



Rising Star Award

Pam Pacelli

*College of Agricultural and Environmental Sciences,
University of California, Davis*

Pam Pacelli is a director of major gifts at the UC Davis College of Agricultural and Environmental Sciences. She has been with the college for the past five and a half years.

According to her nomination by Oliver Ramsey, executive director at the college, "As a new major-gift officer Pam has quickly and consistently excelled at surpassing performance-metrics goals assigned to her annually. Over the past three years she secured \$9.33 million in gifts and pledges. During the same three-year period she conducted 589 face-to-face visits, exceeding her goal by 164 percent, and exceeded her qualifying visit goal by 260 percent." Due to her work, Pacelli was promoted to a senior director of development.

Pacelli's performance and leadership are measured beyond the numbers. In a supporting letter, the assistant dean of development at the college wrote, "[Pam's performance] has developed into many leadership roles for her on our team, including being the content expert on large portions of the college's programs."

Pacelli has been invested in growing her knowledge and learning her new career. Ramsey also wrote, "Pam serves as a board member for the Planned Giving Forum of Greater Sacramento. The forum provides educational opportunities and a networking system for planned-giving professionals. She is also involved in other volunteer and leadership roles in her community. Pam's commitment to learning and growing as a major-gift officer has benefited from resources offered by CASE and the Planned Giving Forum. She recently was certified for the first time as a CFRE."

Chief Executive Officer Leadership Award**Randy Bertin, EdD***Head of School, Besant Hill School*

Randy Bertin is the head of school at Besant Hill School of Happy Valley in Ojai, California, where he has put together a team to create the first comprehensive, written, strategic plan for the school. Bertin has been with Besant Hill for nearly 11 years and has been the head of school for the past six years. He has been recognized for his leadership in the areas of international fundraising and school leadership and has presented often on these topics.

Kathy Zotnowski, director of development at Besant Hill, who nominated Bertin for the award, said, "Dr. Bertin has literally transformed the campus from the land up: all deferred maintenance has been completed, he designed and completed the first capital campaign resulting in four new faculty/student houses, and an entire pool complex has been built. Student college-acceptance has reached 100 percent. Moreover, Dr. Bertin achieved the only full-term accreditation in the school's recent history."

Bertin has been a transformational leader for Besant Hill. Marion Weil, an alumna of and donor to the school, said, "Everyone is conscious that Randy is always fully accessible to students, faculty, and staff. He's a team player par excellence and is enthusiastically supportive of everyone in our community. When exercising his decision-making powers and responsibilities, Randy is regarded as fact-loving, thoughtful, wise, fair, and even-tempered."

Bertin has been a leader in independent boarding schools for the past 17 years.

Over a seven-year career at Stoneleigh-Burnham School in Greenfield, Massachusetts, he served in many roles, including as certified athletic trainer, teacher, coach, dean, and development officer. Before becoming head of school at Besant Hill, he served in multiple leadership positions there, including as director of admissions and financial aid, director of advancement, and assistant head for advancement. He has served on several boards, including for Pepperdine University's new PhD program in global leadership and change, the Ojai Playwrights Conference, and the Happy Valley Foundation.

Bertin lives in Ojai with his wife, Karen, and their four sons, Michael, Matthew, Ryan, and Patrick.



Tribute Award

Kyle Button

California State University San Marcos

Kyle Button has been with CSU San Marcos, for the past three years as the associate vice president for development, leading the fundraising efforts for the first comprehensive campaign in the university's 26-year history. Previously Button served as the vice president for institutional advancement at California State University, Los Angeles, for nearly 18 years. During his tenure at both institutions, Button has been an active volunteer with the Association of Fundraising Professionals and CASE, including with the District VII Board of Directors, CASE Philanthropy Commission, and CASE Campaign Reporting Standards Task Force. He also spent a term as a District VII CASE International Board trustee.

Button has been a thought leader in ethical standards, advancement measurement, and best practices in the profession and throughout the California State University system. In her nomination of Button, Lori Redfearn, assistant vice president of advancement services for the CSU system, said, "We are blessed with many great leaders who contribute their time generously to CASE and our profession. I am grateful that Kyle is among those leaders. Kyle would never seek recognition for his efforts. I hope in sharing his story of service that we can all become better mentors, partners, and visionary leaders for the benefit of the donors, students, and communities we serve."

Diane Binney, assistant vice president for campaigns at the California Institute of Technology, said, "Having served with Kyle on two District VII conference planning committees, I quickly recognized that he is always—and I truly mean always—prepared for every meeting and every deadline. He takes his commitments (but not himself) seriously. Kyle is the first person to highlight and celebrate the success of others. He is a wonderful mentor and advocate for professionals at all stages of their career."

Binney also noted, "In addition to his professional accomplishments, what I admire most about Kyle is his character. He is a person of his word and, importantly, someone who lives his values." Button's commitment to sharing his professional expertise with others is seen in his two decades of service with CASE.