



United Way
of Bradley County

David Oreck urges United Way supporters to give back to community

David Oreck remembered starting his business with the thought of making the vacuum more lightweight. Though scoffed at by many, he continued and created a product that is now known nationally and internationally as one of the finest of its type.

He did not let others deter him, and passes that determination along to others he meets.

"If I did it, then you can do it," he said.

Oreck was referring to not only his business success, but the success he anticipates from those involved in the United Way of Bradley County's annual campaign. He was the guest speaker at this year's United Way Campaign Kickoff Luncheon, held at the Peerless Road Church of God of Prophecy.

"I applaud you for what you have done for this community. For a community of about 100,000, you raise so much to help others," he said. "You should be very proud of the way you give back to others."

Giving back is something that Oreck has done for the past several years. The founder of the Oreck Corporation now spends much time on the road talking to others about business and marketing, and how creating a brand that not only sells but touches the hearts and minds of others is so important.

It doesn't have to be a complicated message, he said.

"Most people are astounded by simplicity," he said. "It's like the song from 'Casablanca.' You must remember this, a kiss is just a kiss, a sigh is just a sigh, the fundamental things apply, as time goes by. There is something beautiful in the simplest things."

He said it is the same with giving to United Way, or particularly in asking someone to give to United Way.

“You are asking someone to give to help others,” he said. “What better and simpler message can you make? It appears you are doing that the right way.”

From the early results of the United Way campaign, the message is being received by the entire community, as pledge totals at the kickoff luncheon exceeded 56 percent of this year’s \$2,275,000 goal.

Pledge totals reported at Tuesday’s United Way kickoff luncheon were \$1,284,401, which is 56.45 percent of goal. These were from companies conducting early campaigns as Pacesetter and Challenger firms.

Twenty-five companies serve as Pacesetter and Challengers during this year’s campaign, with most of them having partial campaign totals reported Tuesday.

Life Care Centers of America, which agreed to serve as a Challenger firm and raise 10 percent or more this year than last year, reported pledges of \$554,000, making them easily the largest company contributor to the campaign.

These Pacesetter and Challenger firms will be further recognized at the United Way of Bradley County’s first report luncheon in mid-September. Serving as Pacesetter and Challenger firms this year are: Whirlpool Cooking Products, Whirlpool Customer Experience Center, Cormetech, Manufacturers Chemicals, Brenda Lawson & Associates, Athens Federal Community Bank, Bank of Cleveland, BB&T Bank, Easy Auto, First National Bank, First Tennessee Bank, Pioneer Credit, Regions Bank, Southeast Bank and Trust, Southern Heritage Bank, SunTrust Bank, United Community Bank, SkyRidge Medical Center, Peyton’s Southeastern, Procter & Gamble/Duracell Brand, Cleveland Utilities, Bradley County Schools, Cleveland City Schools, Lee University and Life Care Centers of America.

These firms, with the exception of Life Care Centers of America, are in divisions headed by Campaign Co-Chairs Sandra Rowland and Mayor Tom Rowland. The husband and wife lead individual teams of division chairs in the friendly competition. Life Care Centers of America is in a special division.

“Tom and I are very passionate about United Way and what it does for our community,” Sandra Rowland told the audience Tuesday. “So we want you to spread the word about United Way, raise awareness in our community about United Way and raise dollars that will help others.”

Mayor Rowland said that while his wife has the early lead in the competition, he expects his team to do equally well. “All of us involved in the United Way campaign know that the true winners will be those who are helped by the donations we receive from our caring community,” he said.

United Way Board Chairman Mickey Torbett reminded United Way supporters that it is a community effort that will make this a successful campaign.

“These are some great numbers to start the campaign, but we need to remember that this is just the start, and even though we are at 56 percent of goal, we still have more work ahead of us,” he said.

Torbett also thanked Tye Crumbley for singing the National Anthem at the kickoff luncheon, and SkyRidge Medical Center and the Cleveland Daily Banner for the supplement in the Tuesday edition of the Banner.

The Rowlands will announce their campaign teams in the next few weeks, and the first report luncheon will be on Wednesday, Sept. 15.

Tuesday’s kickoff luncheon was hosted by the Cleveland Rotary Club and Kiwanis Club of Cleveland.

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