



**DIRECTOR, PRESIDENT'S CIRCLE**  
**UNITED STATES NAVAL ACADEMY FOUNDATION**  
**Annapolis, Maryland**  
[United States Naval Academy Foundation](#)



**UNITED STATES NAVAL ACADEMY**  
**FOUNDATION**

The Aspen Leadership Group is proud to partner with the United States Naval Academy Foundation in the search for a Director, President's Circle.

The Director, President's Circle will solicit and steward present President's Circle donors as well as cultivate and solicit new prospects for the President's Circle. The President's Circle is the Naval Academy Foundation's primary donor recognition program, comprised of more than 1,600 donors who make an annual gift of \$2,500 or more in support of the Naval Academy. President's Circle donors provide a lasting legacy for the Naval Academy and Brigade of Midshipmen.

Funding through private gifts is absolutely essential to the strategic advancement of a dynamic learning environment. It is crucial that federal funding be supplemented by private contributions to maintain the Naval Academy as a premier educational institution preparing the 4,500-member Brigade of Midshipmen morally, mentally, and physically to become leaders for our Navy and Marine Corps.

The United States Naval Academy Foundation supports, promotes, and advances the mission of the United States Naval Academy by working in conjunction with Academy leadership to identify strategic institutional priorities, and by raising, managing, and disbursing private gift funds that provide a margin of excellence in support of the Naval Academy. The Foundation helps to advance the Naval Academy and the Naval Academy Alumni Association by providing private resources to achieve and maintain a broad range of mission-enhancing activities that support the institution and its alumni.

The Foundation's responsibilities in support of the Naval Academy include: soliciting and providing private gifts and grants in support of the Academy's highest priorities within its Centers of Excellence—Leadership & Character, Academics, Athletics, and Admissions; receiving, managing, distributing, and investing private contributions exclusively for the benefit of the Brigade of Midshipmen, the Naval Academy, and its alumni; and advancing the admission of highly qualified candidates to the Naval Academy by providing scholarship opportunities to enable aspiring young men and women to attend private preparatory schools.

## **REPORTING RELATIONSHIPS**

The Director, President's Circle will report to the Senior Director, Annual Programs Captain Rusty Yeiser, U.S. Navy (Retired).

## **PRINCIPAL OPPORTUNITIES**

*The Director, President's Circle joins the Naval Academy Foundation at a particularly exciting time. The Foundation is approaching the final year of its current comprehensive campaign, the largest in its history with over \$400 million raised to date. Private gift support is having a transformative impact on one of the nation's premier leadership development institutions and on the young men and women who will become the next generation of Navy and Marine Corps officers. Maintaining the momentum generated by our results to date will be critical to successfully concluding this campaign in 2020 and providing a robust foundation for the next campaign.*

*The Director of our President's Circle executes leadership annual giving solicitations of Naval Academy alumni, parents of current and former midshipmen, and friends of the Academy – renewing current President's Circle donors, acquiring new donors, and coordinating with our major gift team to move donors to increased giving. The Director also has primary responsibility for the proactive stewardship of President's Circle donors and will be encouraged to create new strategies to engage and grow this critical constituency.*

*The Director, President's Circle will become part of a collaborative team of advancement professionals who share a deep commitment to the future of the Academy and the naval service, and are dedicated to an innovative approach to annual giving that further develops a culture of philanthropy among Naval Academy advocates.*

–Captain Rusty Yeiser, Senior Director, Annual Programs

## **PRIMARY RESPONSIBILITIES**

### **Planning and Execution**

The Director, President's Circle will

- plan and execute annual renewal appeals (quarterly) and collateral materials;
- identify prospects for new donor acquisition;
- execute annual acquisition appeals;
- draft solicitation and thank-you letters;
- design and execute direct mail appeals;
- coordinate with third party phone/mail program vendor in conjunction with alumni, parent, and class giving appeals;
- track and evaluate solicitation initiatives;
- provide an annual analysis of President's Circle donor acquisition, retention, and attrition; and
- maintain regular stewardship communications with President's Circle donors regarding upcoming events, Naval Academy news and activities, pledge status, etc.

## Donor Events

The Director, President's Circle will

- in coordination with the enterprise (Alumni Association and Foundation) events staff, plan and execute President's Circle donor events including the Annual President's Circle Weekend; Pre-Herndon Climb plebe (freshman) parent luncheon; Forrestal Lecture invitations; and First Class (senior) Parents' Commissioning Week reception;
- integrate President's Circle donors and prospects with regional Foundation events in coordination with Major Gift Officers and;
- maintain and expand stewardship initiatives for all annual donors of up to \$20,000.

## KEY COLLEAGUES



**Rusty Yeiser '74**

### **Senior Director, Annual Programs**

Captain Rusty Yeiser, U.S. Navy (Retired) is a 1974 graduate of the Naval Academy. After earning his wings as a Naval Flight Officer, Captain Yeiser completed twenty-five years of active duty, including operational deployments worldwide as a P-3 Orion Tactical Coordinator and Mission Commander and onboard the aircraft carrier USS INDEPENDENCE, staff duty at the Naval Academy and in the Pentagon, graduate education at the Naval War College, and two command tours.

After retirement from the Navy in 1999, he joined the staff of the Naval Academy Foundation, where he has served as a Major Gifts Officer, directed the Corporate and Foundation Relations office, and currently is the Senior Director, Annual Programs. Yeiser lives in the Annapolis area with his wife and enjoys spending time with his two grown daughters and two brand new granddaughters.



**Gabrielle Kulcsar**

### **Director of Annual Giving Programs**

Gabrielle Kulcsar, Director of Annual Giving Programs, joined the Foundation in April 2019 after spending 11 years in Higher Education Consulting at Ruffalo Noel Levitz. In her prior role, Kulcsar partnered with over forty institutions, including notable universities Georgetown University, University of Texas at Austin, and Villanova University, to help them achieve their annual fund goals. At the Foundation, Kulcsar is responsible for overseeing the fundraising efforts for those not in a class project or leadership portfolio through phone, mail, and digital channels with an emphasis on unrestricted support to the Naval Academy Fund.

Kulcsar was born in a Navy family in Virginia Beach, Virginia. Her father retired as a Navy Commander after 33 years of service and her grandfather also served the country as an enlisted member of the Navy. Kulcsar graduated from the University of Virginia and currently serves as a member of the Young Alumni Council within UVA's Alumni Association. Kulcsar is a new homeowner, settling in Hyattsville, Maryland with her husband and cat, Forrest.



**Dan Quattrini '81**

**Director, Class Legacy Giving Programs**

Dan Quattrini graduated from the Naval Academy in 1981. As a surface warfare officer stationed in San Diego, Quattrini served aboard Schofield, FFG-3 and Cleveland, LPD-7. He then taught at Surface Warfare Officer School Coronado before separating from the Navy in 1988. Quattrini received a master's degree in Business from the University of San Diego in 1991.

Quattrini is a lifetime member of the Alumni Association, member of the President's Circle, and a trustee of the USNA Foundation, Athletic and Scholarship Program (A&SP) since 2006. He has been active within the Class of 1981 since graduation and currently serves as one of three 'members at large' on the Class of 81 board.

Prior to joining the Foundation, Quattrini spent his career in the sales and marketing space, dealing primarily with industrial manufacturers and their distributors. His company, Pennant Group Inc., represented Thomas Industrial Network in Minnesota, western Wisconsin, and the surrounding Midwest states.

Quattrini has also served as chapter trustee for the alumni association representing the Upper Midwest Chapter, serves as an advisor on the Naval Academy Rugby Association board and also served on the Midwest board for *Tee it up for the Troops*, a 12-year old nonprofit that raises money for various veteran groups through charity golf events around the country.



**Janine Bailey**

**Coordinator of Annual Giving Programs**

Janine Bailey, Coordinator of Annual Giving Programs, joined the Foundation in January 2017 in Gift Administration, and moved to the Annual Giving Team in May 2019. In this role, Bailey is responsible for providing primary administrative assistance to all components of the Annual Giving Program, to include the Naval Academy Fund, President's Circle, Class Legacy giving programs, and solicitation of midshipman parents.

A native of Whitehall, Pennsylvania, Bailey graduated from the Naval Academy in 1997 with a B.S. in Oceanography. She served seven years in the Marine Corps as a Finance Officer at Camp Pendleton, Marine Corps Recruit Depot San Diego, and Marine Forces Atlantic, reaching the rank of Captain. After completing her active service, she chose to stay home and raise her two children, Andrew and Alex, for the next 10 years. Bailey's husband, Chris, a 1995 Naval Academy graduate, helicopter pilot, and Navy Captain, remains on active duty serving as a Battalion Officer at the Academy.



**Mike Hoffmann**

**Director of Major Gifts**

Mike Hoffman joined the U.S. Naval Academy Foundation as a Major Gifts Officer in March 2013 and since then has taken on various roles within the team. During his tenure here, Hoffman has worked on soliciting and closing numerous 6-, 7-, and 8-figure gifts as well as managing top volunteers on the Foundation's Board of Directors. Currently, Hoffman serves as the Director of Major Gifts, responsible for overseeing a staff of five major gifts officers and the major gifts coordinator. Each major gifts officer at the Foundation manages a set of

territories and is focused on closing 6- and 7-figure gifts.

Prior to joining the Foundation, Hoffman has worked at several higher ed institutions and independent schools, including most recently in the central development office at Johns Hopkins University. Hoffman graduated from Loyola University Maryland with a Bachelor of Arts in political science. He lives in Annapolis with his wife and young son and daughter.



**John Rudder '78**  
**Vice President, Development**

John Rudder is a 1978 graduate of the United States Naval Academy and served five years in the Navy's nuclear submarine program. He spent the next 30 years in corporate America in a variety of sales and executive roles. His last 15 years were with two early stage companies where he ran the sales organizations.

In Dec 2011, Rudder joined the United States Naval Academy Foundation as Director of Corporate and Foundation Relations. In 2014, he picked up the additional responsibilities of managing the Major Gifts and Planned Giving teams. For the past two years, he has also served as the Major Gifts Officer for northern California. Previously, Rudder was President of his Naval Academy class and served as a volunteer for five years supporting corporate fundraising before joining the Foundation. John is married and lives in Annapolis and has two adult daughters.



**Kelly Carter Rollison**  
**Director of Advancement Services**

Kelly Rollison, Director of Advancement Services, joined the Foundation in July 2014 from the Land Trust Alliance, where she spent eight years, most recently as Director of Individual Giving and Development Chief of Staff. Earlier in her career, she was the Development Manager at the American Alliance of Museums, and held several positions within American University's Washington College of Law development office.

At the Foundation, Rollison is responsible for directing the organization and delivery of services to the Foundation and Alumni Association, including gift and biographical records management, database management and reporting, financial analysis, gift accounting and recording, donor relations and stewardship, and prospect research and management. Rollison works closely with senior leadership to produce analytical reports on campaign progress, fundraising performance, and revenue tracking. She collaborates with staff across the organization on several cross-functional projects with significant impact for the Enterprise, most recently the conversion of the membership and donor database.

An Atlanta native, Rollison graduated *cum laude* with dual bachelor's degrees in International Economic Policy and Public History from American University. She received her Master of Arts in Early American History from George Mason University. Rollison currently serves on the Board of Trustees for the Naval Academy Primary School in Annapolis. She previously served in several leadership roles with the Junior League of Annapolis. Rollison lives in the Annapolis area with her husband and two young boys.



**Courtney Jolley**  
**Director of Communications**

Courtney Jolley, Director of Communications, joined the Alumni Association and Foundation in May 2013 from Loyola University Maryland where she spent eight years, most recently as Director of Institutional Communications. Earlier in her career she was a member of the marketing and public relations team at the

Kennedy Krieger Institute and a staff writer at *Kiplinger's Personal Finance* magazine.

At the Alumni Association and Foundation, Jolley works with the Vice President of Communications to implement and manage effective communications strategies in support of *Alumni Association Plan 2020*, the Naval Academy Foundation's fundraising efforts, and the Naval Academy Strategic Plan 2020. She collaborates with internal and Naval Academy staff at all levels to research, plan and execute articles, events, presentations and web, video, and print projects in support of the Alumni Association and Foundation missions. She also oversees the day-to-day operations of the communications department.

A Baltimore native and *cum laude* history graduate of Fordham University in Bronx, NY, Jolley also holds an M.B.A. from Loyola University Maryland. She makes her home in Annapolis with her husband Jim and son Declan.



**William J. O'Connor, Ph.D.**  
**Executive Vice President**

Dr. William J. O'Connor joined the United States Naval Academy Foundation as Executive Vice President in April 2012. Most recently, O'Connor served for nine years as Vice President for Institutional Advancement at St. John Fisher College in Rochester, New York. Prior to his time at St. John Fisher, O'Connor was Executive Director at Community Counseling Service (CCS), a well-regarded international fundraising firm. There he implemented and managed comprehensive campaigns for several major educational and healthcare institutions. Earlier positions included teaching at the St. John's Senior Secondary School in Uganda, East Africa and serving as a Mombusho English Fellow in Kyoto, Japan. O'Connor was awarded the St. John's University International Medal in 2001 for his humanitarian services in Uganda and Japan.

O'Connor graduated with a B.A. in English Literature from St. John's University in Jamaica, New York, where he was a member of the Skull and Circle Honor Society and the recipient of a four-year baseball scholarship. He received an M.A. in English Literature, with a concentration in Medieval and Renaissance literature, from St. John's three years later, and earned his Ph.D. in educational leadership and policy from the University at Buffalo, State University of New York in 2007. O'Connor completed Harvard University's Institute for Educational Management certificate program in 2010. O'Connor and his wife Monica live in the Annapolis area with their four sons and one daughter.



**Byron Marchant '78**  
**President and CEO**

Byron Marchant is the President and CEO of the U.S. Naval Academy Alumni Association & Foundation. Prior to this position, Marchant served as the Executive Vice President, General Counsel and Chief Administrative Officer for Black Entertainment Television in Washington, DC. He was a partner with the law firm Patton Boggs, LLP, and previously served as Senior Vice President and General Counsel for Annapolis-based Telecommunications Systems Inc. He also served as Senior Legal Advisor to Federal Communications Commissioner Andrew Barrett and was an attorney with Sidley Austin.

Marchant graduated with merit from the U.S. Naval Academy in 1978 earning a Bachelor of Science in American Political Systems and earned his J.D. from the University of Virginia Law School. He was in the submarine service before transferring to the Naval Reserve in 1984, where he fulfilled numerous assignments in the Naval Reserve Intelligence program and attained the rank of Commander in the U.S. Naval Reserves.

Marchant is a life member of the U.S. Naval Academy Alumni Association, a member of the New Jersey Bar, the U.S. Supreme Court Bar, the Federal Communications Bar Association and the American Bar Association. He serves on the Board of Directors of the Chesapeake Bay Foundation, the National Sailing Hall of Fame and the U.S. Naval Academy Foundation. He is a member of the Board of Trustees for the U.S. Naval Academy Alumni Association. Marchant served two terms on the Board of Visitors at George Mason University, and also has served on the Advisory Committee to the Sallie Mae Foundation, The American Red Cross of the Washington Metropolitan area, the University of Virginia Alumni Association Board of Managers, and the UVA Campaign Executive Committee. Marchant was an adjunct professor at the University of Virginia Law School.

### **PREFERRED QUALIFICATIONS**

The United States Naval Academy Foundation seeks a Director, President's Circle with

- a sincere and enthusiastic belief in the mission of the United States Naval Academy;
- an understanding of all fundraising operation components (major gifts, telefunding, direct mail, prospect research, gift administration);
- highly developed organizational skills, a detail-oriented team player with unquestionable integrity and a solid work ethic;
- the ability to work independently and meet deadlines;
- superior oral and written communication and interpersonal skills, especially the ability to listen effectively, write clearly, and speak to groups;
- demonstrated success in managing multiple projects;
- proficiency in the Microsoft Office suite (Outlook, Word, Excel, PowerPoint);
- demonstrated expertise in database manipulation (queries, exports) in order to facilitate constituent segmentation, appeal design, execution, and tracking;
- experience in an Annual Giving department in a college/university setting; and
- experience with Blackbaud Raiser's Edge or CRM databases.

A bachelor's degree is required for this position. Three to five years of fundraising experience, including at least three years of direct experience raising gifts for current operations in a comprehensive institution/development operation is preferred. Naval Academy graduates or individuals with other military academy, ROTC, or military experience are encouraged to apply.

### **SALARY & BENEFITS**

The United States Naval Academy Foundation offers a comprehensive and competitive benefits package.

### **LOCATION**

The successful candidate will be based in the Foundation's Annapolis, Maryland office. Annapolis, the capital of Maryland, is considered the "Sailing Capital of the World" and is located 33 miles east of Washington, D.C. and 30 miles south east of Baltimore. Downtown Annapolis is famous for its historic inns and scenic streets including some of the finest restaurants the region has to offer. Annapolis is on *Outside's* "16 Best Places to Live in the U.S." list, was named the 4<sup>th</sup> prettiest city in America by *Southern Living* magazine, and placed 9<sup>th</sup> on the list of "Quality of Life" small cities in WalletHub's annual ranking.



## **DIVERSITY AND INCLUSION**

The United States Naval Academy Foundation is 100% committed to treating all with dignity and respect, and affording equal opportunity to everyone to reach their full potential without regard to race, color, religion, gender, disability, age, or national origin.

## **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Director, President's Circle, United States Naval Academy Foundation.](#)

*To nominate a candidate, please contact Susan Faraone:*

[susanfaraone@aspenleadershipgroup.com.](mailto:susanfaraone@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*