



Partnership for Philanthropic Planning 2011 Board of Directors Slate



Julie Heggeness is the director of trusts and estates at the Memorial Medical Center Foundation, serving Long Beach Memorial Medical Center and Miller Children's Hospital, in Long Beach, CA. She graduated from the University Southern California with a bachelor's degree in journalism and then attended Western State University School of Law where she obtained her JD. She earned the CSPG designation from the American Institute of Philanthropic Studies. She is co-editor of *The Charitable Alternative*, a newsletter for planned giving professionals.

Julie serves as chair of the Economic Development Commission for the City of Long Beach, and she was recently presented with the Long Beach Business Journal's Business Woman of the Year Award. She has been a member of the PPP (NCPG) Nominating Committee and has been a delegate to the Leadership Assembly.

Julie is a member of the **Partnership for Philanthropic Planning Orange County**, where she has served as council president and secretary.



Scott Janney is the director of planned giving at Main Line Health and the vice president of PlannedGiving.com. He works directly with donors and prospects at the five hospitals of Main Line Health. At PlannedGiving.com, he consults with and prepares promotional materials for small and large nonprofits. Scott holds an Ed. D. in educational administration from Temple University, a master of divinity from Princeton Theological Seminary, and an undergraduate degree from Kentucky's Asbury College. He is a Certified Fund Raising Executive and Registered Financial Consultant.

Scott is a member of the **Partnership for Philanthropic Planning of Greater Philadelphia**, where he currently serves as the treasurer and chair of the Planned Giving Course. He is also active on the AFP/Greater Philadelphia Chapter's mentoring and senior development officer program committees.



Jeff Lydenberg is a vice president of consulting at PG Calc, a planned giving services firm headquartered in Cambridge, MA, with offices in Seattle and Cincinnati. Jeff joined PG Calc in 1999. Throughout his career at the firm, he has participated in client support, product development and product training for the company's software products, *Planned Giving Manager* and *GiftWrap*.

Jeff previously served as assistant director of planned giving at The Cleveland Clinic Foundation and in a similar capacity at the Cleveland Foundation. Prior to that, he practiced law with the Cleveland-based law firm of Thompson, Hine, and Flory. Jeff has a BA in American studies from Kent State University and a JD from

Case Western Reserve University School of Law.

Jeff is a member of the **Greater Cincinnati Planned Giving Council** as well as a former board member and programming chair of the **Planned Giving Group of New England**.



Greg Sharkey serves as senior philanthropy advisor for The Nature Conservancy. He assists donors in considering various gift plans to accomplish their philanthropic goals, and helps state-based fundraising teams with strategies for their donors. Greg also counsels donors on the features, benefits and limitations of charitable giving platforms like donor advised funds and private foundations.

Prior to joining The Nature Conservancy in January 2008, he served as director of planned giving/senior development officer at his alma mater, Denison University. Greg directed all aspects of Denison's well-established planned giving program, and managed a traditional portfolio of major gift prospects as well. He was a trial lawyer and partner in the Philadelphia law firm of Sweeney, Sheehan and Spencer prior to his career in philanthropy. He is a graduate of Denison University (1984) and Villanova University School of Law (1987).

Greg is immediate past president of the Central Ohio Planned Giving Council. He serves as a board member of the Licking Land Trust and the Granville Foundation. He lives on a small farm in the idyllic college town of Granville, Ohio, with his wife Ginny and their four children—Samantha, Dylan, Maura and Rowan.



Jay Steenhuisen is the founder of Steenhuisen Associates and co-founder of Covenant Calls, which have assisted numerous charitable organizations in soliciting hundreds of thousands of donors for bequest commitments. He has consulted with a variety of national charitable organizations, including The Nature Conservancy and the American Cancer Society, refining and refocusing their gift planning, major gift and marketing programs to meet the needs of donors at all wealth levels.

Jay developed Brown University's philanthropic planning program within the principal gifts department. He served World Vision as private giving counsel, facilitating the philanthropic planning needs of its most significant donors. Prior to that role, he directed World Vision's Gift Planning Program, including all aspects of marketing and solicitation of planned gifts. He also served as director of philanthropic services for myCFO, a wealth management firm. Jay holds a BA from Seattle Pacific University, an MA in theological studies from Gordon Conwell Theological Seminary and an MBA from Pepperdine.

Jay has served as a board member of the National Committee on Planned Giving and has been active in every officer position in the Partnership for Philanthropic Planning of Southern California (formerly the Planned Giving Roundtable of Southern California).