



**ATTN: News Director/ Assignment Editor**  
**\*\*\*\* Media Release \*\*\*\***

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## **United Way Appoints Leadership for Board of Trustees and Directors**

JACKSONVILLE, FL: -- United Way of Northeast Florida's Board of Trustees and Directors recently elected its leaders for 2009-2010. Mike Cascone has been elected to lead the organization as Chairman of the Board of Trustees.

Cascone, now retired from Blue Cross and Blue Shield of Florida, has been a member of the Board of Trustees since 2004. He has also been a member of the Community Impact Council since 2006, served as Campaign Chair in 2003 and 2004, and is a Tocqueville Society member.

Other newly elected board members include:

- Barbara Drake, President, Barbara Drake Trading, LLC, has been re-elected as Chair of the Board of Directors. Drake has been a member of the Board of Directors since 2004. She is also a Tocqueville Society member and served as a Resource Management volunteer for eight years and as chair in 2005.
- Chris Doerr, Senior Vice President of Finance at Blue Cross Blue Shield of Florida, will be the Treasurer of United Way's Board of Trustees. Doerr has been an active member of the Finance Committee since 2004.

- Jim Daly, Regional President of BB&T, will continue to serve as the Vice Chairman of United Way's Board of Directors. Daly has served on the Board of Directors since 2007, has been a longtime supporter of United Way through his executive leadership at BB&T, and is a Tocqueville Society member.
- Michael Korn, attorney at law for Korn & Zehmer, has been elected as chair of United Way's Community Impact Council in 2009. He has served on the Council since 2006. He has been involved with Resource Management since 1997, serving as their Chair in 2001 and as a member of their Cabinet from 2002-2004. Michael is also Chair of the Life: Act 2 Partnership Council.
- Lynn Esposito, Vice President, Channel Service Organization for Blue Cross and Blue Shield of Florida, will serve as the Resource Management Chair.
- Jack Morgan, Executive Director of the American Red Cross will serve as the United Way Agency Directors Association representative on the Board of Directors.
- This year, in recognition of United Way of Northeast Florida's 85<sup>th</sup> Anniversary, past Campaign Chairs were invited to collectively lead the 2009 campaign. The 2010 Campaign Chair will be Scott Brubaker, Vice President, Jacksonville Division, of Publix Super Markets. Terry West, President and CEO of VyStar Credit Union will lead as 2011 Campaign Chair.

“We are honored to have such outstanding leadership for United Way's Board of Trustees and Directors,” said Connie Hodges, President of United Way of Northeast Florida. “Their individual support has been tremendous and we look forward to their active participation in shaping the future direction of United Way.”

**United Way of Northeast Florida works to create real, long-lasting change in Northeast Florida by focusing on the building blocks for a good life. In partnership with volunteers, community organizations, and leaders, United Way is creating opportunities to improve life for people in Baker, Clay, Duval, Nassau and northern St. Johns counties. In addition, United Way leads United Way 2-1-1, a 24/7 information referral hotline; Life: Act 2, a pro-active response to an exploding senior population; and Full Service Schools, a community approach to removing barriers to academic success. For more information, call 904-390-3200 or visit [www.liveunitednortheastflorida.org](http://www.liveunitednortheastflorida.org).**

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