This summer PRD has almost doubled in size: we have hired 10 student research assistants to provide us with support and to move us forward with our prospecting and qualifying initiatives.

The students have just completed several days of training and are now delving into the summer projects. Central’s students are updating bios and producing some short research reports for the Parents’ Program. They also will be screening top lists to find new Yale prospects. The C&F researcher will be assisting Natasha in compiling source lists and augmenting the C&F data in Bert. The Law School research assistant will be working with Lisa to qualify names uncovered in a recent screening. The Med School’s research assistant will assist Ben and Erica in their prospecting efforts in Connecticut and beyond, especially concentrating on finding new friends for the School. The SOM researcher will be working with Rick to also expand the base of friends for the School and to help qualify unrated alumni.

We are happy to have a group with such diverse and interesting backgrounds; and look forward to sharing the updated research and information with you.

**A comprehensive listing of corporate and foundation IDs can be found in the C&F directory located in the “Reference” folder on BERT. This PDF listing is updated daily.

C & F SPOTLIGHT:
Board Memberships

June is annual report screening month! Our students are diligently working to screen the board and executive officer lists of our top 150+ corporate & foundation prospects, in an effort to identify new Yale connections among the ranks. Also included will be any known donor and membership connections for many other top non-profit organizations, such as the Metropolitan Museum of Art. Check back later this month as the information is updated to include hyperlinks to the person’s individual record along with their current role at the organization.

Remember, you can access these listings via the organization’s profile on BERT. For example, look up Ford Motor Company’s profile (#c197031) to see the list of current Yale-affiliated board members, and note that William Clay Ford ’48 BS has just retired from the board.

** Before taking your next trip, give these sites a click!

1. **FlightArrivals.com**: Track real-time arrival and departure information on all commercial flights over the U.S. and Canada.
2. **Fodor’s.com**: Your global guide to great restaurants and much more.
3. **Weather.com**: Get reports on current conditions and forecasts for 77,000 locations worldwide.

**Google Tip of the Month**
When you think about Google, do you think “* ^+ ~”? Not an expletive, this string of characters (including the quotes) contains operators that can help refine your searches. For example, to find peanut without butter, type in peanut -butter. And Yale * club finds websites for the Yale Surf Club, Yale Badminton Club and Yale Glee Club! See the Google Cheat Sheet at [http://www.google.com/help/cheatsheet.html](http://www.google.com/help/cheatsheet.html) for information about operators.
This '24 grad’s foundation funds fellowships for Yale students to engage in language study in East Asia.

►Who is this donor?

Hint:

Email your guess to: prospectresearch@yale.edu

The winner will receive a gift and be named in next month’s Short Report!

Congratulations to last month’s winner, Linda Notarino! She was one of nine who correctly named Elihu Yale as the mystery donor.

Key articles on prospects (e.g. company promotions, wedding announcements not covered by the NY Times, etc.) should be emailed to Nancy Faughnan (nancy.faughnan@yale.edu) to be uploaded into BERT.

Rick Gropper and his team have been working to expand SOM's prospect pool in preparation for the upcoming campaign. Net worth and net income information from the recent Yale Alumni Survey has proven invaluable as it has allowed SOM to identify and rate upwards of 60 prospects. SOM Research is currently focusing on the identification of "Friends" or non-graduates interested in supporting SOM. They are using BoardEx, a database dedicated to the analysis of corporate and non-profit board membership, to help identify connections between SOM and potential donors.

In other news, Dean Designate Joel Podolny takes office on July 1st and has already been on the road meeting with some of Yale's most generous donors. Rick, who is responsible for preparing the Dean's briefings, has been typing as fast as he can to keep up with Dean Designate Podolny's aggressive travel schedule.

The class entering Yale College in 1921 included painter Mark Rothko (who left Yale in 1923) and Dr. Benjamin Spock, who, though noted for his contributions to child development, was also on the U.S. rowing crew that won a Gold Medal at the 1924 Olympics.

Prior to Yale, Richard Horne served in the United States Marine Corps infantry as a Sergeant with the 2d Marine Division based in Camp Lejeune, North Carolina. Following his service, Rich worked as a project manager at a law firm in Washington, DC researching cases involving U.S. immigration and naturalization compliance at major international institutions. An Ethics, Politics and Economics major at Yale and editor at the Yale Economic Review, Rich resides in New Haven with his wife, Sheri, and two children, Ava and Henry.

Q: What are some of the principal challenges faced by prospect research professionals over the course of a day?

A: Achieving the Golden Mean has always been one for me – striking the right balance between conducting exploratory research and utilizing information-efficient sources is not a purely intuitive undertaking. We aim to make our reports as informative as possible according to practical and evolving deadlines. Fortunately, there is a strong program for preserving and expanding institutional knowledge in our shop that continually informs our individual efforts.

Q: Generally speaking, has the quality (integrity) of on-line sources kept pace with the quantity of material now available?

A: I think there is still a lag, but you get the feeling that greater parity is soon to arrive. On a related matter, there have also been serious incidents recently involving data loss at some of the larger firms. The public information and research services market is increasingly competitive and the additional public scrutiny, led by Congress, should help the industry recover.