

what matters

January 2008

Upcoming Events

Save the Date

April 17

**United Way
Day of Caring**

'Anybody can participate; everybody will win; nobody will be left out; and somebody will benefit in more ways than we will know.'

This year's campaign drive started in July with the Pacesetter companies exciting everyone by setting the bar high. The more than 40 Pacesetter companies set the tone with their early fundraising efforts totaling \$1.135 million. Leading the way among Pacesetter companies were Arkansas Best Corporation with a \$16,000 increase over last year's contributions and Baldor Electric up almost \$15,000 over last year's efforts.

Kick-off

On September 13 volunteers, donors, agency representatives and campaign



At Kick-Off, Jack Dunn (r) and Patti West (l) with Golden Living, participated in a segment called "The Time is Right." Patti shared details on Golden Living's United Way campaign.



The Abilities Unlimited singers performed a selection of songs during the Pacesetter Kick-Off on July 19.

leadership gathered at Golden Living and pledged to continue the excitement that Pacesetter companies generated.

Walter Echols with ABF Freight System, United Way Board Chairman, told the audience about the:

- Third annual Stuff the Bus initiative which provided 30,000 packages of school supplies to area schools.
- Dolly Parton's Imagination Library with more than 575 children from Franklin and Sebastian counties benefiting from the book program.
- Annual Day of Caring when more than 600 volunteers helped partner agencies with much needed repairs, remodeling or assistance.

Continued on Page 2

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

**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
U. S. Marshals Museum

Members

Van Comer
KFSM TV-5
Jackie Krutsch
*Van Buren Chamber
of Commerce*
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
Blair Jackson
Golden Living
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

United Way kicks off 2007

Continued from front

- ❑ Endowment bequest from Rollie Boreham which allowed United Way to only use six percent of the campaign value for overhead, compared to 11 percent in 2006.
- ❑ Launch of 211 phone number which will connect Arkansans to local health and human service providers.

Jerry Glidewell, Executive Director of Fort Smith Boys & Girls Clubs said of being involved in the United Way campaign, “Anybody can participate; everybody will win; nobody will be left out; and somebody will benefit in more ways than we will know.”

The Time is Right

Jack Duns with Golden Living, in true Bob Barker fashion, emceed a segment called “The Time is Right” in which he spun a wheel, called contestants to “come on down” and share details on what various corporate campaigns did to raise funds for United Way.

And the beat goes on ...

Additional kick-offs were held in surrounding communities of Ozark, Van Buren and Booneville. In Ozark, Yvonne Case, Franklin County DHS; Eddie Melton, Bank of the Ozarks; and Sarah Fowler, United Way, were among the speakers at lunch in Wiederkehr Weingarten. Penni Burns, Ozark Area Youth Organization, told what a difference it makes to receive United Way funds. In



Yvonne Case, Franklin County DHS; Eddie Melton, Bank of the Ozarks; and Sarah Fowler, United Way, spoke at the Ozark Kick-Off.

addition, Dr. Jo Alice Blondin, ATU-Ozark Campus, shared the importance of investing in our communities.

In Booneville, the kick-off was held at the Jeral L. Hampton Meeting Room. Robert Herrera, First Western Bank, welcomed the crowd. Ellyn Schleiffarth, Girl Scouts, and Rick Scott, Boys & Girls Club of South Logan County, told about their agencies and the impact of United Way.

In Van Buren, the early morning breakfast crowd was welcomed to the Continuing Education Center by the drum corps of the Van Buren High School Band. Jim Ford, Summit Medical Center, told everyone to take their shoes off and wiggle their toes. “That is the good feeling you should feel when you give to United Way,” noted Jim. Jeff Inness, Van Buren Boys & Girls Club; Cindy Massengale, Stepping Stone School; and Christy Williams, Single Parent Scholarship Fund of Crawford and Sebastian Counties, shared how United Way is important in their agencies.

Pacesetter Companies

A B F Freight System, Inc.	Farmers Bank	Ron Calhoun & Associates
ABF Terminal	First National Bank & Trust	Sam’s Club
Aire Systems	Golden Living	Simmons First National Bank
Arkansas Best Corporation	Greenwood Public School	Sparks Health System
Arvest	Hanna Oil & Gas	St. Edward Mercy Medical Center
AT&T	HealthSouth Rehab Hospital	Summit Medical Center
Arkansas Tech University – Ozark Campus	JC Penney Co.	The Trane Company
Baldor Electric Company	K F S M - TV 5	United Parcel Service
BancorpSouth Bank	Liberty Bank of Arkansas	USA Truck Inc.
Benefit Bank	National Bank of Sallisaw	U S Bank
Brown Hiller Clark & Associate	OK Industries	Wal-Mart Distribution
Citizens Bank & Trust	Ozark Public Schools	Wal-Mart Neighborhood Market
Data-Tronics Corporation	Kraft/Planters	Wal-Mart Stores
	Rheem Air Conditioning Div.	Weyerhaeuser Company

Commitment to United Way continues

‘Each year we are amazed by the giving from this community, yet we aren’t surprised either.’

More than 250 friends of the United Way of Fort Smith Area gathered to celebrate and recognize those who have participated and finalized their 2007 annual giving campaigns. The Wrap-Up Party was held during the lunch hour at the Holiday Inn.

The campaign continues in a year-round effort to serve the community.

United Way has more than 650 businesses and individuals that give - this doesn’t count the thousands of employees that give through their company campaigns.

“So far this year, United Way of Fort Smith Area, our volunteers and our donors have raised more than \$2.2 million for the 2007-2008 annual fund drive,” noted Hugh Maurras, 2007 United Way Campaign Chairman. “And we continue to collect donations. We still have more than 200 accounts yet to report which is common for this time of year. But what’s important today is not the dollar amount; but the opportunity to recognize those who work hard to help United Way and those in need.”

“Each year we are amazed at the giving from this community, yet we aren’t surprised either.” added Angela Tilley, United Way Executive Director. “We know in the hardest time of need, people don’t mind going above and beyond to help those in need. We see a high level of giving from our working class donors.”

United Way of Fort Smith Area invests annually in a range of health and human service programs



Arkansas Best Corporation - Leader’s Award



Experian - Newcomer Award

as well as broader strategic initiatives in partnership with others. These initiatives are designed to not only answer immediate needs and change lives, but also to address underlying causes and affect a lasting positive impact within the community as a whole. Initiatives include the Letter Carriers Postal Food Drive, Stuff the Bus, Day of Caring, Kindergarten



Baldor Electric Company - Most Resourceful Campaign



Hug Chevrolet - Car Dealership Campaign



Golden Living and Blair Jackson - Spirit of Community Awards
Readiness Forum, Dolly Parton’s Imagination Library and the *Holiday Giving Guide*.

“Our volunteers and our individual donors and donor companies do an equally outstanding job of raising the necessary money to fund the agencies and their programs,” said Hugh. “That leaves United Way to fulfill its mission - connecting the two (the agencies and the resources), in order to improve lives in our communities.”

2007 Campaign Awards

Leader’s Award
Arkansas Best Corporation

Chairman’s Award
Kraft/Planters, Whirlpool

Most Resourceful Campaign
Baldor Electric Company

Spirit of Community Award
Sally Boreham, Blair Jackson, Rivertowne BBQ, Golden Living, KWHN, KFSM-TV5, Times Record

Newcomer Award
Experian

Back on Board Award
Craig Box

Division Awards

Based on community outreach, participation and giving within each division

Car Dealership Campaign
Hug Chevrolet, Buick, Pontiac, GMC

Corporate
Hanna Oil & Gas, Smith Chevrolet-Cadillac Company

Crawford County
Citizens Bank & Trust Company, Simmons Foods

Education
Fort Smith Public Schools, Trinity Junior High School, University of Arkansas-Fort Smith

Finance and Banking
First National Bank & Trust, Arvest, Simmons First National Bank

Franklin County
Arkansas Tech University-Ozark Campus, Arkansas Western Gas, Butterball, LLC

Greenwood
Greenwood Public Schools

Logan County
Cargill Meat Solutions, First National Bank at Paris

Manufacturing
T. J. Smith Box Company, Aire Systems, Weldon, Williams & Lick

Medical
Cooper Clinic

Professional
Brown, Hiller & Clark, PFP Insurance, Ron Calhoun & Associates Real Estate

Retail
Dillard’s, JCPenney

Sequoyah County
National Bank of Sallisaw, UPS-Sallisaw

Purse sale benefits Imagination Library

The song goes, ‘Diamonds are a girl's best friend,’ but we all know a girl's best friends are shoes and purses because they are most accessible to most women, after all.

Approximately 400 women were delighted with a luncheon, auction and Ronda Rich, speaker, at the Holiday Inn City Center on October 11 when the second annual Power of the Purse fundraiser was held and raised more than \$9,000. The event was sponsored by Bank of the Ozarks.

More than 75 purses of all shapes, sizes and colors, as well as theme purses were offered in a silent auction.

All of the proceeds benefited Dolly Parton’s Imagination Library, which mails hard-bound books monthly to more than 575 children from newborns to five years of age in Franklin and Sebastian counties. The books are designed to encourage children to read and learn, as well as get the family to read and spend more time together.

Special guests were First Lady Ginger Beebe and her assistant Michaela Hill



Some of the purses that were auctioned at Power of the Purse fundraiser supporting Dolly Parton's Imagination Library, a United Way initiative.

and State Representative Shirley Walters.

Ronda Rich, columnist and best-selling author of *What Southern Women Know That Every Woman Should*, spoke. Like all Southerners, Ronda firmly believes “that nothing beats a good story, well told and retold.” And the audience loved the comic charm and warmth of the author as she spun her tales. She entertained them with hilarious anecdotes and witticisms.

A reception sponsored by Riverside Furniture was held the night of Power of the Purse for corporate table sponsors and other invited guests. Hosted by Jeri and Walton Maurras at their home, more than 60 guests enjoyed hors d’oeuvres, talking and getting to know Ronda.



At a reception held at the home of Jeri and Walton Maurras, Jeri and Mary Young pose with Ronda Rich, featured speaker at Power of the Purse.



Auction items of purses and theme purses were looked over with great attention at Power of the Purse luncheon held October 11 at the Holiday Inn City Center. More than \$9,000 was raised.

Corporate Table Sponsors

ABF Freight System, Inc.	Greenwood Rotary
Alpha Packaging	Health Point
Ann Filyaw and Dr. Sandi Sanders	Julie Ketcham
Arkansas Oklahoma Gas	K-Mac
Arbonne International	Kraft/Planters
Arkansas Tech University— Ozark Campus and Franklin County DHS	Littlefield Oil Company
Assurance Realty	National Bank of Sallisaw
Baldor Electric Company	Providence Exploration & Production
BancorpSouth	Riverside Furniture
Bank of the Ozarks	Ron Calhoun & Associates
Beall Barclay	Simmons First National Bank
Citizens Bank & Trust	Smith Chevrolet-Cadillac Company
Ellen Echols	Standridge Insurance
Exit Realty	Weldon, Williams & Lick
First National Bank	Whirlpool Corporation
	Zero Mountain

Imagination Library expands to Franklin County

'As a community, we are setting these children on a path of success to help prepare them for kindergarten.'

A ceremony by United Way of Fort Smith Area to expand its Dolly Parton's Imagination Library to Franklin County was held Friday, September 14 at the Ozark Kindergarten Center.

The initiative is designed to mail a new, age-appropriate hard-cover book each month to every child registered from birth to age five - just as the child prepares for kindergarten.

"Knowing how to read is the basis for what we all do every day," noted Angela Tilley, United Way Executive Director. "This is a unique opportunity to give something simple yet powerful to children and parents."

United Way allocates ten percent of the funds raised through the Women's Leadership Circle to Imagination Library. For 2007, this represents \$9,500 or funds to continue the enrollment of 316 in the program. In addition proceeds from Power of the Purse go to the program. Also, a United Way Casino Night was held at Lawrence Hall in Altus earlier in the year to raise funds toward establishing the Franklin County program.



Youngsters who could receive books from Dolly Parton's Imagination Library hear Penni Peppas-Burns tell of plans for the program in Franklin County. Looking on is Sarah Fowler, United Way Resource Development Director.

as funds are available, the program will be expanded into Crawford and Logan counties.

Imagination Library Enrollment Update

(as of December, 2007)

Sebastian County	839
Franklin County	29

180 children have graduated since November 2006.

Imagination Library Donation Form

I would like to ensure that children are enrolled in Dolly Parton's Imagination Library and receive a book each month from birth to age 5. Cost is \$30 annually per child. \$ _____
\$150 for five years per child \$ _____

Enclosed is a check. Amount \$ _____ Check # _____

I would like to charge to a credit card: \$ _____

Visa MasterCard Discover American Express

Card Number _____ Exp. Date: _____

Name on card: _____

Signature: _____

Your information:

Name _____

Address _____

City _____ State _____ Zip _____

I would like to give the book(s) in honor of:

Name _____

Address _____

City _____ State _____ Zip _____

I would like to give the book(s) in memory of:

Name _____

Send acknowledgement to:

Name _____

Address _____

City _____ State _____ Zip _____

Mail to:

United Way of Fort Smith Area

P. O. Box 2300

Fort Smith, AR 72902



United Way of Fort Smith Area

(Young Leadership Group)

Save the Dates

February 17 (rescheduled)
Work-N-Play Day

Educational Roundtable
Series

March 27
Janet Huckabee Nature
Center
11:30 - 1:30
Buffet
Tours at noon

June 17
Susan Grobmyer
Bank of the Ozarks

September 16
Bill Hanna
Hanna Oil & Gas

Special Event

October 23
Falloween

Endowment Gifts

In memory of
Esther L. Meusch
by Mr. and Mrs.
Harold E. Dowden

Gifts

Mr. and Mrs. SW
Jackson, Jr.

Roland S. Boreham, Jr.
Trust

Dr. Albert Koenig, Jr.

Young Leaders celebrate Roundtables and Falloween
'Being a member of Young Leaders is exciting because of networking and development benefits. Impacting the community along with making a difference is the ultimate reward.'

Young Leadership group members heard from three speakers at their Educational Roundtable Series - Bob Cooper, Executive Vice President of Farrell-Cooper Mining Company; Michael Crouch, Vice President of Old Fort Harley Davidson/Buell and The Honorable Robert T. Dawson, United States District Judge.

Each of the roundtables were held at the speaker's place of business. Meeting in the Federal Courthouse for lunch and then in the Courtroom was a remarkable experience. In addition, attendees toured the third-floor courtroom.

Falloween was held Thursday, October 25, at West End Park. Adults and children came in costume, rode the Merry-Go-Round and Ferris Wheel, ate hamburgers and hot dogs and had photos taken.

Past leadership honored at lunch

Past United Way Board and Campaign Chairmen were honored at a luncheon May 24 at the Town Club.

Hugh Maurras, 2007 United Way Campaign Chairman, Walter Echols, 2007 United Way Board Chairman, gave attendees an update about United Way and its partner agencies. They noted the changes in United Way and how they work to connect people and resources in the six counties they serve.



Katie Lejong, Beall Barclay & Company, and her daughters, have fun on the Merry-Go-Round at Falloween in West End Park.



Marcus Moody grills hamburgers and hot dogs while Randy Ford spun records and announced prize winners.



Above - J. C. Alexander, 1949 Campaign Chairman and 1952 Board Chairman, visits with Robert Young, 1975 Campaign Chairman and 1981 Board Chairman. Right - Phillip Merry, 1996 Campaign Chairman looks over the buffet.



2007 Campaign Activities



Dillard's cosmetic department invited women to an Evening of Shopping on Thursday, November 29 from 6-9 pm. Attendees enjoyed refreshments, entertainment, special gifts with purchases and prize drawings. Ashley Beck, Channel 5, emceed the event. For each ticket sold, United Way received \$15. Angela Canclini, Business Manager, Clinique Cosmetics, presented a check to United Way for almost \$1,400.



Barling Elementary students held a United Way fundraiser and presented a check for more than \$480 to Brittany Litchford, Resource Development Director, and Angela Tilley, Executive Director.



During its United Way campaign, Baldor Electric Company held a drawing for a vintage Jaguar previously owned by Roland "Rollie" Boreham. With Hugh Maurras, 2007 Campaign Chairman, is Daniel Dorsch.



Charles Logan grills burgers and hot dogs during the Bake Sale held by First National Bank & Trust.



Above - Crawford County Courthouse employees enjoyed a cookout while raising funds for United Way.

Below - Sue Robinson, Community Services Clearinghouse, speaks at Weldon, Williams & Lick to all their employees. Their United Way kick-off was held on 7th street beside the building.



Kay Shearer (middle) presents a check from Weyerhaeuser to Angela Tilley (left) and Brittany Litchford.



Above, left - "Pie in the Face" contest continues to be one of the favorite United Way fundraisers. In their first campaign, Experian raised more than \$1,000 with special events - Pie in the Face and Soup Cook-Off. Emceeding the Pie in the Face event was Michael Temple, Customer Service Supervisor, dressed in his pink tutu. Getting a pie is Tony Taylor, Site Director. Above, right - Employees at First National Bank, Brooken Hill, saw two pies at the same time as a tie occurred in the fundraiser.



United Way of Fort Smith Area

320 South 18th Street
P. O. Box 2300
Fort Smith, AR 72902-2300
(479) 782-1311
(479) 782-3505
E-mail: unitedway@mynewroads.com
Website: unitedwayfortsmith.org

United Way Staff

Executive Director

Angela Tilley

Resource Development Director, Fort Smith Area

Brittany Litchford

Resource Development Director, Outlying Area

Sarah Fowler

Senior Marketing Director

Linda Kaufenberg

Office Manager/Bookkeeper

Angie Ruth

Office Assistant

Megan Marquet

Non-Profit
U.S. Postage
PAID
Fort Smith, AR
Permit No. 122

**Postmaster:
Change service
is requested**

Please Route To:

- _____ **Campaign Coordinator**
- _____ **CEO**
- _____ **Day of Caring Coordinator**
- _____ **Newsletter Editor**

I spy something green.

Everyday moments can be learning moments with your kids. For more tips, visit www.bornlearning.org



United Way Community Partners

United Way serves people in six counties including Crawford, Franklin, Logan and Sebastian counties in Arkansas and LeFlore and Sequoyah counties in Oklahoma.

Ensuring Children Succeed

- Boys & Girls Club of Paris
- Boys & Girls Club of Sequoyah County
- Boys & Girls Club of South Logan County
- Dolly Parton's Imagination Library
- Fort Smith Boys & Girls Clubs
- Girl Scout Council of Mount Magazine Area
- Girls Incorporated
- Girls Shelter of Fort Smith
- Lincoln Childcare Center
- Ozark Area Youth Organization (OAYO)
- Sebastian County Boys & Girls Club

- Stuff the Bus
- Suburban League
- The Boys Shelter
- Van Buren Boys & Girls Club
- Westark Area Council, Boy Scouts

Building Adult Independence

- Abilities Unlimited
- ARC for the River Valley
- Community Mentoring Program
- Crisis Center for Women
- Fountain of Youth Adult Day Care
- Gateway House
- Harbor House
- Literacy Council of Western Arkansas
- Next Step Day Room

- Single Parent Scholarship Fund of Crawford and Sebastian Counties

Building Strong Communities

- Center for Arkansas Legal Services
- Clothes Closet
- Community Dental Clinic
- Community Services Clearinghouse
- Day of Caring
- Project Compassion
- River Valley Regional Foodbank
- Salvation Army
- Stepping Stone School of Western Arkansas
- Sebastian Retired Citizens Association (SRCA)