

**EMBARGOED UNTIL 4-23-19 AT 9:00 AM**  
**NEWS RELEASE**

**United Way Fox Cities**

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**Contact: Nanci Micke**  
**VP Marketing and Communications**  
**Direct: 920-954-7215**  
**Cell: 915-1721**

**United Way Report to the Community April 23, 2019**

Bob Chapman, Chairman and CEO of St. Louis, MO-based Barry-Wehmiller, a \$3B global manufacturing business was the keynote speaker at the United Way Report to the Community. Recently named the #3 CEO in the world by *Inc.*, Bob Chapman is very intentional about using his platform as a business leader to build a better world. Chapman became the senior executive of the private company in 1975 at age 30 when the 80-year-old business had \$20 million in revenue, outdated technology and a very weak financial position. Despite the obstacles, Chapman applied a unique blend of strategy and culture over the next 40 years in leading Barry-Wehmiller through more than 100 successful acquisitions.

Over the past two decades, a series of realizations led him away from traditional management practices to what he now calls Truly Human Leadership--a people-centric approach where his employees feel valued, cared for, and an integral part of the company's purpose. At Barry-Wehmiller, they have a unique measure of success: by the way they touch the lives of people. Chapman's experiences and the transformation he championed were the inspiration behind his 2015 WSJ bestseller *Everybody Matters: The Extraordinary Power of Caring for Your People Like Family*. The book is co-authored by Raj Sisodia, founder and co-author of *Conscious Capitalism*.

United Way Board Chair, Laurie Butz, senior vice president of Community First Credit Union, noted that Chapman's message was a perfect complement to United Way's mission of building

a stronger, more caring community for everyone. Butz said, “Bob Chapman’s vision of well-being is to commit to care for ourselves, our families and each other.”

In addition to the keynote presentation five accomplishments of United Way in 2018 were highlighted:

**Investing in Our Community** – Innovative and general grants are addressing community issues. The spectrum of grants included:

- The STAR (Scholars on Target to Achieve Results) program at the Boys and Girls Club Fox Valley that improves academic achievement of African-American youth.
- N.E.W. Mental Health Connection -The Qualitative Study of Teen Suicide-Related Behaviors, designed to identify the reasons why our youth are attempting suicide at alarming rates.

**United Way Emerging Leaders**, young people dedicated to philanthropy and community involvement, celebrated 10 years of living united. They have grown from a handful of members in 2008 to 1000 in 2018. Emerging Leaders are creating a better community by:

- Building Born Learning Trails in parks across the community,
- Serving more than 8,700 meals at Pillars Adult and Family Shelter
- Hosting the Valentine Family Festival for thousands of families

**Results-Based Accountability**, (RBA) a simple, common sense framework for solving community issues is being implemented by United Way. Mark Friedman, founder of RBA came to the Fox Cities in 2018 to guide the efforts of generating action plans to reach community goals.

**United Way 2-1-1** introduced chat and live two-way texting to make their services more accessible. Locally they handled nearly 600 calls for help with flooding and tornados. With the launch of the Wisconsin Addiction Recovery Helpline 2-1-1 is able to support people who have been impacted by the opioid crisis.

**Early Literacy:** Reach Out and Read Partners – Fox Cities, a collaborative effort of United Way, the Appleton Library and our local healthcare clinics provides books for 87% of our children.

United Way's Books for Kids program distributed books to 37 community partners. Together these two programs gave out more than 100,000 books this year. These programs are building strong literacy skills early in life, so that children enter school ready to learn.

### **Wes Urch Volunteer Service Award Recipients**

United Way Fox Cities' most prestigious award is given annually to volunteers who have demonstrated dedication and commitment to building a better community through his/her work with United Way Fox Cities. The award is named in honor of Wes Urch, the first executive director of United Way of Neenah/Menasha. Wes was the face of United Way for over twenty years, leading the organization through tremendous growth and change. The 2018 Wes Urch recipients are:

**Melanie Miller:** Melanie served on the United Way Board of Directors for six years, four of those as Treasurer and Finance Committee Chair. She has been on the United Way Community Impact Council for six years. Melanie worked with the operations/finance department to implement technology changes and updates to policies and procedures that improved time management. Melanie was instrumental in guiding investment strategy for the organization, and revamping budget presentations and the organizational dashboard.

**Tom Stratton:** Tom has been a United Way volunteer on the Strengthening Families Impact Area since 2004, serving as the Impact Area's chair from 2014 to the present. He is an issue expert on such topics as older adults, persons with disabilities, aging trends, state and local funding and the overall operation of state and local government. Most recently, he led the Impact Area through the process of studying community issues and metrics and developing the quality of life goal on the prevention of child abuse and neglect.

### **Newly elected Board Members:**

- Judy Baseman, Appleton Area School District
- Nicole Mertes, Weidert Group
- Tim Temby, Pierce Manufacturing

### **Officers and Committee Chairs**

- Chair – Jeff Curtin, Kimberly-Clark Corporation
- Vice Chair – Dustin McClone, McClone
- Treasurer/Finance Chair – Christopher Lee, Lawrence University
- Community Impact – Dave Morton, Morton Long Term Care
- Resource Development – Jim Kotek, Past UWFC Board Chair, Menasha Corporation and Kim Underhill, Kimberly-Clark Corporation

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