

⊕ MONTHLY PD NEWSLETTER

SERVICE, LEADERSHIP AND GOOD READS

By Dana Bullock and Dalton Ulm

FEATURING:

- TEN MUST READS FOR ANY YOUNG PROFESSIONAL
- STUDENT OF THE MONTH, ALTHEA PERLEY
- KAREN WELLINGTON PROJECT SPOTLIGHT
- TED TALK: THE WAY WE THINK ABOUT CHARITY IS DEAD WRONG, BY DAN PALLOTTA

**TOP TEN GREAT READS
FOR EVERY YOUNG
PROFESSIONAL**

***A Random Walk Down Wall Street* by Burton G. Malkiel**

***The Commitment Engine* by John Jantsch**

***Never Eat Alone* by Keith Ferrazzi**

***Give and Take* by Adam Grant**

***Creativity Inc.* by Ed Catmull**

***Good to Great* by Jim Collins**

***The Lean Start Up* by Eric Ries**

***The 4 Hour Workweek* by Tim Ferriss**

***The Start Up of You* by Reid Hoffman**

***Get Noticed In a Noisy World* by Michael Hyatt**

MEMBER OF THE MONTH ~ALTHEA PERLEY~

What does it mean to you to be the “Member of the Month?”

I am so flattered to be noticed by the rest of the chapter. I know how hard everyone works and it is extremely rewarding to hear that people appreciate what I have been working on.

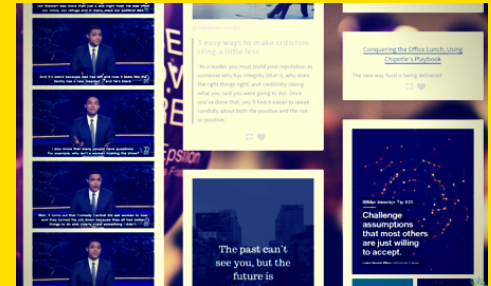
Do you have any advice for younger PSE members wanting to be a PM on a project?

The advice I have for younger members who want to be PM is to just be confident that you can do it. The cool thing about PSE is that everyone is there to help you even if they aren't on the team with you, and most likely someone has done a project similar. Always ask people what went well on the project and what didn't. You can usually build off of similar projects, and always know that you might be the “leader” but you are more importantly a compiler of everyone's ideas.

How have you grown from your experience working on the Karen Wellington Project?

I have grown by leaps and bounds from this project. I started working on the Date Auction first semester last year and loved the company and its message, so second semester I jumped on to this project. The biggest place I have worked on is understanding that part of being a leader is learning how to delegate. I currently have 9 people working under me, each of them on a separate part of our project, and all of them are doing different areas of building a business. It has been very hectic trying to clearly explain enough of what is happening while making sure no one is overwhelmed or in the dark.

Follow us at <http://psemiamigammagamma.tumblr.com>



In addition to PM'ing the Karen Wellington Project this semester, Althea has also taken the initiative to create a Tumblr account for PSE Gamma Gamma.



THE KAREN WELLINGTON FOUNDATION

What is the Karen Wellington Foundation?

Friends and family established the Karen Wellington Foundation for LIVING with Breast Cancer in 2007 in the memory of Karen (a young mom diagnosed with breast cancer at age 30 who passed away at age 40). We send women and their families on special vacations, spa days, dinners out, concerts and other fun-only stuff. KWF puts some fun on the calendars of women LIVING with breast cancer. In 2014, we did 50 special vacations, 20 spa days and other fun-only activities for women like Karen who were not done living yet.

Gamma Gamma's Contribution:

"The Karen Wellington Project is basically us creating a massive funding community that can grow with the Karen Wellington Foundation across the country. To do this, we have created a three-part website to explain how and where to donate whether it be events, parties or just a simple monetary donation. We designed and launched a base peer-to-peer campaign for college kids and for adults that will be used across six different KWF foundations and three colleges across the country. Lastly, we worked with airlines to allow miles to be donated and designed a marketing /PR campaign for anyone who starts a fundraiser on behalf of KWF. In conclusion, all of this has allowed KWF to double in its size and have 100% more events to raise money for women LIVING with breast cancer. The sky's the limit."

-Althea Perley

TED TALKS ~DAN PALLOTTA~

THE WAY WE THINK ABOUT CHARITY IS DEAD WRONG

"The nonprofit sector is critical to our dream of changing the world. Yet there is no greater injustice than the double standard that exists between the for-profit and nonprofit sectors. One gets to feast on marketing, risk-taking, capital and financial incentive, the other is sentenced to begging," Dan Pallotta says in discussing his latest book, *Charity Case*. This economic starvation of our nonprofits is why he believes we are not moving the needle on great social problems. "My goal ... is to fundamentally transform the way the public thinks about charity within 10 years."

Pallotta is best known for creating the multi-day charitable event industry, and a new generation of philanthropists with the AIDS Rides and Breast Cancer 3-Day events, which raised \$582 million in nine years. He is president of Advertising for Humanity, which helps foundations and philanthropists transform the growth potential of their favorite grantees. He is also the founder and President of the Charity Defense Council.



https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong