

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

Capital Area United Way Hosts Annual Meeting

Baton Rouge, LA – (Thursday, March 19) Capital Area United Way honored volunteers and donors, reflected on last year, and elected the 2009 Board of Directors at the 2008 Annual Meeting held at the Varsity Theatre.

Phyllis Coleman Mouton, Chair of the Board, opened the meeting and recalled some of the highlights in 2008. She extended thanks to “our most generous donors –individuals and companies –whose response to the call for help was astounding.”

2008 Campaign Chair, Rolfe McCollister, announced that \$11,230,735 was raised during the 2008 annual campaign.

While the 2008 total is lower than the 2007 campaign of \$11,796,578, United Way anticipates that a greater portion of campaign funds will be available for its Member Agencies than was available for allocations last year as United Way has lowered internal expenses and created greater organizational efficiencies.

Karen Profita, President and CEO said she is pleased with the result because 2008 was the year of Hurricanes Gustav and Ike and an economic recession that has affected many.

In addition, the change in 2008 to allocating Member Agency funds on a fiscal year cycle versus calendar year allow for greater accuracy of funding decisions and lower risk of over-allocating and creation of deficit spending.

Member Agency allocations will be announced in May with payments to agencies set to begin July 1, 2009.

Incoming Board Chair, Van Mayhall, Jr. announced that United Way will unveil a 3-year strategic plan in the coming months. The plan will serve as the guide for the direction of the organization. Included will be goals with clear deliverables for the areas of focus, impact, administration, finance, and resource and relationship development.

In conjunction with the 3-year strategic plan, Karen Profita announced that the organization will be focusing on four key areas: health, education, basic needs, and income.

During the Annual Meeting, CAUW also presented the “Big Five” awards which recognized individuals, companies, and organizations that made a significant contribution to United Way. The 2008 award recipients announced were:

- The Advocate, Outstanding Media Award
- Greater Baton Rouge Food Bank, Community Investment Award
- Blue Cross Blue Shield of Louisiana, Standard of Excellence Award
- Edith Wright, Myron Faulk Award
- Christy Reeves, Outstanding Volunteer Award

In addition to honoring the Big Five award winners, United Way presented the outgoing Division Chairs with a traditional cartoon drawn by David Norwood with The Advocate. Each drawing depicts the chairs' goals, personality, and accomplishments over the year.

2008 Division Chairs were honored as follows:

- Phyllis Coleman Mouton, 2008 Board Chair
- Jeff Wright, 2008 Marketing Chair
- Jay O'Brien, 2008 Community Investment Chair
- Rolfe McCollister, 2008 Campaign Chair

2009 Board of Director officers were elected as follows:

- Chairman of the Board, Van R. Mayhall, Jr.
- Chairman Elect of the Board, Jay O'Brien
- Secretary of the Board, Keith Short
- Treasurer of the Board & Finance Committee Chair, Michelle Carriere
- Treasurer of the Board Elect & Finance Vice Chair Elect, Jim Epperson
- Campaign Chair, Tobie Craig
- Campaign Chair Elect, Michael Trufant
- Community Engagement & Strategies Chair, Les Gatz
- Community Engagement & Strategies Chair Elect, Bob Barton
- Marketing Chair, Diane Allen
- Marketing Chair Elect, Christy Reeves
- Past Chair of the Board & Governance Chair, Phyllis Coleman Mouton
- Personnel Committee Chair, Rose Hudson
- Parish Council Chair, Alden Andre
- Partner Agency Representative, Jane Shank
- Major Gifts & Planned Giving Chair, Gerald Goss

- Audit Committee Chair, Danny Montelaro

Class of 2012 Board Members were elected as follows:

- Alden Andre –Pointe Coupee Parish Representative
- Scott Berg
- A. Todd Caruso
- Dr. Ernie Hughes
- Adam Knapp
- Conville Lemoine, West Feliciana Parish Representative
- Walter Monsour
- Mark Suddaby
- Whitney Vann
- Ann Wilkinson

Board of Directors rotating off:

- Mark Bensabat
- Chuck Elkins
- Jason Green
- Carter Leak, III
- Frank McArthur
- Rolfe McCollister
- Robert Ramsey
- Ernest Stephens
- Jeff Wright

Proud sponsors of this event include: ExxonMobil and EMCO Technologies,

Other partners include: Baton Rouge Convention & Visitors Bureau, Mockler Beverage, AV Express, and Bill Bennett/Sound South.

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Capital Area United Way

Capital Area United Way has been influential in our community for over 80 years and serves the 10-parish area, which includes: West Feliciana, East Feliciana, Pointe Coupee, St. Helena, East Baton Rouge, West Baton Rouge, Livingston, Iberville, Ascension, and St. James parishes. Capital Area United Way currently funds 49 Member Agencies. Capital Area United Way's mission is **Helping People – Improving Communities**. For more information, visit www.cauw.org.