

Own your career development by seeking experiences that leverage and **strengthen your professional brand**. That means, really listen for what your inner voice and what others' reactions are saying to you about how to discover and grow your differential advantages, your learning styles, and your leading styles.

**SCOTT BECHTLER-LEVIN**

*Executive Director, Community Information Exchange*

Really enjoying your work is both most important and most often overlooked. **Find your passion!**

**DON FELLOWS**

*President & CEO, Marts & Lundy*

**Attitude is everything!**

Look for the best in others and give the best you can.

“The best way to succeed is to discover what you love and find a way to offer it to others.”

— Oprah Winfrey

Always say please and thank you.

**LINDA KATZ**

*Community Organizer and Philanthropist / Co-Founder, Women Give San Diego*

What we must decide is how we are valuable rather than how valuable we are.”

— Edgar Friedenberg

While money provides an important means of exchange and allows us to obtain necessities and desired items, I feel it is important for our **happiness** that money keep its place in the background. Once you negotiate the rate at which you will exchange your time and talents, then work hard and show your **value**. When appropriate, reassess and take the necessary steps to keep your value and pay commensurate.

**JOHN CORREIA**

*Director of Charity Partnerships, Competitor Group*

Live a life that is an evolving canvas of decisions and choices knowing that in order to do things right, you are going to have to do it differently and sometimes you will get it wrong. **Accept your imperfections.** Smile unabashedly.

**AMY JEROME**

*Executive Director, Girls on the Run San Diego*

## ACCESS TO EXPERTS

Monday, February 24, 2014  
Heights Tavern



### **Ask for construction**

**criticism.** No matter if life is going swimmingly or you are perplexed as to why you didn't get the job (when you thought the interview was superb), I find it's very helpful to ask for construction criticism. You learn something instructive about yourself and it demonstrates that you are proactive and want to grow.

**MEGAN LIM BLAIR**

*Director of Development, San Diego Library Foundation*

### **Real power comes from understanding yourself and others' motivation.**

Look for cues on what matters to them. Explain why you are doing things you are doing so they can connect to you, too. The world desperately needs strategic thinkers. Be one!

**SHERRI PETRO**

*President and Chief Strategy Officer, VPI Strategies*

Whether it's fundraising or time management, it's important to step back once in a while and **assess whether you need to work smarter rather than harder.**

Making strategic decisions isn't easy, but nonprofit leaders need to realize that some efforts are more valuable than others.

**LINDA SPUCK**

*VP / Trust Administrator, Union Bank*

### **Don't take yourself so seriously.**

Trust the power of positive energy, and be a multiplier and make it your hope to work for the people who work for you.

**JOHN OHANIAN**

*CEO, 2-1-1 San Diego*

### **Never underestimate yourself;**

sometimes doors open because others see something in you that you may not recognize yourself. At the same time, be true to yourself; go where your interests/passions take you and never compromise your values.

**NANCY L. SASAKI**

*Executive Director, Alliance Healthcare Foundation*

Nonprofit companies can successfully leverage digital marketing and social media as we move from the "Information Age" to the "Social Age." **Content marketing is a great way to engage your target audience and build brand loyalty.** Start by leveraging existing content and curating third-party content while new content is being created.

**CITA WALSH**

*VP of Marketing and Communications,  
Planned Parenthood of the Pacific Southwest*