the program, she went directly to



2010 Woman of Promise, **Jacqueline West**

Columbus State Community College, where she studied Mental Health Counseling for two years, while working a part-time job. For the last three and a half years she has been employed full-time as an Insurance Account Assistant — while continuing her education in paralegal studies..

West plans to complete her undergraduate degree from Capital University next year, and then enroll in Capital's Law School to become a Family Law Attorney and advocate for families.

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I am not afraid of storms, for I am learning how to sail my ship.

Louisa May Alcott

Center Receives Ohio Social Entrepreneur Award

New Directions Career Center was recently honored with the **Ohio Social Entrepreneur Award** by Governor Strickland. Presenting the award, on the Governor's behalf, were First Lady Strickland (far right) and representatives from the Department of Development's Small Business Development Office. Accepting the award for the Center were Board member, Joelle Rubcich who chairs the Center's IT Committee, and Executive Director Linda Danter (center).

The award was presented to the Center for its help to "remove barriers to employability (for Ohioans), provide them with a sense of self-worth, build their self-esteem, and ultimately develop their self-sufficiency through meaningful employment. For your efforts on behalf of your fellow Ohioans, the State of Ohio thanks you for not only using your entrepreneurial abilities to improve the lives of Ohioans and to bring about social change in your communities, but also in helping Ohio's economy grow.... during these challenging times."



Funding News

Several recent grants will help the Center continue to deliver services to an increasing number of job seekers in Central Ohio. Recognition and thanks are extended to the following funders for their support:

- \$3,500 grant from **Cardinal Health** will support the Center's core programs.
- \$ 8,375 Capacity Building Initiative grant through United Way of Central Ohio will help the Center upgrade its technology to improve program delivery in the classroom and improve its volunteer data base to allow for more effective and efficient use of volunteers.
- \$ 35,000 grant from **Alliance Data** will support financial literacy programming.
- **2010 Women of Promise sponsors.** New Directions Career Center recognizes corporate and media sponsors for the 2010 Women of Promise event. Their support insured the success of this year's event!



Presenting Sponsor:

White Castle System, Inc.



Platinum Sponsors:

Grange Insurance and Limited Brands

Gold Sponsors:

AEP; Honda of America Mfg., Inc.; Nationwide; Vorys

Silver Sponsors:

Abbott Nutrition; Frost Brown Todd, LLC; Northwest Title

Bronze Sponsors:

Fifth Third Bank; Dr. Alan R. Korb Foundation; and

Women's Council of Realtors

Media Sponsors:

WBNS 10 TV and Women's Book

Women Business Owners:

Capitol Office Supply; Newhouse, Prophater, Letcher & Moots;

Jennifer Smith Interiors; King Business Interiors; and

Dickinson Interiors

“30 in 30” Events Update

Thirty “friend-raiser/fund-raiser” events continue, as part of the NDCC’s 30th anniversary celebration. Recent events included: A “Band Bash” on February 27 with **The Navigators** performing at **Brewsky’s**. A March 3 concert, held at the Grove City Methodist Church, featured the **Grove City Chamber Singers** and other performers. Freewill donations from that event were used to create the “James R. Staten Scholarship Fund” which will benefit job seekers from the SWCS district who are served by NDCC. A March “Antique Appraisal Party” was hosted by Center-supporter C.G. Jones. The **Awesome Women in Business** hosted a dinner and fashion show on April 15 with proceeds going to the Center. This fantastic evening also featured Gail Hogan as emcee and the opportunity to hear from two former NDCC graduates (see related photo at right). On May 2, two events were held: a brunch at **The Worthington Inn**, hosted by former Board President, Dr. JoAnn Rohyans and a lunch at **Woodhaven Farm**, hosted by Center supporter, Mary Kay Dickinson.



Diana Hoffman (l) and Beth Jordan (r), from **Awesome Women in Business** present checks to NDCC Executive Director, Linda Danter. Checks represent proceeds from the dinner and fashion show event hosted by the Dublin-based group of business women.

Upcoming May and June events include a “Restorative Yoga” event on May 23, a gigantic “Yard Sale” on June 12, and a garden party on June 27. These parties are generating friends, funds and fun! If you are interested in either hosting a party or participating in one, contact “30 in 30” Coordinator, Karen Dennis at kdennis@dklcats@embarqmail.com

NDCC Board Engages in Team Building and Planning

On Saturday, May 1 NDCC Board members convened at Woodhaven Farm for their annual strategic planning retreat. This year’s planning session included a team-building exercise enjoyed by everyone — the participants worked together to prepare their lunch, under the direction of Chef Tami Cecil.

Wow, what fun!! AND, the group also managed to develop short-term goals for the coming year, as well as strategic goals and action steps to guide the Center’s work for the next 2-3 years. Photo includes: Back row (l to r): Carol Conner, Gayle Troy, Chef Tami Cecil, Linda Danter, Velda Otey, LaVawn Coleman, Amy Goldstein, Donna Stevenson. Front row (l to r): Sara Cotter, Joelle Rubcich, Meg Kelley and Angela Scali.



NDCC Achieves BBB and OANO Certifications

New Directions Career Center was recently awarded two prestigious certifications. In April the Center was notified that after evaluation of NDCC’s application for accreditation and required information, the Better Business Bureau (BBB) determined that our organization met all 20 of the BBB Standards for Charity Accountability.

More recently, on May 11, the Center was honored at a Statehouse luncheon where the Ohio Association for Nonprofit Organizations (OANO) presented its “Standards of Excellence” certification to NDCC representatives Sara Cotter (l), Linda Danter (c), and LaVawn Coleman (r). The OANO award certifies that, “*The organization’s governance and management policies, practices, and procedures meet the highest ethical standards for nonprofits in Ohio,*”



Newsletter for Donors and Volunteers

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NDCC Staff Roster

Linda S. Danter, Ph.D., Executive Director
Linda Warden, Development Director
Terra Smith, LPCC Director of Programs & Services
Amanda Fox, LPC Career Counselor
Cynthia Kazalia, Placement Specialist
Meredith Kitts, Office Administrator
Elspeth Willoughby, Volunteer Coordinator
Rosanna Tabler, Office Assistant

NDCC Board of Trustees

Kathy Bickel, OSU Alumni Association
Christopher Burt, Huntington Bank
LaVawn Coleman, Grange Insurance Companies
Carol Conner, OhioHealth
Sara E. Cotter, Cardinal Health
Gail Ford, Vorys, Sater, Seymour and Pease LLP
Amy R. Goldstein, Ohio Department of Insurance
Meg Kelley, White Castle System, Inc.
Darla King, King Business Interiors, Inc.
Jennifer Kuntz, Greenleaf Job Training Services, Inc.
Velda Otey, American Electric Power
Lisa Plaga, Deloitte & Touche LLP
Ervan Rodgers, II, Huntington Bank
Joelle Rubcich, Leading EDJE
Sharon Sachs, Management Services Provider
Angela Scali, Limited Brands, Inc.
Nicole Sherrod, The Elocin Group, LLC
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Donna Stevenson, Northwest Title
Nome Stillwell, Columbus State Community College
Gayle Troy, Ohio Business Week Foundation
Ariana Ulloa-Olavarrieta, Latino SBDC
Ellen Wiseman Julian (Trustee Emeritus)
Laura Yaroma, Honda of America Mfg., Inc.

New Directions Career Center (NDCC) assists individuals — particularly women in transition — to help them attain and maintain economic self-sufficiency. To achieve this mission, NDCC delivers career counseling, employment-related education, life skills training and job placement services. These programs and services empower individuals to find fulfilling employment that will support a lifetime of economic independence — not just a job.

Since its inception in 1980, the New Directions Career Center (NDCC) has touched the lives of more than 60,000 individuals.

Lives Get Changed Here.

Wish List

The following items are needed:

- Paper Towels
- Toilet Paper
- Kleenex
- Postage Stamps
- 8 1/2 x 11 Copier Paper
- Paper plates (dinner size)
- Paper napkins
- Coffee (regular and decaf)
- Hand Sanitizer
- Liquid Hand Soap
- 8 1/2 x 11 Manila File Folders



To make a donation, please contact Linda Warden, Development Director, 614-849-0028 Ext. 110 or lwarden@newdirectionscc.org

In-Kind Donors Provide Needed Resources

Non-cash donations play a major role in helping the Center keep budget expenses down and provide better services for clients. Appreciation is extended to the following donors for their gifts:

- Greencrest for branding, and development of a new logo, brochure and website for NDCC;
- Computer Lab space for NDCC's computer classes from Franklin University;
- Sandy Beetner of Sign Master for printing NDCC's new agency banner;
- Table top display board donated by Kathy Rosenberry;
- Andrea Cambern of WBNS 10 TV for serving as emcee of Women of Promise;
- Jeff Jeffers of Garth Antiques for serving as auctioneer at Women of Promise;;
- Megan Ericson for graphic design of posters and Molly Durst for graphic design and layout for display board;
- Ervan Rodgers for assistance in setting up NDCC's new computer lab.