



Silicon Valley Encore Fellows Pilot Profiles of 2009 Nonprofits and Fellows

SCOTT ALLEN focused his extensive experience in small business and marketing management in the financial sector to create a business plan for an encore careers job matching system in California. His one year, part-time fellowship was at **Aspiranet**, a statewide network of family, adoption, foster care, after school, and education programs in California.

JOHN ARMSTRONG, skilled in both senior level financial analysis and marketing, put his expertise to work by helping with communications strategy and implementation at **Environmental Volunteers**, a nonprofit that works with trained volunteers to deliver environmental education throughout Silicon Valley. His fellowship was part time over one year.

NIGEL BALL served in various management roles for 24 years. In his part-time, one-year fellowship, he used his marketing expertise and strategic partnership skills to pursue expansion opportunities at **Resource Area For Teaching**, a teacher support organization that provides low-cost materials, tools, and strategies to enhance hands-on math, science, and art education in San Mateo County.

GINA CASSINELLI used her 20-plus years marketing experience to raise awareness with the public and key partners about the entrepreneurial work at **Citizen Schools**, a national nonprofit that partners with middle schools to enhance learning for low-income children. Her yearlong fellowship was part time.

LESLYE LOUIE held senior sales and marketing positions, and **LYLE HURST** has more than 20 years' experience in business development and product management. They worked together at **Partners in School Innovation**, a local nonprofit that works with low-income public schools to achieve educational equity through school-based reform. Their part-time, year-long fellowships focused on increasing the group's impact through strategic management, marketing, and capacity-building practices.

LUANNE MEYER has more than two decades of experience managing market research projects. She provided marketing expertise and strategic program planning assistance, while helping to build new partnerships at **Youth Community Service**, a community education partnership that builds civic engagement and positive youth development for middle and high school students. Her fellowship was full time over six months.

JAMES OTIENO, originally from Kenya, has 23 years' experience working in Silicon Valley. He spearheaded improving human resources systems and management, while helping with other strategic planning, at the **Silicon Valley Education Foundation**, which partners with the private sector and education community to improve public education. His fellowship was part time over one year.

BILL PACE has 25 years' experience providing strategic management consulting services. Pace worked to develop a business plan to expand the Encore.org Web site for **Civic Ventures**, a think tank on boomers, work, and social purpose. Pace also spent half of his one-year, part-time fellowship working as part of a team with Scott Allen at **Aspiranet**.

LOUISE SMITH has a doctorate in social psychology and more than 20 years' marketing experience in the technology sector. In her part-time, one-year fellowship, she helped the **Community School of Music and Arts** – one of the 10 largest community schools for the arts in the nation – develop a comprehensive marketing and outreach plan.