

Transcript of the “News and Tips” for January 2020

Energize website, <http://energizeinc.com>

Hello Friends,

My name is Betsy McFarland. Susan Ellis was my mentor and friend for more than 17 years. Since her passing last February, many of you have been wondering what’s going to happen with Energize so I wanted to give you an update.

First, we are committed to ensuring Energize remains your go-to source for everything related to volunteer engagement. All the resources, training and consulting that Energize is known for will continue, including this website and our monthly e-newsletter!

In order to efficiently manage all these services and expand what we offer, Energize is merging with Adisa. My business partner, Laura Maloney, and I launched Adisa in 2016 to empower organizations to be their best by developing their people—both staff and volunteers. Adisa specializes in strategic planning, leadership development, and engaging communities through volunteerism.

This is a natural “next step” for both companies because our values so closely align. This synergy between Adisa and Energize will enable us to provide even deeper support to those seeking to make a difference and will elevate the recognition of how powerful volunteers can be when deployed strategically throughout an organization.

So, let me tell you a little about myself. I’m incredibly passionate about involving communities in social causes. I have extensive experience in cultivating volunteers in organizations of all sizes. I began my career developing the first-ever volunteer program for a local animal shelter. Then I went on to create a National Volunteer Center for the Humane Society of the United States, which now engages thousands of volunteers around the world.

I've been serving as the Director of Consulting and Training for Energize for several years now. And I'm a facilitator for the newly created National Alliance for Volunteer Engagement which seeks to elevate the national conversation about the power and potential of volunteers.

Susan had a significant impact on my career, as I'm sure she did for many of you. I'm pleased to share that the Susan J. Ellis Foundation has been established to ensure her legacy continues. The *e-Volunteerism* Journal will become part of the Foundation and will continue to enlighten and inform the field. Our friend, Rob Jackson, is the new Editor-in-Chief and he is working with the editorial team to refresh the Journal for its upcoming 20th anniversary in October. The Foundation is also supporting Susan's extensive library and journal collection. We will share more about the Foundation plans in the upcoming months.

To those in the field of volunteer engagement, Energize has been a household word for more than 40 years. We will continue to carry the torch at Adisa and remain committed to what Susan started. And I'm thrilled that Kristin Floyd, Rob Jackson, and many others will continue to be part of it.

We look forward to continuing to support you in your work with volunteers. Please stay connected with us on social media, and feel free to reach out to us anytime.

Thank you!