

# what matters

August 2007

## Upcoming Events

**August 16**    **Loaned Executive Dale Carnegie Training**  
11 am - 2 pm  
*Taliano's*

**August 21**    **Young Leadership Group Educational Roundtable Series**  
Noon - 1pm  
*Farrell-Cooper Mining*  
Speaker - *Bob Cooper, Vice President*

**September 13**  
**Campaign Kick-Off**  
7:00 am  
*Golden Ventures*  
Kick-off your campaign with new, fun ideas.

### Mission

To improve lives by connecting people and resources in our six-county area

### Vision

To be a community problem solver for our six-county area

**'It made me realize how fortunate and lucky I am.'**

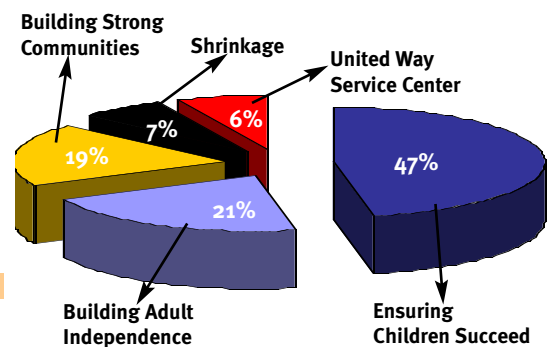
One of the most unique aspects of the United Way of Fort Smith Area is its allocations process.

The partner agencies funded by United Way of Fort Smith Area serve communities in six counties, and during the allocations process, it's the community's turn to serve those agencies. United Way of Fort Smith Area asks for volunteers each year to help determine how best to distribute money raised during the fundraising campaign the preceding fall.

"While we see the funding of partner agencies as just one piece in our community efforts, it is among the most visible ways in which we are working to deliver real impact on the issues facing our communities and region," said Keith Hefner, Allocation Council Chairman.

With requests exceeding the dollars available by approximately \$500,000, the Allocation Council members faced some difficult decisions. Single Parent Scholarship Fund of Crawford and Sebastian Counties was added as a partner agency. The homeownership program at CSCDC was also funded. "These partners will help United Way with their goal of Building Adult Independence," said Hefner.

Volunteers meet with partner agencies and experience first-hand how their programs



### 2007 United Way Allocations

work and who they serve. The allocation panel members review the agencies' finances and future objectives. In the end, the allocation panel does its best to fairly distribute funds and even makes suggestions and recommendations to the agencies for the following year.

Alice Wood from Simmons First National Bank volunteered for the first time on the allocation committee. She has been involved with the United Way for five years as a volunteer.

"It gave me a great insight into the workings of United Way and the agencies we visited," Wood noted. "You truly get to see where your donation goes." She added the experience also made her much more appreciative that United Way exists.

"It gave me a chance to see and hear from the people who work and develop the agencies ... their financial struggles, their successes," she said. "Without United Way, these agencies couldn't serve as many people and help them change their lives.

*See allocation table on page 7*

## United Way Board of Directors

### Chairman

Walter Echols  
*ABF Freight System, Inc.*

### Vice Chairman

Larry Bates  
*Simmons First National Bank*

### Secretary

Susan Grobmyer  
*Bank of the Ozarks*

### Treasurer

George Moschner  
*Baldor Electric Company*

### Immediate Past Chairman

Dr. Sandi Sanders  
*Community Volunteer*

### Members

Van Comer

*KFSM TV-5*

Jackie Krutsch

*UA - Fort Smith*

Kay Oliver

*Farmers Bank*

Blair Parnell

*BancorpSouth*

Sam T. Sicard

*First National Bank & Trust*

Ron Calhoun

*Ron Calhoun & Associates*

Mike Carroll

*Beall Barclay & Associates*

Ann Filyaw

*Assurance Realty*

Keith Hefner

*Citizens Bank & Trust*

Michael Karicher

*Golden Ventures*

Charlene Cates

*HealthSouth Rehab Hospital*

Dr. Gordon Floyd

*Fort Smith Public Schools*

Steve Foster

*Whirlpool Corporation*

Bill Senneff

*St. Edwards Mercy*

*Medical Center*

Dr. Jo Blondin

*ATU - Ozark Campus*

Bill Lintz

*Kraft/Planters*

### 2007 Campaign Chairman

Hugh Maurras  
*T. J. Smith Box Company*

### 2008 Campaign Chairman

Susan Grobmyer  
*Bank of the Ozarks*

### Endowment Chairman

Tracey Geren  
*Weldon, Williams & Lick*

### Young Leadership Chairman

Cindy Barker  
*Arvest Bank*

**'... monies spent are directed to essential needs of human development.'**

## 2007 United Way Board Leadership

Dr. Jo Blondin, Michael Karicher, Steve Foster, Bill Senneff, Jackie Krutsch, Blair Parnell and Sam T. Sicard join existing members of the United Way of Fort Smith Area Board of Directors.

Larry Bates, Simmons First National Bank; Van Comer, KFSM-TV 5 and George Moschner, Baldor Electric Company, return for a second term on the board.

They join Ron Calhoun, Mike Carroll, Walter Echols, Ann Filyaw, Susan Grobmyer, Keith Hefner, Charlene Cates, Dr. Gordon Floyd, Bill Lintz and Dr. Sandi Sanders.

The board has the authority and responsibility to set and establish the policies and procedures for the operation and management of the United Way. It also oversees the distribution of all funds and program initiatives.

Serving this year as Chairman of the Board is Walter Echols, Vice President, Real Estate of ABF Freight System, Inc.

"I am proud to serve on the United Way Board, knowing the funds raised and monies spent are indeed being directed to essential core needs of human development in this six-county area," said Echols.

Dr. Jo Blondin, Chancellor of Arkansas Tech University, Ozark Campus, is a board member of Ozark Rotary Club, Ozark Area Chamber of Commerce, Girl Scout Council of Mount Magazine, Franklin County Coordinator and ARVAC Inc. in Dardanelle, AR. She serves on the United Way Campaign Cabinet, as a Keep Van Buren/Arkansas Beautiful Chair and on the Franklin County Single Parent Scholarship Committee.



Walter Echols  
2007 Board Chairman

Michael Karicher is Senior Vice President, Human Resources and Administration at Golden Ventures. He serves on the Western Arkansas American Red Cross Advisory Board and the boards of the Children's Emergency Shelter and Wisconsin Employee Benefits Association. He is a volunteer with Habitat for Humanity.

Blair Parnell, Executive Vice President of BancorpSouth, serves on the advisory board of Leadership Fort Smith and is on the boards of First Christian Church, Fort

Smith Chorale and the Literacy Council Western Arkansas.

Sam T. Sicard, Vice President and Board Member of First National Bank of Fort Smith serves on the UA - Fort Smith Board of Visitors and is a board member of Western Arkansas Counseling & Guidance Center. He is treasurer of the Trinity Junior High Educational Trust and a

basketball coach at the Fort Smith Boys & Girls Club.

Jackie Krutsch, Executive Director of Leadership Fort Smith, serves on the Community Dental Clinic Board of Advisers, the U.S. Marshals Museum Steering Committee and the Leadership Fort Smith Alumni Association Board of Directors. She is a member of the National Community Leadership Association, Inc. and a sustaining member of the Junior League of Fort Smith.

Bill Senneff, Chief Operating Officer of St. Edward Mercy Health Network, is on the Advisory Board of the Kistler Center. He is a member of the Finance Board at Grace Community Church, the St. Edward Liaison on the Fort Smith EMS Board and a Community Board Member at BancorpSouth Bank.

Steve Foster, Accounting Manager at Whirlpool Corporation, recently moved from Anderson, South Carolina. He was active in his church's men's ministry and in the Sunshine House, an agency offering temporary housing.



*Hugh Maurras  
2007 Campaign Chairman*

### **What is your first memory of United Way?**

My earliest memory of United Way goes back about seven years when I was serving on the board of directors of Lincoln Childcare Center, a United Way agency. Lincoln, in my opinion is one of the most outstanding educational based youth organizations in the Fort Smith area. Lincoln offers quality child care and state certified kindergarten readiness classes to young children of hard-working, conscientious parents who are productive members of our community. Without Lincoln many of these parents simply would not be able to afford top-notch, quality child care. And without United Way, Lincoln simply would not be able to operate at the levels it currently does. Through my involvement with Lincoln Childcare Center, I learned early on about United Way and its importance to individual organizations; it was not until later that I discovered how important United Way is to our community as a whole.

### **How did you get involved with United Way?**

I first became involved with United Way in 2001 after being asked to serve as a board member. Prior to that I had contributed to United Way through our company campaign and I served with United Way agencies, but it wasn't until 2001 that I became

actively involved with United Way. Of course, I do consider contributing financially to be involvement; technically, it's probably the most important type of involvement we can offer, and I always thought I was helping the community when I gave. However, it was when I started volunteering with United Way that I got to see first-hand where my money was going and I realized that my contribution was doing much more than just "helping the community." It was feeding one person who was truly hungry, it was putting books in the hands of a parent who hopefully will read it with their child. My contribution was actually changing the lives of individuals. To me, the giving part has been my most important involvement, but getting to see first-hand who my dollars are helping... that involvement with United Way has been the most rewarding.

### **Why did you decide to become a leadership giver?**

I would say the most difficult job of a United Way Volunteer, (whether a loaned executive, or a company campaign leader, or a board member, or certainly the campaign chairperson) is asking for money. I hate asking for money! I'd rather make ten public speeches than ask one person for five-hundred bucks. The funny thing is that I've never minded being asked for money. As a matter of fact, I think it was when someone asked me for five-hundred dollars that I began to give to United Way at the leadership level. Of course, once I became actively involved with United Way, and saw first-hand how much good those dollars were doing, I was happy to increase my leadership giving. I think the most important thing we can do as United Way volunteers is to ask for those dollars, and get more people actively involved. Certainly, in my case, being asked for a specific dollar amount let me know the expectations of United Way, and the active involve-

ment has kept me from getting "burned-out" on giving because I see first-hand how much good can come from one small, medium, or large sized gift. So... as much as I can't stand doing it... I've got to ask... Can we count on you this year for your leadership gift to the United Way?

- \$500 Young Leadership Group
- \$1,000 Pillars Club  
Women's Leadership Circle
- \$2,500 Cornerstone Club

### **In ten years, United Way will...**

United Way of Fort Smith Area has made tremendous strides over the past decades to position itself as the premier, community focused, non-profit service organization in our six county area. I don't know of any other profit or non-profit business that serves over 33 local agencies, touches the lives of thousands of individuals, and directly puts back into the community over 93% of the dollars it raises. Our goal at United Way is to reinvest in our local community 100% of the funds raised, and I have no doubt we will realize that goal within the next couple of years. A real "glass half full guy" would say that in ten years our local United Way will no longer exist! That guy would say that by year nine our local United Way would have solved all our community problems and was no longer needed; nobody was sick, no one went hungry, and there were no poor. Unfortunately, I've never been accused of being a "glass half full guy". (Not to mention you can consult Mat. 26:11 on this one). So, I suppose that in ten years our local United Way will continue to be relevant, it will continue to help those less fortunate, it will continue to be a community problem solver, and it will continue to be a reflection of the generous and compassionate individuals in our six county area. Ten years from now our local United Way will continue to be a reflection of you and me.

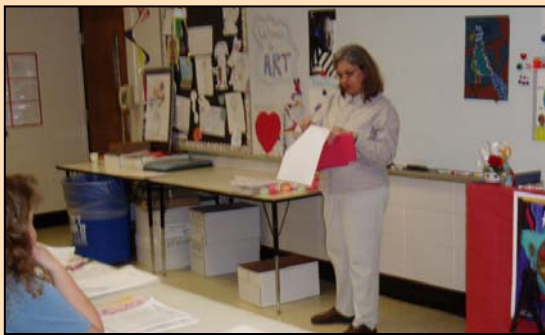


## Day of Caring

New this 14th year of Day of Caring was moving the date to coincide with National Volunteer Week - April 19 - and the partnership with the Mayor's Good Neighbor program in Fort Smith and special projects with the mayors in Charleston and Booneville.

More than 500 volunteers with 50 area companies, schools, organizations and individuals stood together to work diligently on boosting the appearance and spirit of United Way's community partners.

One block of North 36th underwent a makeover with volunteers scraping, painting, picking up and hauling off trash, landscaping and general maintenance needs.



## Kindergarten Readiness Forum

United Way partnered with Fort Smith Parents as Teachers Program to bring a Kindergarten Readiness Forum on April 26 at Woods Elementary Cafeteria for pre-school directors, pre-school teachers and parents of a child entering kindergarten in the Fort Smith School System.

This year's forum focused on activities to use throughout the summer months to better prepare children for kindergarten.



The Young Leadership Group's first Educational Roundtable Series for 2007 was held Wednesday, April 18 at Arkansas Best Corporation with speaker Robert Davidson, President and Chief Operating Officer.

YLG steering committee members include Cindy Barker, Chair; Lance McReynolds, Sheryl Bell, David Burton, Kathy Long, Courtney Beland, Katie LeJong, Tina Murray, Robyn Oxford and Takeo Suzuki.

The next Roundtable Series will be in August and Work-N-Play Day will be held September 23.



## YLG Educational Roundtable Series



## Donors and Honors



Curtis Williams, A. G. Edwards & Sons manager, presents a corporate check to Angela Tilley, United Way Executive Director.



At the River Valley Regional Food Bank annual awards luncheon held June 26, United Way was honored with a "One in a Million Award".

Angela Tilley, United Way Executive Director, received the award from Stephen Dye, Food Bank Director.



## Power of the Purse



Power of the Purse Committee Members came together May 10 at the Peggy Brazleton Nature Center to discuss the upcoming October 11 event.

Proceeds from the Women's Leadership Circle (WLC) event will benefit Dolly Parton's Imagination Library. More than 500 children, newborn to age five, are presently being mailed age and gender appropriate books monthly.

Members chose sub-committees in which to volunteer.

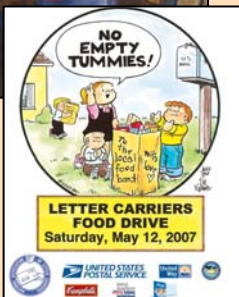
## Casino Night



Second annual Casino Night was held at St. Mary's Catholic Church in the Parish Hall on Saturday, March 3, 2007. It was a fun and energetic event with great food, gaming, music and dancing. Cash games to play the odds for trips, fishing equipment, his/her bicycles and an exclusive evening at Conran. A live auction (with play monies won) completed the evening which was followed by dancing the night away by gamers. **Proceeds from this event will bring Dolly Parton's Imagination Library to Franklin County.** The event is already slated for Saturday, March 1, 2008 at the same location.



## NALC Food Drive



How many bags of food does it take to help feed the hungry? Just one. Thanks to residents in Alma, Barling, Fort Smith, Greenwood, Huntington, Mansfield and Van Buren who, on May 12, filled a bag of non-perishable foods and placed it by their mailboxes and collectively provided more than 33,000 pounds of food for people in need.

## Volunteer Week



During National Volunteer Week, April 23-29, United Way volunteers received special coupon books to thank them for their valuable time, talent and treasure to build a stronger and safer community.

Without volunteers, United Way of Fort Smith Area simply could not operate so efficiently. Although more than 800 people were willing to lend a hand last year, there is always room for more.

## 2007 Campaign Leadership

### Chairman - 2007

Hugh Maurras  
*T. J. Smith Box Co.*

### Chairman—2008

Susan Grobmyer  
*Bank of the Ozarks*

### Account Development

Sandi Sanders  
*Community Leader*

### Banking & Finance

Jan Burd  
*First National Bank & Trust*  
Phillip Doss  
*BancorpSouth*

### Booneville

Robert Herrera  
*First Western Bank*

### Charleston

David Burton  
*First National Bank & Trust*

### Cornerstone Club

Sam T. Sicard  
*First National Bank & Trust*

### Corporate

Walter Echols,  
*ABF Freight System, Inc.*

### Crawford County

Jim Ford  
*Summit Medical Center*

### Day of Caring

Ron Calhoun,  
*Ron Calhoun & Associates*

### Education

Dr. Barry Owen,  
*Fort Smith Public Schools*

### Government

Randy Reed  
*City of Fort Smith*

### Greenwood

Carmon D'amico  
*First National Bank & Trust*

### Manufacturing

Mat Pitsch,  
*Fort Smith Regional  
Chamber of Commerce*

### Medical-Dental

Dr. Bob Skinner  
*Skinner Dental*

### Ozark

Dr. Jo Alice Blondin  
*ATU-Ozark Campus*  
Eddie Melton  
*Bank of the Ozarks*

### Professional

Tom Foltz  
*P-F-P Insurance*

### Squoyah County

Jaci Pitts  
*National Bank of Sallisaw*

### Young Leadership Group

Cindy Barker  
*Arvest Bank*

## Getting geared-up for the 2007-2008 United Way fundraising campaign

2007 Campaign Cabinet members and Loaned Executives (LEs) had their first meeting June 21 at the Coca Cola Bottling Company Museum Room.

During the peak campaign season, United Way calls on its corporate partners to lend their best and brightest employees. LEs assist United Way staff in the development and implementation of workplace campaigns.

Specifically, LEs lend their expertise and energy to help United Way expand solicitation efforts, reach new markets and broaden the base of community giving. In doing so, LEs help strengthen the United Way commitment to what matters in our six-county area.

### Loaned Executives

Woody Anderson, *Howard Johnson*

Russell Apple, *First National Bank & Trust*

Diane Arnold, *UA—Fort Smith*

Steven Bell, *Warner, Smith & Harris*

Shawn Billings, *Stephens Production*

Mary Blount, *Citizens Bank & Trust*

Carol Brody, *Van Buren Public Schools*

Marie Butkovich, *First National Bank & Trust*

Chandler Doss, *Trinity Junior High*

James Ford, *Smith Barney*



*Patrick Pinter, Data-Tronics Corporation, and Pat Stanton, Liberty Bank of Arkansas, are among the LEs who attended the June Campaign Cabinet and Loaned Executive meeting.*

Tracey Geren, *Weldon, Williams & Lick*  
Sonya Hall, *First National Bank & Trust*  
Bryan Merry, *Bowen, Miclette,*

*Britt & Merry*

Marcus Moody, *Arvest Bank*

Paula Morton, *Citizens Bank & Trust*

Jason Neill, *Hanna Oil & Gas*

Jeff Neil, *Med-Tronic*

Patrick Pinter, *Data-Tronics Corporation*

Les Smith, *Arvest Bank*

Pat Stanton, *Liberty Bank of Arkansas*

Travis Stephens, *Bank of the Ozarks*

Scott Weston, *Benefit Bank*

Kim Wilhelm, *J. E. Jones Real Estate*

Tina Wilkinson, *Ron Calhoun & Associates*

Alice Wood, *Simmons First National Bank*

Stephen Young, *ABF Freight System, Inc.*



*Bob Jones III, Darrel Cunningham, Carter Hunt and Jack Freeze attended the Past Presidents and Chairmen's luncheon May 24 at The Town Club.*

## Past leaders hear about the future

Past presidents and campaign chairmen were thanked by a luncheon and celebrated the past, present and future of United Way.

Walter Echols, 2007 Board President; Hugh Maurras, 2007 Campaign Chairman and Angela Tilley, Executive Director, told about the new mission and vision for United Way.



Angela Tilley, Executive Director of United Way, welcomes Single Parent Scholarship Fund of Crawford and Sebastian Counties' Executive Director Christy Williams as a newly funded United Way community partner.

## New United Way partners

Single Parent Scholarship Fund of Crawford and Sebastian Counties (SPSF-CSC) and the Crawford-Sebastian Homeownership Center were added as new United Way Community Partners for 2007.

### SPSF-CSC

The SPSF-CSC provides supplemental financial assistance to single parents who are pursuing a course of instruction that will improve their income earning potential. The agency was incubated by United Way in 2004 and became its own 501(C)3 in 2006. Since 2004, they have awarded 203 scholarships.

“The funding that comes from United Way will mainly help pay for office and administrative costs,” said Christy Williams, Executive Director.

### Crawford-Sebastian Homeownership Center

Funds were also given to the Crawford-Sebastian Homeownership Center’s Individual Development Account (IDA) programs. An IDA is a type of savings account that qualified applicants can open and save towards their down payment on a first home, college education, start-up costs or costs to expand an existing small business.

“The recipient must participate in asset specific training so they can accomplish long-term goals,” said Karen Phillips, Director. “Every dollar saved by the participant is matched with three dollars.”

## 2007 United Way Allocations

	Allocation	% of budget
Abilities Unlimited	\$50,000	4%
ARC for the River Valley	\$35,000	38%
Boys & Girls Club of Paris	\$20,000	14%
Boys & Girls Club of Sequoyah County	\$30,000	6%
Boys & Girls Club of South Logan County	\$30,000	16%
Center for Arkansas Legal Services	\$30,000	8%
Community Dental Clinic	\$53,000	31%
Community Services Clearinghouse	\$191,000	16%
Community Mentoring Program	\$27,000	31%
Crisis Center for Women	\$100,000	16%
Fort Smith Boys & Girls Clubs	\$255,000	28%
Fountain of Youth Adult Day Care	\$28,000	14%
Gateway House	\$68,000	9%
Girl Scout Council of Mount Magazine Area	\$78,000	10%
Girls Incorporated	\$166,530	38%
Girls Shelter of Fort Smith	\$42,500	26%
Golden Rule Clothes Closet	\$23,000	44%
Harbor House	\$70,000	6%
Lincoln Childcare Center	\$105,000	16%
Literacy Council of Western Arkansas	\$30,600	20%
Next Step Day Room	\$45,000	21%
Ozark Area Youth Organization	\$42,000	37%
Project Compassion	\$25,000	21%
River Valley Regional Food Bank	\$54,000	10%
Salvation Army	\$78,000	9%
Sebastian Retired Citizens Assoc. (SRCA)	\$30,000	2%
Single Parent Scholarship Fund of Crawford and Sebastian Counties	\$25,000	19%
South Sebastian County Boys & Girls Club	\$64,000	27%
Stepping Stone School	\$20,000	1%
Suburban League	\$12,500	51%
The Boys Shelter	\$60,000	32%
Van Buren Boys and Girls Club	\$85,000	33%
Westark Area Council, Boy Scouts	\$110,000	9%
United Way Service Center	\$160,000	28%
Women’s Leadership Group Impact Fund	\$15,700	
Community Impact Fund - Ensuring Children Succeed	\$56,610	
Community Impact Fund - Building Adult Independence	\$11,675	
Shrinkage	\$175,000	
<b>Grand Total</b>	<b>\$2,502,115</b>	



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Fort Smith Area**

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Linda Kaufenberg
- Office Manager/Bookkeeper**  
Angie Ruth
- Office Assistant**  
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*Arkansas Governor Mike Beebe announced that 2-1-1 would be launched statewide at a press conference.*

## 2-1-1 - Coming soon to Arkansas

A three-digit number that people will be able to dial to find a free health clinic, an adult day care or an after-school program is coming to Arkansas.

When the service begins, people who dial 2-1-1 will get help from an operator navigating the maze of assistance programs available from the government and non-profit groups. People will also be able to get information on places to volunteer or make donations.

Two or three operators in Bentonville will field calls from people with the 479 area code, and four in Pine Bluff will handle calls from the 501 and 870 area codes.

The United Ways of Arkansas will operate the system. While Arkansas

will be the 42nd state to implement a 2-1-1 service, it will be only the 17th to offer it statewide. It will be funded through local United Way contributions, federal grants and private donations. The annual operating budget for Arkansas 2-1-1 is approximately \$1 million for the first two years.

Nathan Cook was hired as the Arkansas 2-1-1 executive director.

“What’s exciting about this phone number is, not only can individuals be in a position to get or give help, but United ways will now have the data available to us so we can identify gaps in services,” said Angela Tilley, United Ways of Arkansas President.