

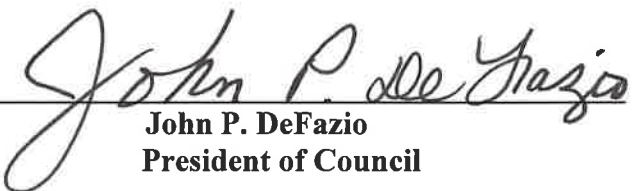
APPOINTMENT

Approving the appointment of Betsy Bechtolt Magley to serve as a member of the Allegheny County Human Relations Commission for a term to expire on December 31, 2020.

SPONSORED BY COUNTY EXECUTIVE FITZGERALD


In Council JUNE 16th, 2017.

Read and approved by Motion of Council.



John P. DeFazio
President of Council

Attest:



Jared Barker
Chief Clerk
Allegheny County Council

COUNTY OF



ALLEGHENY

RICH FITZGERALD
COUNTY EXECUTIVE

May 4, 2017

Honorable President and Members of Council
Allegheny County Council
119 Courthouse
Pittsburgh, PA 15219

Dear Members of Council:

Please find the attached resume of Betsy Bechtolt Magley., whom I am recommending for appointment to the Allegheny County Human Relations Commission.

The purpose of this commission is to initiate, receive, investigate, refer for investigation and pass upon complaints charging unlawful discriminatory practices in violation of the Allegheny County Human Relations Commission as outlined under chapter 215 of the Allegheny County Code of Ordinances. I am recommending Ms. Magley for a four-year term expiring on December 31, 2020.

Ms. Magley is currently the Principal at Bcauses, LLC. She received her Bachelor's degree in Communications from Allegheny College. She is active in many organizations and causes in the Pittsburgh area.

I appreciate your consideration, and ask you to act on this appointment as quickly as possible. Ms. Magley will make herself available for review before the appropriate committee, if members of Council wish to speak with her.

Sincerely,

Rich Fitzgerald

RECEIVED
ALLEGHENY COUNTY COUNCIL

2017 MAY -4 AM 11:00

OFFICE OF THE COUNTY EXECUTIVE

101 COURTHOUSE • 436 GRANT STREET • PITTSBURGH, PA 15219 • PHONE (412) 350-6500 • FAX (412) 350-6512
WWW.ALLEGHENYCOUNTY.US • EXECUTIVE@ALLEGHENYCOUNTY.US

621 South Linden Avenue, Pittsburgh, PA 15208
412.973.3252
bbmagley@gmail.com

Betsy Bechtolt Magley

Professional Experience

Bcauses, LLC

Principal, March 2011 to present

Advise non-profit and political clients to improve fundraising efficacy. Past clients include: ALS Association of Western PA, Carnegie Museums of Pittsburgh, Representative Dan Frankel and Riverlife. Current exclusive client: The Pittsburgh Promise.

THE ANDY WARHOL MUSEUM, CARNEGIE MUSEUMS OF PITTSBURGH

Director of Development, March 2007 to March 2011

Developed and implemented fundraising strategies generating restricted, capital and unrestricted funds

- Cultivated individual, foundation, corporate and government support for museum operations, endowment, exhibitions and programs
- Solicited support through identification, cultivation, solicitation, proposal creation and stewardship of gifts
- Achieved or exceeded overall fundraising goal every year in this position
- Worked to create the first Development Committee to The Warhol Board, identified chair and worked to make the committee an effective partner in museum fundraising
- Secured one of the museum's largest corporate sponsorships in its history
- Worked with high-profile Board member to create an education fund to support the on-going needs of the museum's education department

Served on senior staff of Warhol Museum, senior development team of Carnegie Museums, and managed a small staff

PROGRESSIVE MAJORITY

Co-State Director, September 2006 through January 2007

Cultivated and supported candidates running for office at the state, local and municipal levels

Re-established Statewide Advisory Council

PLANNED PARENTHOOD OF WESTERN PENNSYLVANIA

Vice President for Development and Communications, June 1995 to September 2006

Implemented fundraising program for agency

- Successfully coordinated three-year \$3.5 million capital campaign with staff, consultants and volunteers
- Achieved or exceeded annual operating fundraising goal nine out of eleven years running program
- Planned and coordinated special events
- Researched, wrote and submitted proposals and reports to local foundations
- Oversaw annual direct mail fundraising campaign
- Managed staff and worked closely with volunteers

Coordinated public relations and marketing strategies for agency

- Acted as media spokesperson
- Wrote press statements and speeches for agency president

Vice President for Communications, August 1993 to June 1995

Coordinated public relations and marketing as detailed above in addition to the following:

Directed Planned Parenthood Western Pennsylvania Action Fund -- agency political arm

- Lobbied local, state and federal legislators
- Researched and published bi-annual pro-choice voter guides

Worked closely with governing board of directors on fundraisers and awareness campaigns

THE FRICK ART & HISTORICAL CENTER, PITTSBURGH, PA

Coordinator of Public Relations and Advertising, March 1991 through December 1992

- Organized highest awareness- and attendance-generating event for a temporary art exhibit at the museum

QED COMMUNICATIONS, WQED-TV, Pittsburgh, PA

Promotions Assistant, April 1988 through February 1991

Part-Time Assistant to the Director of Public Relations, October 1987 through March 1988

Education

ALLEGHENY COLLEGE, MEADVILLE, PA

Bachelor of Arts Degree in the Communication Arts, May 1987

Civic and Volunteer Engagement

ALLEGHENY COUNTY GOVERNMENT REVIEW COMMISSION

Commissioner, April 2015 to March 2016

One of nine-member Commission formed every decade to study the Allegheny County Charter and county government work including the organization, practices and responsibilities of county departments and agencies.

WOMEN'S COMMITTEE OF THE CARNEGIE MUSEUM OF ART

Executive Committee Member, September 2016 to present

Member, April 2015 to present

MAYOR WILLIAM PEDUTO'S EDUCATION TASK FORCE

Member, January 2014 to February 2015

Co-author of Policy Recommendations derived by 23-member panel working to support public education in Pittsburgh.

PENNSYLVANIA COMMISSION FOR WOMEN, PENNSYLVANIA

Chair, January 2007 to December 2011

Ran quarterly meetings, officially represented Commission mission and programs at public forums and private meetings, and served on special committees like the *Be the Change Award* selection committee

Leadership Committee member, Pennsylvania Governor's Conference for Women, 2006, 2008 and 2010

One of six women chosen to serve on regular conference calls with First Lady Rendell's staff planning the Conference for Women in Pittsburgh.

Host Committee member, Pennsylvania Governor's Conference for Women, 2006-2010

Commissioner, 2003 to 2011

Serve with 25 Governor-appointed women from around the state implementing the Commission's mission to identify and advance the diverse needs and interests of Pennsylvania women and girls

CENTER FOR PROGRESSIVE LEADERSHIP, PENNSYLVANIA

Fundraising Trainer and Faculty, 2006 – 2010

Inaugural Alumni Network Board member, November 2007, elected by peers statewide

TRAINER AND GUEST SPEAKER

Fundraising Trainer, Center for Progressive Leadership, Coro Center for Civic Leadership, PA Young Professionals ImpAct Conference, various political candidates

Guest Speaker, YWCA, Indiana and Westmoreland Commissions for Women, Women and Girls Foundation of Western PA, Chautauqua Institution

Additional Information

- **On camera host**, WQED-TV pledge drives (1988 to 1993)
- Lived in Japan 1971 to 1976 and Belgium 1976 to 1980, and have visited many countries abroad.



COUNTY OF ALLEGHENY

OFFICE OF THE COUNTY COUNCIL
119 COURTHOUSE • 436 GRANT STREET
PITTSBURGH, PA 15219
PHONE (412) 350-6490 • FAX (412) 350-6499
COUNCIL@COUNTY.ALLEGHENY.PA.US
WWW.COUNTY.ALLEGHENY.PA.US/COUNCIL

June 7, 2017

Ms. Betsy Bechtolt Magley
621 South Linden Avenue
Pittsburgh, PA 15208

Dear Ms. Magley:

This letter is to inform you that at the Regular Meeting of Allegheny County Council held on June 6, 2017 Council approved your appointment to serve as a member of the Allegheny County Human Relations Commission for a term to expire on December 31, 2020.

We congratulate you on your appointment and wish you the best of luck in this undertaking. We look forward to receiving your recommendations and stand willing to assist you in any way you believe appropriate.

Sincerely,

A handwritten signature in blue ink that reads "Edward J. Kress".

Edward J. Kress, Appointment Review Committee Chair
Allegheny County Council

cc: Laura Zaspel, Director, Allegheny County Human Resources

EJK/sb