



March 3, 2010

Former Kansas City Kansas Mayor Carol Marinovich Elected to Lead United Way of Greater Kansas City Board

(Greater Kansas City)---Carol Marinovich has been an effective leader and consensus builder, her entire life. First, in the classroom where she motivated students as a teacher; then, in politics where she sparked the economic rebirth of Kansas City, Kansas, and championed the merger between city and county government during her 10 years as mayor; and most recently, in the world of business communications and public relations in her role as senior vice president and partner of Fleishman-Hillard's Kansas City office. Today she embraced another responsibility, becoming the newly elected chair of United Way of Greater Kansas City's (UWGKC) Board of Trustees.

Marinovich was elected to lead the Kansas City area's largest charity during the organization's annual meeting at the Kansas City Marriot Downtown. She replaces Bill Downey, president and COO of Kansas City Power & Light, who served as board chairman for the past year. Marinovich has been a member of the UWGKC board of trustees since April 2007 when the nonprofit was formed through the merger of four Kansas City area United Ways. She recently served as head of UWGKC's strategic planning committee, as the board created and approved a new three-year strategic plan.

The Kansas City, Kansas, native has been a longtime supporter of grassroots community organizations, education and urban core redevelopment. She has received many national, state and local awards including Kansas Citizen of the Year by the Greater Kansas City Chamber of Commerce, the Regional Leadership Award by the Mid-America Regional Council and the Community Leadership Award from the Points of Light Foundation. Marinovich strongly believes in collaboration and forging community partnerships. She is known for seeing beyond the status quo and finding creative solutions that help move today's vision into tomorrow's reality.

In accepting her new position as UWGKC's board chair, Marinovich said, "I want to tell you how excited I am to continue the work we've started. As we continue to define United Way's community impact agenda, I believe we can achieve great things. United Way volunteers have the passion and collective wisdom to greatly impact this community."

While Marinovich has demonstrated that engaged and passionate people can change a community, keynote speaker Bill Toliver said they can also change the world. Toliver told United Way volunteers and supporters, "Hard times aren't supposed to divide us, but unite us in a common cause. Communities that come together to address local problems under the leadership of United Way can have an impact far beyond their geographic boundaries. In today's age of internet and instant communications, we have the power to launch a global movement that can lead to social change."

Addressing United Way volunteers and supporters, UWGKC President and CEO Brent Stewart said this will be the year United Way begins implementing its community change strategies aligned with its Community Impact Agenda. Stewart said, "In the next few months we will be announcing several special initiatives involving United Way and community partners, focused on helping low-income individuals and families live healthier lives and providing tools to help them succeed. We are excited about the work we have in front of us, as we have opportunities to deliver long-lasting community change."

Joining Marinovich as UWGKC board officers who will guide United Way in the coming year are:

- Mike Hockley, Partner, Executive Committee, Spencer Fane Britt & Browne LLP - Vice Chair

- Bridgette Williams, Deputy Director, Heavy Constructors Association - Secretary
- Jeff Provost, Office Managing Partner, Deloitte - Treasurer

Elected to serve three-year terms on UWGKC's Board of Trustees, expiring in 2013, are:

John Covington, KCMO School District
 Peter deSilva, UMB
 Peggy Dunn, City of Leawood
 Jennifer Haile, MarketSphere Consulting
 Gene Johnson, Shawnee Mission School District
 Beto Lopez, Aro Real Estate
 Julie Quirin, St. Luke's Hospital

Brenda Sharpe, Reach Healthcare Foundation
 Ed Tervol, Jr., International Assoc. of Machinists &
 Aerospace Workers, Honeywell
 Linda Ward, Center for Practical Bioethics
 Bridgette Williams, Heavy Constructors Assoc.
 Bill Zollars, YRC Worldwide

Elected to two-year terms expiring in 2012, are:

John Bluford, Truman Medical Center
 Roshann Parris, Parris Communications

Elected to a one-year term expiring in 2011, are:

Clay Barton, Barton, Hall & Schneiders
 Dennis Barnett, Citi Cards
 Ingrid Burnett, Proctor Elementary
 Dianne Cleaver, Community Volunteer.
 Stacey Daniels-Young, COMBAT
 Allen Dillingham, Builders' Assoc./KC Chapter
 Randall Ferguson, Jr., Community Volunteer
 Terry Harrison, Harley-Davidson Motor Co.

Tiffany Hentschel, Johnson County Government
 John Klassen, Edward Jones
 Todd Krass, Research Belton Hospital-HCA
 Paul Laures, KPMG LLP
 Tim Petty, U.S. Bank
 Roger Ponder, Broadmoor Capital Partners LLC
 Jeanette Prenger, ECCO Select
 Hannes Zacharias, Johnson County Government

Appointed to a one year term as 2009 campaign co-chair is:

Mark Jorgenson----U.S. Bank

All those attending left with a better understanding of where United Way is heading in the next couple of years, but two lucky United Way contributors walked away with much more. One United Way donor, who was a first-time giver last year, won a new car worth \$15,000 during a live drawing. The car was donated by Lockton Companies, as an incentive to encourage new givers, during last year's campaign

Another lucky donor won a 2010 Harley-Davidson V-Rod motorcycle valued at more than \$17,000. The bike was built at the local Harley-Davidson plant, and was donated by the company to encourage people to pledge at least 1% of their salary to United Way. More than 4,700 people did, resulting in more than \$4.25 million raised from Shareholders during last year's campaign.

For further information, contact:

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