



United Way
of Bradley County

United Way division leaders announced

Campaign Co-Chairs Tom and Sandra Rowland today announce their 22 division chairpersons for their respective teams for this year's United Way of Bradley County campaign.

These men and women will be chairing or co-chairing 19 different divisions for the 2010-11 United Way campaign.

"Our teams are a mixture of veteran United Way campaigners, along with some new faces to the United Way campaign," explained Tom Rowland. "I know that those on my team are all very enthusiastic to spread the United Way message and help our community raise the funds needed to continue to provide the best services we can to those in need."

"My team is equally excited about this year's United Way campaign, and the friendly competition between our team and Tom's team," added Sandra Rowland. "While we will be joking and even ribbing each other during the campaign, everyone on both of our teams realizes that the real goal is to have a successful campaign and raise those needed dollars."

Each team consists of two divisions for Large Firms (companies with 50 or more employees), two divisions for Commercial Firms (49 employees or less) and a Special Gifts division (individuals who do not fit into other categories, including retirees).

Sandra Rowland's team also consists of divisions for Banks and Finance, Non-Profit Organizations, Hospitals and Physicians, and Insurance.

Tom Rowland's team also includes divisions for Dentists and Professionals, Government, Education, and Attorneys.

The Rowlands said that each of their teams was excited about the start to the campaign, where pledges of \$1,284,401 were reported at the campaign kickoff luncheon. That relates to 56.45 percent of the United Way's \$2,275,000 campaign goal.

"That is a great start from reports made by our Pacesetter and Challenger firms, and now, our division chairs are ready to work and bring those pledge totals up," said Sandra Rowland.

Reports from the Division Chairs will be presented at special United Way luncheons throughout the campaign. The first of these report luncheons is scheduled for Wednesday, Sept. 15. At that luncheon, Pacesetter and Challenger firms for this year's campaign will also receive special recognition. Everyone is welcome and urged to attend the meeting.

Nancy Casson is also chairing a campaign division (Division 19) that is not a part of either Sandra or Tom Rowland's teams. This division includes Life Care Centers of America, along with special gifts to United Way such as the Restaurant Tuesdays for United Way, which began for the 2010 campaign this past Tuesday.

The 10 Division Chairs serving on Sandra Rowland's team include: Margaret Schenk, Debbie Melton, Jay Leggett Jr., Brenda Lawson, Kim Brooks, Coleman Foss, Andy Williams and Tammy Williams, and Cameron Fisher.

The 12 Division Chairs serving on Tom Rowland's team are: Rick Lawson, Avery Johnson, Richie Hughes, DeWayne Morrow, Dr. Will Reynolds, Dr. Seth Ford, Teresa Torbett, Donna Simpson, Chuck Rockholt, Johnny Mull, John Kimball and Ron Braam.

"We feel we have some very fine people helping us this year. These are people who care about our community, as demonstrated by their other activities and their past histories with United Way," Tom Rowland added. "Sandra and I look forward to working with each and every one of them."

Margaret Schenck is Executive Vice President of Operations at United Knitting. Though this is her first time chairing a United Way campaign division, she has been involved in United Way campaigns at United Knitting for many years. She and her husband David are long-time members of the United Way Pillars Club. She is chairing Division 1 (Large Firms)

Kay Free is an Affiliate Broker with Keller Williams Realty in Cleveland, and she is chairing Division 2 (Large Firms). This is also her first time chairing a United Way division. She has served as a Board member for two United Way-funded agencies: the American Red Cross' Hiwassee Chapter and the Cleveland Emergency Shelter.

Debbie Melton is also serving as a first-time division chair for United Way of Bradley County. She is chairing Division 3 (Commercial Firms) for this year's campaign. Melton is General Manager/Partner at Don Ledford Automotive Center, and has donated time to both the Boys and Girls Clubs of Cleveland and the Harbor Safe House, both United Way funded agencies.

This is the second straight year that Jay Leggett Jr. has served as a Division Chair. The City President for Athens Federal Community Bank is chairing Division 4 (Commercial Firms), and he has served as a solicitor for United Way campaigns. Leggett is a member of the United Way Board of Directors and the Pillars Club.

Brenda Lawson, President and CEO of Brenda Lawson & Associates, is chairing Division 5 (Banks and Finance). She has served as a Division Chair in the past and on Fund Distribution panels, and is presently serving on the Board of Directors for the Boys and Girls Clubs of Cleveland, a United Way agency. Her husband, Stan, has co-chaired the United Way's Tocqueville Society for three years, and she has been instrumental in helping United Way acquire speakers for the annual campaign kickoff luncheon. She is a member of the United Way Board of Directors and Tocqueville Society.

Kim Brooks is chairing Division 6 (Non-Profit Organizations), and is also a first time campaign division chair. She is Director of Event Planning at Lee University, and was the United Way campaign coordinator for Lee University during the 2009 campaign. She has also served as a solicitor for previous campaigns.

Coleman Foss is Chief Executive Officer for SkyRidge Medical Center, and is chairing Division 7 for the hospital for the second consecutive year. He has been involved in the campaign at SkyRidge Medical Center, has served as a Fund Distribution Panel member, and is a member of the United Way of Bradley County Board of Directors.

Andy Williams is co-chairing Division 8 (Insurance) with his wife, Tammy, this year. He is Sales and Account Manager (Agent/Broker) with Ed Jacobs and Associates, and is chairing the Insurance Division for the fourth time. He has also served on several United Way Fund Distribution Panels. He is also a member of the United Way Board of Directors.

Tammy Williams, Special Projects/Donor Relations for the Church of God World Missions, is serving as a Division Chair for the first time. She and her husband are members of the United Way Pillars Club.

Cameron Fisher has a long history of service with United Way of Bradley County. He is a past Campaign Co-Chair and has chaired several campaign divisions in the past. This year, he is chairing Division 9 (Special Gifts). Fisher is Communications Coordinator for the Church of God International Offices. He is also a member of the United Way Board of Directors and Executive Committee, serving this year as Secretary of the Board.

Rick Lawson, Manager of Administrative Services at Cleveland Utilities, returns to chairing a United Way division. He chaired the Government division for several years, and this year, is chairing Division 10 (Large Firms). He has assisted in the campaigns at Cleveland Utilities, has served as a campaign solicitor, and is a former United Way Campaign Co-Chair, and has served on the Executive Committee. He is presently a member of the Board of Directors.

This is Avery Johnson's first time chairing a United Way division. He serves as City Councilman for the Third District, and also as Vice Mayor for the City of Cleveland. He is chairing Division 11 (Large Firms) for this year's United Way campaign. Johnson is a former member of the United Way Board of Directors and has served on several Fund Distribution panels. He is retired, after nearly 44 years of employment, at Maytag Cleveland Cooking Products, where he was also involved in United Way campaigns.

This is also the first time chairing a United Way campaign division for Richie Hughes. A Bradley County native, Hughes has been residing in Georgia for the past few years and recently returned to Cleveland. He is chairing Division 12 (Commercial Firms). He is President of RHIC, Inc.

DeWayne Morrow, Executive Vice President at United Community Bank in Cleveland, is chairing Division 13 (Commercial Firms). He has served as a Division Chair for the United Way in the past, and has also served as a campaign solicitor and Fund Distribution panel member. He is a member of the United Way Pillars Club, and the United Way Board of Directors.

Dr. Will Reynolds and Dr. Seth Ford are co-chairing Division 14 (Dentists and Professionals). Dr. Reynolds is an orthodontist working with Aspire Orthodontics, and he has been involved with United Way of Bradley County for many years. He has served as a Division Chair for the Dentists division several times. He is a member of the United Way Pillars Club.

Dr. Seth Ford is serving as a Division Chair for the first time. Ford is an ophthalmologist with the Cleveland Eye Clinic, and has been involved with the Cleveland Family YMCA, a United Way funded agency.

Teresa Torbett serves as Grants Coordinator for the City of Cleveland, and is co-chairing Division 15 (Government) this year. Torbett and her husband, Mickey, previously co-chaired the Pillars Club division, and are members of the Pillars Club. She has served as a campaign solicitor and division chair for United Way as well.

Donna Simpson has co-chaired the Government division several times. The Bradley County Clerk has also served on Fund Distribution panels in the past and as a campaign solicitor for the Bradley County government campaigns.

Chuck Rockholt is Supervisor of Public Information for the Cleveland City Schools, and is co-chairing Division 16 (Education) with Mull. He has been involved in United Way campaigns with the schools in the past, and is serving his second year as co-chair for the Education division.

Johnny Mull, Energy Management and Safety/Security Supervisor for the Bradley County Schools, is serving his third year as co-chair for the Education division. He has served on United Way Fund Distribution panels and has served as a solicitor for United Way campaigns at the county schools.

John Kimball is chairing Division 17 (Attorneys) this year. The local attorney has served as Division Chair for that division several times, and has a long history of service with United Way of Bradley County. He is a former Board Chairman and Campaign Co-Chairman, and is presently a member of the United Way Board of Directors and Executive Committee. He is a past recipient of the United Way's William F. Johnson Sr. Community Service Award

Ron Braam also has a long history with United Way of Bradley County. The President and CEO of Synalloy Corporation is chairing Division 18 (Special Gifts) this year. He and his wife Nancy co-chaired the Pillars Club for the 2009 campaign, and they are both members of the Pillars Club. He has served as Chairman of the Board, Campaign Co-Chairman, and has served on several Fund Distribution panels. He is a past recipient of the William F. Johnson Sr. Community Service Award, and is currently a member of the United Way Board of Directors.

Nancy Casson is owner of the Red Ribbon Gift Shop, and has been involved with United Way for several years. She has served as a Campaign Co-Chair, Division Chair and campaign solicitor. She is a member of the United Way Board of Directors and Executive Committee, and is the 2009 recipient of the William F. Johnson Sr. Community Service Award.

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