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## **National Business Development Association Holds September Networking Breakfast with a Focus on 'The Business of Giving Back'**

Houston, TX, September 30, 2013 – The National Business Development Association (NBDA) held its September 2013 networking breakfast event on September 18, 2013 at the Junior League of Houston. With over 130 senior business development professionals in attendance, a renowned panel of C-suite executives discussed *'The Business of Giving Back.'* A focus on community involvement, volunteering, fundraising and strategic partnerships with non-profits was discussed by the panelists, which included Rafael Alvarez, CEO of Genesys Works; Karen Love, Director at PKF Texas; Phil Morabito, CEO of Pierpont Communications and Christine Spray, President of Strategic Catalyst. The panelists provided their own unique perspectives and addressed the following topic areas among others:

- With so many organizations out there to support, what is the best way to narrow down your choices?
- Once you've narrowed down your choices, how do you select non-profits that will give you the best return on your investment of time?
- How do you budget for charitable and association activities? How does that relate to the size of your business?
- What are your thoughts on forming formal partnerships between your firm and non-profits? How does it help with business development?
- What is an effective way to ensure that your community involvement is strategic to your firm's goals?
- How does your organization measure "return on investment" related to Giving Back?
- How have you benefited personally and professionally through community engagement?
- How long would you invest in a charity or association before you decided it wasn't worth it? What would be the criteria?
- Do most non-profits require substantial financial support and considerable time commitments?





Genesys Works CEO, Rafael Alvarez, speaks to the importance of forming strategic partnerships between the corporate and non-profit worlds.

“Community involvement is something I consider integral both personally and professionally. I have chosen initiatives that I am passionate about and the results have been rewarding and fulfilling. I have made lifelong friends in both the personal and business arenas and it has opened doors to a multitude of new contacts and business opportunities,” said Christine Spray, founder of NBDA and President of Strategic Catalyst, Inc.

The mission of the NBDA is to create a vibrant learning community through programs where members and participants can stay abreast of industry trends while continually sharpening their skills to create revenue for their organization. NBDA hosts breakfast networking events at The Junior League of Houston every other month from 7:30am – 9:00am.

In addition, NBDA hosts professional development workshops every other month from 3:30-5:00pm. The next workshop is focused on ‘Maximizing LinkedIn for New Business’ on October 23 at BBVA Compass Plaza at 2200 Post Oak Boulevard on the 18<sup>th</sup> floor. More information and registration is available here:

[http://nbda.co/CalenderEditEvent.aspx?eventID=381&goback=%2Egmp\\_4846365%2Egde\\_4846365\\_member\\_272221139%2Egmp\\_4846365#%21](http://nbda.co/CalenderEditEvent.aspx?eventID=381&goback=%2Egmp_4846365%2Egde_4846365_member_272221139%2Egmp_4846365#%21)





### **About the National Business Development Association**

The National Business Development Association, founded by Christine Spray - a nationally recognized business development professional, trainer and coach - was formed to fill the need for a national trade association to provide best practices for senior “business to business” professionals tasked with developing new business by building relationships with current clients, new clients, centers of influence, vendors, partners and organizations. For more information about NBDA and its upcoming events or how you can get involved, please visit [www.nbda.co](http://www.nbda.co).

