



Member Spotlight:



BOND, SCHOENECK & KING, PLLC
ATTORNEYS AT LAW • NEW YORK FLORIDA KANSAS

Bond, Schoeneck & King Goes Back To School With *read ahead*

In 2007, Bond, Schoeneck & King, PLLC (BS&K), became a member of the Corporate Volunteer Council of Central New York. However, BS&K is no stranger to Syracuse or the volunteer community. The firm was founded in 1897 and has since grown to a firm of 175 attorneys. BS&K operates offices in Albany, Buffalo, Garden City, Ithaca, New York City, Oswego, Syracuse and Utica, New York; as well as Overland Park, Kansas; Bonita Springs and Naples, Florida. In Syracuse alone, BS&K has attorneys and staff involved in over 100 nonprofit organizations.

In the fall of 2007, BS&K partnered with the *read ahead* initiative and went "Back to School" with the start of the Syracuse Office read ahead Volunteer Program. In the "Back to School" program, 37 of the firm's Syracuse attorneys and staff read to 18 second and third graders at Elmwood Elementary School on Syracuse's south side. *read ahead*, a literacy initiative spearheaded by the Central New York Community Foundation, is a multi-year grantmaking initiative and public information campaign created to address the issue of literacy from early childhood to adulthood.



Laurie Loiacono of BS&K shares a laugh with Elmwood student Dawnisha Gist during their reading session.

The firm undertook the reading program as a dedicated volunteer effort. Margaret Charters, Ph.D., a former Syracuse University Professor, founded a similar program at King Elementary School and has been instrumental in guiding BS&K's efforts.

One reason that this program has proven to be a win-win for both BS&K and Elmwood is the design. To alleviate cancellations on BS&K's end due to schedules, illness and vacations, volunteers are partnered as a team – one student to two volunteers. BS&K also has a designated substitute volunteer as additional backup. This ensures that every week each child in the program will have a reading partner they know and who is familiar with their reading level and individual needs.

As a result of the dedication of BS&K's volunteers and the initial success of the program, the United Way of Central New York recognized BS&K on January 24th with the Spirit of Caring Volunteer Service Award. BS&K looks forward to implementing the volunteer organizational tool, 1800Volunteer.org that has been promoted through the United Way of Central New York. This tool allows organizations to track volunteer hours, recruit volunteers, and measure volunteer efforts. "We are excited to be a part of this important reading initiative with Elmwood Elementary School," explained Nicki Arnett, Human Resources Director for BS&K, "and we hope to see the program grow in both numbers of volunteers and ways in which we can work with the students at Elmwood."

If you are interested in having your company featured in the newsletter member spotlight, contact Katrina Price at katrinamarieprice@yahoo.com for specific requirements.



SAVE THE NEW DATE

May 20, 2008

8:00 -10:30 AM

Guest Speaker: Joyce L. Gioia-Herman
"Moving into the Future with
Your Head & Your Heart"

*Come learn the secret to becoming successful
& creating the life you were meant to live!*

Joyce L. Gioia-Herman is President/CEO of The HermanGroup, a firm that serves a wide range of corporate, trade association and governmental clients across 6 continents and 44 states. As a MBA graduate of Fordham University, successful author of 5 books, and a Strategic Business Futurist, Joyce will help you position yourself for success in the future through acts of kindness and volunteerism!

~Join CVC, Leadership Greater Syracuse and Administrators of Volunteer Services members for this special presentation & great networking opportunity ~

CVC March Program

Tying Your Company's Volunteer Efforts to the Media

Presented by Cristina Hatem

Wednesday, March 19, 2008

7:45 – 8:00 Networking 8:00 – 9:00 Program

How do you make your volunteer efforts newsworthy?
How do you contact and approach the media?
What is the media looking for?

Cristina Hatem is Beard Miller Company's Regional Marketing Specialist, responsible for the firm's marketing communications in the NY offices and public relations firm-wide. Prior to joining the firm in 2001, she worked at Eric Mower and Associates and Sage Marketing Communications. She is a graduate of the Newhouse School of Public Communications and has a Masters of Science in Teaching from LeMoyne College.

Location: Beard Miller Company, LLP, 115 Solar Street, Suite 100 (Franklin Square)

RSVP to LouAnne.Mann@carrier.utc.com or call 432-7666. Sign up early for this exciting event, as space is limited.

Continental breakfast will be provided by our hosts, Beard Miller Company, LLP.