



United Way  
of Bradley County

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## Volunteers, donors recognized at United Way Awards Banquet

United Way of Bradley County volunteers and donors were honored at the organization's Annual Meeting and Awards Banquet Thursday evening.

The event, which was held at Life Care Centers of America's Professional Development Center, culminated the 2008 campaign which raised \$2,274,337 in pledges.

"Last year was a very unusual year," said United Way Board Chair Nancy Casson. "We didn't know that we would face such a downturn in the economy and a difficult campaign, but we had a great group of Division Chairs, solicitors and other volunteers who worked so hard during this difficult climate to help us raise funds to help others in our community."

Contributions to United Way of Bradley County help fund over 20 agencies, programs and services that help people in this community, from infants to the elderly.

"With the difficult economy, many of the needs we see each year are increased even more, so raising as much as we can in our campaign is imperative in helping to fund these agencies at levels where they can help as many as possible," Casson said.

Many individuals and companies responsible for helping United Way raise nearly \$2.275 million in pledges were recognized Thursday night.

Recognition was given to companies that served as Challenger and Pacesetter Firms during the campaign. Challenger and Pacesetter Firms conduct early campaigns and report pledges at the annual campaign kickoff luncheon.

“Our Pacesetter and Challenger companies traditionally lead the way for our campaign, and this year was no different, as they were able to report at our kickoff pledge totals of \$1,047,435,” said Campaign Co-Chair Bridgette Bethune. “Many of these companies had not completed their campaigns by the kickoff, so today we can thank them for pledges of \$1,353,351, which is 60 percent of our campaign total. Thank you very much to all of these companies and their employees.”

Pacesetter and Challenger Firms recognized at Thursday’s Annual Meeting and Awards Banquet were Athens Federal Community Bank, Bank of Cleveland, BB&T Bank, Bradley County Schools, Check Into Cash/Jones Management, Cleveland City Schools, Cleveland Utilities, Duracell, Easy Auto/Sunrise Acceptance, FSG Bank, First National Bank, First Tennessee Bank, J.C. Penney, Lee University, Life Care Centers of America and its affiliates, Manufacturers Chemicals, Peyton’s Southeastern, Regions Bank, SkyRidge Medical Center, Southeast Bank and Trust, Southern Heritage Bank, SunTrust Bank, United Community Bank, United Parcel Services, Whirlpool – Cleveland Division, and Whirlpool Customer eXperience Center.

Campaign Co-Chair Aaron Webb announced the three companies with the highest pledge totals were honored at the banquet, with each company’s pledges over \$100,000. Those companies were Life Care Centers of America, Whirlpool – Cleveland Division, and Check Into Cash/Jones Management.

Each of these companies received recognition as Platinum Award recipients for large firms (50 or more employees). Brenda Lawson and Associates was recognized for being the top Platinum Award company in the small firms category (companies with or 49 or fewer employees).

“Strong internal campaigns were held by almost all local industries and we want to thank the management of each company that allowed their associates the time to become involved with planning, group meetings, special events, and incentives for giving, and we also want to thank every donor for their support of United Way,” said Webb.

Both Bethune and Webb thanked their respective teams for their hard work, and those who worked with them during the campaign. Division Chairmen included Dr. Paul Bacon, Barbara Baxter, Mike Callaway, Phyllis Callaway, Lynn Chesnutt, Lee Cigliano, Dr. Bill George, Joe Hamilton, Terry Henry, Pat Hickey, Josh Jenne, Mike Jenne, Jennifer Krecklow, Esmerelda Lee, Lucy Martinez-Cerpa, John Moses, Johnny Mull, Lou Patten, Paul Ramsey, Ricky Sanders, Carl Shrewsbury, Stacy Swafford and Andy Williams.

The two Co-Chairs also held the traditional friendly competition between the two campaign teams for the "Big Chief Award." Webb, whose team raised the highest percentage of goal, received the award.

Bob Card Jr. and Stan Lawson were recognized for their service as Co-Chairmen for the Tocqueville Society, while Mike and Cynthia Reusswig were recognized for chairing the United Way's Pillars Club. This was the second consecutive year the Reusswigs have chaired the Pillars Club.

Life Care Centers of America received special recognition for having a record number of Pillars Club and Tocqueville Society participation in 2008. There were 61 LCCA associates who contributed \$1,000 or more for a total of \$298,439.

Whirlpool – Cleveland Division was also recognized for having 27 Pillars Club members who pledged a total of \$30,416.

Stephen Crass and Mickey Torbett were recognized for chairing the United Way's Blue Ribbon Committee. Torbett has committed to chairing the Blue Ribbon Committee again in 2009.

Chuck Krecklow was also recognized for serving as Chairman of the Fund Distribution Committee for the second straight year. Eleven men and women who served as Fund Distribution Panel Chairs were also recognized for their service.

"It has been a pleasure to work with so many dedicated volunteers. They take their job very seriously each year," Krecklow said. "We had around 200 community volunteers, who reviewed budgets, visited agencies, met with staff and volunteers, and made recommendations concerning the amount of allocation each agency should receive in 2009.

"Fund Distribution is a key to the success of United Way and I would encourage anyone who is interested in learning more about agencies and their services to volunteer this fall," he added. "You will learn about how agencies operate and what services are available, and you work with other outstanding people who really care about the needs of others."

Those who chaired the Fund Distribution Panels included Mike Bales, Don Burke, Andrea Davis, Gayle Ellis, Virginia Kibble, Greg Madson, Tanya Mazzolini, Marcia McMurray, Carol Peace, Steve Roberson and Hugh Walker.

Krecklow also thanked those involved in the distribution of grants related to the Bradley Memorial Hospital Endowment Fund. These funds are totally separate from allocations to United Way member agencies.

"We had a very dedicated group of volunteers who developed a process that was used to review and allocate grants that became available on Jan. 1 this year," he explained. Dr. Rodney Fitzgerald chaired this Community Investment Team.

Art Rhodes chaired the United Way's Investment Committee, that took the hospital funds and invested the money in efforts to get the best return possible. "They worked very hard in an extremely difficult economy, and we appreciate the committee's diligence in this matter," Krecklow added.

The highlight of the evening was the presentation of the William F. Johnson Sr. Community Service Award, which went to long-time United Way of Bradley County supporter Forrest Preston. He is the 37<sup>th</sup> individual to receive the award.

New Board and Executive Committee members were recognized at Thursday's banquet. Casson turned over the gavel to new Board Chairman Stephen Crass, who announced that Mickey Torbett will serve as Chairman-Elect in 2008. Vice Chairmen include Rich Appeldoorn, Mike Bales, John Kimball, Cameron Fisher, Keith Barrett, Jack Robbins, Carolyn Jackson, Charlotte Thorogood, Nelson Wooldridge, Lee Stewart, Cindy Slater, Chuck Krecklow, Bridgette Bethune and Aaron Webb.

Terry Henry will again serve as Secretary, Art Rhodes as Treasurer and Dr. Charles Hurley as Fund Distribution Chairman.

Additions to the Board of Directors for three-year terms include Billy Case, Darlia Conn, Dr. Paul Conn, Janey Cooke, Gary Farlow, Lynda Hughes, Dr. Charles Hurley, Brad Jordan, Johnny McDaniel and Bob Milam.

Crass said it is important to build on the success of the 2008 campaign this year. He stressed there are many in the community who are desperately in need of United Way services.

"We live in very uncertain times and this year will be a challenge for all of us," Crass said. "We can set and accomplish high goals, however, with the help of all of you and others who believe strongly in the United Way concept of helping others. It is a concept that makes life more meaningful and complete and I look forward to working with you and the community to improve lives.

"Hopefully, the economy will begin improving and with the addition of new businesses and industries we will raise more funds to help anyone who needs services," he continued. "We will encourage even more people to become involved with the Fund Distribution Process and we will work to allocate new grants that will provide even more services in the areas that are new for our area."

Preparations are already underway for the 2009 campaign, and announcements of campaign chairs, committees and other activities will be announced in the coming weeks.

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