

# ***SCHULTZ & WILLIAMS CONSULTANTS***

## **Shirley Trauger Vice President**

Shirley Trauger has over 30 years of development and management experience. Prior to joining Schultz & Williams in 1996, she was Executive Director with responsibility for all aspects of this community-based art center. From 1985-1992, Shirley was Vice President for Development and Marketing at the International House of Philadelphia and successfully completed the largest capital fundraising drive in the institution's history. As Director of Development and Public Relations at the Annenberg Center, University of Pennsylvania in the 1980s, Shirley was responsible for annual giving and for developing project support for the new International Children's Theatre Festival and Dance Celebration.

Since joining Schultz & Williams, Shirley has been heavily involved with the planning and implementation of capital and major gift fundraising programs. She has provided temporary staffing during the start-up of campaigns and interim staffing while permanent staff is being hired. The development of comprehensive plans for start-up and ongoing fundraising programs has also been a focus of her consulting work.

Shirley holds a bachelor's degree from Bucknell University and an MBA from Pennsylvania State University.

## **Cathy Card Sterling Vice President**

Cathy Sterling has spent 20 years in development and managing arts and education organizations. She brings to Schultz & Williams a range of skills that includes strategic planning, institutional advancement, managing in transition and results-oriented communication. Her areas of focus include capital campaign planning and implementation, recruitment, major gifts fundraising, planned giving, communications and Board-building.

Cathy has served as Vice President for Development at WETA, the flagship public broadcasting station in Washington, D.C. At WETA, Cathy successfully established a new major gifts program, which included planning and implementation of WETA's Campaign for the New Century, establishment of a new and aggressive planned giving program; development of a new communications stream, which included major donor events, expansion of the WETA Leadership Circle programs and significant growth in Board and volunteer leadership.

Cathy holds a bachelor's degree from Wheaton College and an MBA in marketing and arts management from American University.