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September 2015

UNITED WAY OF CENTRAL MISSOURI IS "ON THE ROAD AGAIN"



Greg Gaffke, Chairman

To borrow a line from Willie Nelson, the United Way of Central Missouri is "on the road again". Or more aptly phrased, the United Way is "back on the campaign road again" to execute and promote this year's campaign theme "Changing Reality". It is certainly an appropriate theme, given United Way and their 28 partner agencies change reality for the better for the people they serve. Over 79,000 people were served by United Way partner agencies in 2014.

Our 2015 co-chairs, Barb Prasad and Matt

Tollerton, our Agency Speakers' Bureau, and United Way staff have been extremely busy in August assisting the 31 Pacesetter Companies as they developed and executed energetic, fun-filled campaigns. The Pacesetter results were announced at the Campaign Kick-Off on September 3 and officially launched the 2015 United Way Community Campaign. The Pacesetters hosted workplace campaigns in August to "set the bar" for the Community Campaign which continues through October 31.

A hearty thanks to our Marketing Team, the creative gurus behind the scenes who develop the special FUNdraising events for our "on the road" calendar in September and October. This cracker jack marketing team executed a tremendously successful Mid-Missouri's

Got Talent event on September 1; and future campaign activities include Dine United and Shop United events in

Competition to name a few.

Of course, we can't say enough about our incredible media partners

need for the services provided by the United Way and our agency partners.

The 2015 Victory

incredible generosity of this central Missouri community. Over \$1.4 million of the just under \$1.8 million raised during the 2014 United Way campaign was donated by individuals like you and me, one dollar at a time. The United Way Community Campaign is a grass roots effort that provides every community member the opportunity to give back to help our neighbors in need. You are the people that "Live United" and make the financial commitments and volunteer the time and dedication to change reality to improve lives in our community. Please plan to join us that morning and share our celebration. Thank you for helping us towards our \$1.8 million dollar goal to help us turn despair into hope, fear into courage, and poverty into promise for those who need us in our community!



Capital Region Medical Center staff hold Rock, Paper, Scissors tournament. Melissa from Accounting challenges Gaspere Calvaruso, President.

partnership with local restaurants and retailers; a Kids United Funfest carnival for the children of the clients served by our partner agencies; and the Rock, Paper, Scissors Sole Survivor

who contribute significant coverage to these special events and the campaign itself. We could not be successful without their help. These partners help the community understand the critical

Celebration is planned for 8:00 a.m. on November 5 at the Missouri Farm Bureau. As I have mentioned in previous articles, a victory again this year would not be possible without the

A SPECIAL TIME OF THE YEAR WITH THE UNITED WAY



By Cassandra Atchison
Marketing Coordinator, Modern Litho

The Modern Litho and Brown Printing United Way Pacesetter campaign is a special time of year for the company and its employees, a tradition that has been going strong for over 20 years. It is a time to come together not just as co-workers, but as neighbors, friends and members of a larger community to think about those in need and do what we can to support the agencies of the United Way of Central Missouri.

"I've always believed in giving to the United Way because the money

and resources that are donated stay local. We encourage our employees to give, but we do not require it. Seeing their generosity and willingness to give so much to help our community is humbling and it's by far my favorite part of the campaign," said Darrell Moore, President/COO of Modern Litho.

To accomplish this important task, the company commissions a fundraising committee that consists of employees who volunteer

to work specifically on charitable projects for the community, and the United Way campaign is always a major part of that. They are charged with planning and implementing the components of the campaign across three locations. And of course, there has to be a little fun involved! Activities have included everything from bake sales, root beer float sales, cutest pet contests, penny wars and raffles to making the managers including President, Darrell



Modern Litho/Brown Printing take on the Rock, Paper, Scissors Challenge.

See SPECIAL, Page 5

WE WERE MADE FOR SERVICE



Ann Bax, President
Copyright Travis Duncan Photography

The United Way of Central Missouri is creating a happier, healthier community by inspiring collaboration, fundraising, and volunteerism-- not only with our 28 agency partners, but also our community partners.

Two massive volunteer efforts recently took place in our community...

On August 20, United Way teamed up with Lincoln University to facilitate a Freshman Day of Service at fifteen different locations. The

intent was to introduce 700 incoming freshman to our community through service. Students picked up debris along Wears Creek and the downtown area, repacked food for food pantries, and assisted in a beautification effort at Kirchner State School. "Our students have strong futures as leaders and the most important

over 200 volunteers rolled up their sleeves on September 10 & 11 to serve through United Way of Central Missouri's annual Days of Caring. Through this effort, community-minded businesses allow their employees time from their jobs to help United Way partner agencies with projects the agency



Lincoln University students help out at the Salvation Army pantry during Lincoln's Day of Service for incoming freshman as part of ROAR week.

attributes of leadership is service," stated Dr. Kevin Rome, Lincoln University President.

Another army of

may not have the staff or funding to tackle. Volunteers cleaned windows at the Senior Nutrition Center, spread

See SERVICE, Page 3

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WHO WILL CLAIM THE (RPS) SOLE SURVIVOR

By Jayne Dunkmann,
Director of Marketing, VP,
Jefferson Bank of MO

According to Wikipedia, "Rock, Paper Scissors" (RPS) is a zero sum hand game usually played between two people. Rock crushes scissors, paper covers rock, and scissors cut paper ... throws as such determine a winner. A simple "RPS" Google search can render 681,000 results. In that search, you will find the USA Rock, Paper, Scissors League information and rules (www.usarps.com).

As a child, who didn't

throw a few "rocks, papers, and scissors" for the opportunity to "go first", "lick the bowl", or "avoid a chore" ... but have you ever faced competition? Have you ever had a need to consider a strategy before a bout? (The best of three "engagements" or throws is a bout ... see glossary of terms on USARPS.com) Through online research, you can find tutorials on Youtube that may be beneficial with regard to tactic. These videos can help you know what to throw and when and how to intimidate your opponent.

On Thursday,

September 24th, Jefferson Bank on Missouri Boulevard will host the first ever United Way of Central Missouri Rock, Paper,

Scissors Tournament. Appropriately themed, survivor; the event will not only name the sole winner of the competition, but will also



Jayne Dunkmann challenged Champion Sam Rathmann in the final 8.

help to raise awareness about the 28 agencies of the United Way that assist those in our community facing life challenges.

RPS participants are encouraged to come in costume, wear throwing gloves, and bring along an entourage of friends, co-workers, and family. anything goes, from super hero capes, crazy head gear, and face paint to blinged-out hand apparel, finger paint, and nail accoutrement. The crazier the presentation the better in order to provide optimum entertainment value. Challengers chant in

sync... "One, two, three ... shoot!" (or "Ro-Sham-Bo ... shoot!" ... according to USARPS rules). The winner of the bout advances in the tournament bracket. Come join the fun, enjoy the show, and support your favorite competitor!

United Way of Central Missouri supporting businesses and organizations will have individuals competing for the title of Sole Survivor. Food and drink will be donated by local business owners and it is free to all who attend! (Free will donations will

See SURVIVOR, Page 6

UNITED WAY LIVE UNITED GAME NIGHTS

Fall is the time of year when the kids go back to school, football season starts up, and the United Way campaign is in full swing. Football season and the United Way have a lot in common. Both are making plans for the upcoming season, developing strategies to keep the community engaged, working hard for a successful season, and in the end, hope to meet the goals set out by both teams. Team United Way's goal is raising \$1.8 million for our community, and local football teams' goal is making it to the State finals.

What better way than to have the youth in our community join us in kick-



Blair Oaks Cheerleaders hold the Falcons LIVE UNITED banner for football players to run through.

ing off the United Way campaign at local high school football games with a Live United Game Night.

United Way has partnered with Central Bank's tailgate football games to help spread the United

Way message. Underneath everything we are, underneath everything we do, we are all people. Connected,

interdependent, united; and when we reach out a hand to one, we influence the condition of all. That's what it means to Live United.

"Engaging our youth with United Way is a great way to develop future community leaders," says Matt Tollerton, VP, Director of eCommerce for Central Bancompany and United Way Campaign Co-Chair. "Also, letting them know United Way partner agencies are there if they ever need them."

United Way has had two successful Live United game nights this season, one at Blair Oaks and the other at Helias. Upcoming Live United Game Nights

are scheduled for Friday, September 18 with the California Pintos and October 2 with the Jefferson City Jays. Come out and show your community and school spirit!

It takes all of us in the community doing our part to help our youth succeed. Showing the youth of today the importance of giving back to their community where they live, work, and go to school and the importance of helping friends, families and neighbors in need is what brings our community together. It's a win-win when the United Way and local football teams can join together and Live United!

JOIN US FOR DINE AND SHOP UNITED



Do you enjoy eating out and shopping? Do you want to support a good cause? You can do both by joining us every Tuesday in September for the fourth annual

Dine United event, and on October 17 for the fourth annual Shop United event!

For Dine United, local restaurants in the mid-Missouri area have joined together to give back to the community by pledging a portion of their day's sales to United Way. In past years, Dine United fell on one day, with community members choosing at which restaurants to dine. Over its four years, the event has proven so successful that this year there is a new twist: Dine United is

falling on all four Tuesdays in September. This allows community members and restaurants the opportunity to give back to the community in an even larger capacity.

Dine United caters to all types of individuals, whether they prefer eating out in the morning, afternoon, or evening; sit-down or take out; Italian, American, or morning coffee and a bagel. To help show community members which restaurants are participating, wait staff will proudly be wearing their LIVE UNITED shirts on

their respective Tuesday. Additionally, flyers will be posted around their place of business, as well as on the United Way of Central Missouri Facebook page.

One Dine United Tuesday, September 8, has already had a great turnout! Join us for the next three Tuesdays in September to support the United Way of Cen-

tral Missouri and help change the reality of our community.

Additionally, there is a lot in store for the fourth annual Shop United event. Come and visit local participating shops in Jefferson City on Saturday, October 17! Visit 5 of the 9 participating shops to enter for a chance to win a gift basket that includes items

from each shop, valued over \$100. Whether you schedule a girl's day out, early holiday shopping, or simply a leisurely shopping trip, you are sure to find many great deals and items from these local shops.

Stay tuned to the United Way of Central Missouri Facebook page to learn more about Dine and Shop United.

United Way of Central Missouri 2015 Dine United Schedule	
September 8th Oscar's Classic Diner Bandana's Bar-B-Q Panera Bread Roly Poly Sandwiches Ria's Restaurant & Lounge Paddy Malone's Pub	September 15th Oscar's Classic Diner Panera Bread Canterbury Hill Winery & Restaurant Jefferson City Sub Shop Prison Brews West Main Pizza
September 22nd Oscar's Classic Diner Panera Bread Culver's Domenico's Italian Restaurant Ecco Lounge Dave's Pizza & Wings	September 29th Oscar's Classic Diner Panera Bread Roly Poly Sandwiches Capitol City CORK & Provisions J Pfenney's Sports Grill & Pub Madison's Cafe

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- Community Health Center of Central Missouri
 - CentralMOHealth@CHCCCentralMO

GENERATIONS OF GIVING, THROUGH THE YEARS

By Harold and Dan Westhues

For 90 years, the United Way of Central Missouri has been supported by thousands

of wonderful volunteers. Sometimes, this support trickles down through generations of the same family who believe in the United Way

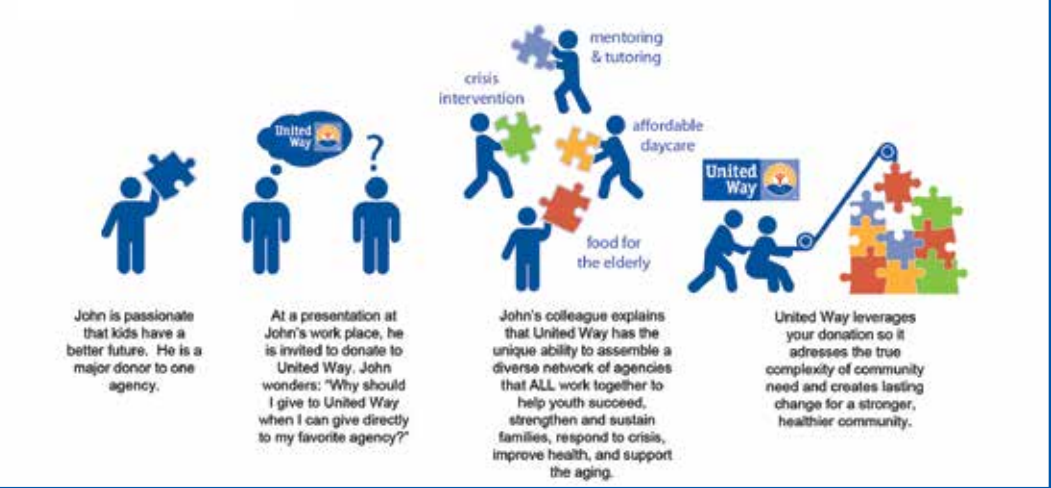
mission. This is true for Mr. Harold and Dan Westhues, father and son, who have both been incredible advocates and supporters of the United Way.

Mr. Harold Westhues grew up in Glasgow, Missouri and moved to Jefferson City in 1967, which he has called home for over 40 years. Harold became involved with the United Way of Central Missouri in 1969, shortly after moving to the area. He began as a volunteer with the Small Business Division where he called on area small businesses and encouraged their



Harold and Dan Westhues, father and son United Way advocates and supporters.

WHY GIVE TO THE UNITED WAY



support of United Way. After some time, he moved on to chair the division. Later, he accepted the task of co-chairing the annual Community Campaign, served as a member of the United Way Board of Directors, and as Chairman of the Board.

During this time, his son Dan was born

and raised in Jefferson City. His current role is Senior Vice President of Central Bank. His journey with United Way began when he ran Central Bank's Workplace Campaign about fifteen years ago, where he learned more about what United Way was all about. "I started working with

Kathy Crow and Cyndy Schnieders. I watched them tirelessly volunteer to make our community a better place. It was almost unbelievable how much work they put into multiple causes--and still do for that matter," said Dan. "But what really hooked me was working on Funds Distribution. I was See YEARS, Page 6

PACESETTERS SET THE CAMPAIGN BAR

Reality—for some in our community, it means needing a home or a warm meal. For others, it's finding a mentor for a more promising future, a safe haven from domestic violence, or assistance from crisis such as a house fire or flood. Reality means dealing with the unexpected challenges that life brings. United Way of Central Missouri and its partner agencies work daily to change the reality of our neighbors in need.



Cole County Commissioners Kris Scheperle, Sam Bushman, and Jeff Hoelscher join in the fun with a Duck Dynasty theme to support the United Way Campaign.

That's why the theme, Changing Reality One Life at a Time, is so appropriate for the 2015 United Way Campaign. United Way's 28 partner agencies, programs and initiatives provide services that help people get the in-depth services that provide holistic

The United Way Campaign is well underway thanks to our hard working, over achieving Pacesetters! United Way Pacesetters are 31 organizations in the community, including the United Way staff and partner agencies; that host their campaign in August, before the Community Campaign begins in September and October.

a direct correlation to the success of the Community Campaign. Typically Pacesetters raise between 45% and 50% of our campaign goal--and this year is no exception! The Pacesetter results announced at the recent United Way Campaign Kick-off event revealed that the Pacesetters raised a projected \$870,237, or 48% of the overall campaign goal! So it is easy to see how important the Pacesetter campaign is to the overall success of the Community Campaign.

Of course it wouldn't be a United Way of Central Missouri campaign if it didn't include a fun component—and Pacesetters generally set the bar for this aspect of the campaign as well. Given the campaign theme is Changing Reality, reality television was that fun component.

So needless to say, reality television-

themed campaigns were running rampant as the Pacesetters hosted their United Way campaigns. Missouri Farm Bureau hosted a Project Runway themed event with models sporting their favorite trash bag ensembles and a Fear Factor event that provided contestants the opportunity to eat larvae...and they actually ate live larvae! Cole County Commissioners put on their camo and facial hair and took on the persona of the Robertson brothers

from Duck Dynasty, Hawthorn Bank hosted an Amazing Race Poker Run, and Central Bank and Central Technology Services hosted an indoor golf course that featured Reality TV-themed holes. Many of our Pacesetters hosted internal Rock Paper Scissors (RPS) Survivor tournaments to determine their winner for the Sole Survivor Challenge on September 24. Huber and Associates final two sported sumo wrestler garb and Wallstreet Group had famous

contestants like Ron "Mr. Cuticle" Arnold and Leslie "Oh No You Didn't" Verslues.

We are so grateful to our Pacesetters for a job well done! But the reality is our work is not finished. Our Pacesetters have helped the campaign take a giant leap towards our \$1.8 million goal. Now we ask the rest of the community to pick up the torch and continue to change reality one life at a time by supporting the 2015 United Way of Central Missouri Campaign.



Missouri Farm Bureau models sport their favorite trash bag ensembles for Project Runway-themed event to support United Way.

support for their unique needs—to change their path, their reality, for the better. Last year over 79,000 people in the central Missouri area were touched by a United Way of Central Missouri partner agency.

Pacesetters, are critical to the success of the overall campaign, as they "set the bar" for the campaign. A successful Pacesetter campaign is a great motivation to the community, and has been proven to have

SERVICE Continued from page 1

rubber mulch on the Rape and Abuse Crisis Service playground, cleaned durable medical equipment for Homemaker Health Care, and provided piano entertainment for adults with disabilities at Osage County Community

Living. The projects were varied in scope, but the thing all these projects had in common is that they allowed volunteers the opportunity to see United Way partner agencies at work, and understand the critical

role these agencies play in our community. Whether you serve through United Way, your church, or your school...thank you for volunteering and thank you for giving back. We were made for service!

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VOLUNTEER SPOTLIGHT: SHARON CAMPBELL



Sharon Campbell
Vice President, Regions Mortgage

The Campaign Leadership Team consists of forty nine volunteers that are the face and voice of the annual fundraising campaign. The Team is led by Co-Chairs, Barb Prasad and Matt Tollerton. Each team member calls on five to ten businesses to ask for their support of the United Way's annual campaign. Businesses are encouraged to hold employee rallies. A workplace United Way campaign can be fun; boosting employee morale and increasing job

commitment. Campaign Team members call on a variety of businesses from small businesses, large firms, professionals, retirees, public entities and associations. A United Way campaign not only provides a means for employees to give, but an opportunity to learn about services they, or someone close to them, may need. Ninety one cents of every dollar goes directly to services and money raised here stays local to help neighbors in need in our community.

The Campaign Leadership Team is divided into six teams to provide support, friendly competition and fun. As part of one activity the Campaign Leadership Teams went on an "Amazing Race" to Wal-Mart to buy as many basic need items as possible with limited funds. The teams had to make tough decisions as to what to buy

to stretch the dollars. This activity showed them how many families make these tough decisions every day to make ends meet and it also helped the Leadership Team understand the importance of the services provided by United Way partner agencies.

How long have you volunteered as a United Way Campaign Leadership Team member or other capacity with United Way?

I have 10+ years on the leadership team and 4 years on the governing board.

Why do you volunteer for United Way?

Through the years, while I was working and raising my children, United Way gave me an avenue through which I could touch people, even with the limited hours I could

devote to the community.

What is your favorite part about being a Campaign Leadership Team volunteer?

The staff at United Way. They are so good at what they do and are so professional; they make volunteering so easy.

What is your most memorable or favorite activity as a United Way volunteer?

I recall that a couple years ago the United Way had the leadership team play a game with Smarties, which was to illustrate how there's not always enough to go around. The game provided a visual for me of what some families deal with every day and the difficult decisions they have to make on a daily basis. It was a moment of clarity for me.

What advice would

you give someone who wanted to be a Campaign Leadership Team volunteer for United Way?

If you enjoy working with people and can devote time to contacting businesses, you'll enjoy working on the leadership team.

What other volunteering do you do in our community?

I also volunteer with/as Chamber Ambassador, Women's

Council of Realtors, Jefferson City Area Board of Realtors and Boy Scouts.

What do you do for fun?

I love to read. But I also enjoy running around the house, being loud and acting crazy, with the grand kids!

Anything else you would like to add?

I'd like to thank all those business owners who graciously allow the leadership team to talk about how United Way helps our community.



Campaign Leadership Team Members winning team on the "Amazing Race" Challenge.

NATIONAL ADULT EDUCATION AND FAMILY LITERACY WEEK-WHY LITERACY IS IMPORTANT

By Felicia Poettgen,
Executive Director of ABLE

National Adult Education and Family Literacy Week raises public awareness of adult education and family literacy, assists adult learners in need of literacy services, leverages local resources, and

two-thirds of them are women. Yet the ability to read and write is the basis for all other education; literacy is necessary for an individual to understand information that is out of context, whether written or verbal. Literacy is essential if we are to eradicate poverty at home and

and avoid human rights abuse, and to avoid crime.

ABLE (Adult Basic Literacy Education) was formed in 1985 because state and federal sources revealed significant numbers of functionally illiterate individuals in the area and an increasing number of high school dropouts.

ABLE's goal was, and still is, promoting literacy in Jefferson City and the surrounding communities. To address the situation, ABLE trained tutors and offered classes to help adults over the age of 16 improve their reading ability. The program began at the Thomas Jefferson (now known as the Missouri River Regional) Library.

A few years ago, one of our ABLE board members had a rather ironic thought: "how can we put ourselves out of business?" Board members approached counselors at the high school who told them if they wanted to help prevent reading problems, and thus improve the drop-out rate, their focus should be on middle school students.

ABLE's middle school reading program was born. Over the years, the program has blossomed. This year there will be 30 volunteers who will work with 40 or more students for at least one hour each week. In the 2014-2015 school year,

all of the students made progress and 88% of the students being tutored achieved or surpassed grade level on their reading scores.

The secret to both the adult program and the middle school program is the same. Students of all ages flourish with one-on-one attention. Volunteers work with each student at a pace that best suits that

individual student. The one-on-one relationship keeps motivation and interest at a high level for both the student and the volunteer.

ABLE is an independent nonprofit 501(c)3 organization and was designated a United Way agency in 1989. The organization's board is proud to have United Way recognition and funding. Additional

funding comes from the proceeds of an annual book sale, co-sponsored with the public library and held in the spring. ABLE is also an affiliate of ProLiteracy Worldwide, a national organization that supports literacy efforts. For more information contact ABLE at (573) 636-5558 or ablelearningcenter@gmail.com.



ABLE Middle School tutoring program.

supports increased access to adult education and family literacy programs. Advocates across the country use this opportunity to elevate adult education and family literacy nationwide with policymakers, the media, and the community. For 2015, National Adult Education and Family Literacy Week will be celebrated September 21st-26th. (<http://national-coalition-literacy.org/>)

In the United States, an estimated 30 million people over the age of 16 read no better than the average elementary school child. Worldwide, nearly 800 million adults are illiterate in their native languages;

abroad, improve infant mortality rates, address gender inequality, and create sustainable development. Without literacy skills—the abilities to read, to write, to do math, to solve problems, and to access and use technology—today's adults will struggle to take part in the world around them and fail to reach their full potential as parents, community members, and employees.

Adults need strong literacy skills to raise children who have strong literacy skills, to be good employees, to keep themselves and their family healthy, to be active in their communities, to advocate for themselves

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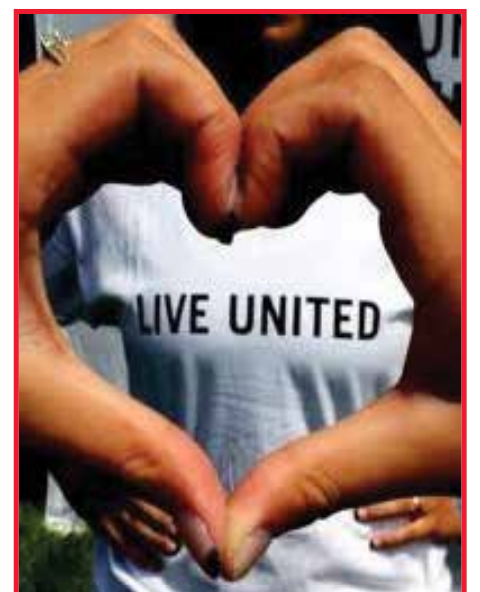
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"ALONE WE CAN DO SO LITTLE;
TOGETHER WE CAN DO SO MUCH."

HELEN KELLER

OPEN A WORLD OF POSSIBLE
SCHOLASTIC

BOARD OF DIRECTOR SPOTLIGHT: BRANDY BRYANT

Interview with Brandy Bryant

Treasurer of Executive Committee

Family

Married to Bob Bryant with 6 children; Bryce Bryant, Braedyn Bryant, Bobby Bryant, Micheal Bryant, Josh Bryant and Brianna Stark. Also, 5 grandchildren; Jayce Griggs, Kaylee Bryant, Hayden Reinsch, Londyn Stark and Nolan Stark.

Profession

The Senior Vice President for Jefferson Bank of Missouri.

Why do you choose to serve on the United Way Board?

The United Way is amazing!! By being involved with the United Way, you can help so many different agencies all at once. I became involved with the United

Way in 2004 when I was asked to be part of the Fund Allocation process. This is the process that agencies must go through to request and receive funds from the United Way. Most people are not aware of the amount of volunteer hours that are spent on this process, it is very thorough. Through fund allocation, I was able to see what our United Way agencies were doing to align themselves with the United Way mission. There is so much need in our community and our United Way agencies are doing amazing things, things that most of us don't know about. I was so excited when I was asked to be a member of the Board of Directors in 2009. I love being part of the United Way process because United Way makes such a huge impact on this community. By making a donation to the United

Way, you can make a difference.

Most Memorable/Favorite Moment as a United Way Volunteer.

My favorite memory as a United Way volunteer was serving on the Campaign Leadership Team and being part of the Community Kickoff Campaign. Through this process, I visited with many local businesses, some of which had never been solicited for a United Way donation. When I explained to the owners that it was very likely that some of their very own employees were being assisted in some way by a United Way organization, these business owners were more than happy to help and make a donation.

How do you like to Relax on Sunday?

My ideal Sunday is to attend church, cook a

nice meal for my family, play some catch with my boys, shoot baskets, maybe grab a quick run and then relax on the couch with my family.

What was Your Dream Job When you were Little?

My dream job when I was little was to grow up and be a basketball coach.

Hobbies?

My hobbies include running and attending my children's various sporting events. I love to cheer my kids on to victory!

What is your favorite quote to live by?

"I can do all things through Christ who strengthens me." Philippians 4:13

Favorite Sport to Watch or Play?

My favorite sport to

watch would be anything that my kids are playing – football, baseball and cross country. I also love to watch college volleyball and college softball.

Tell Us Something Few People Know About You:

I have run 12 half marathons.

Most Exciting Thing That Has Happened This Year:

The most exciting thing that has happened this year was being nominated for the Zonta Woman of Achievement award. It was a very

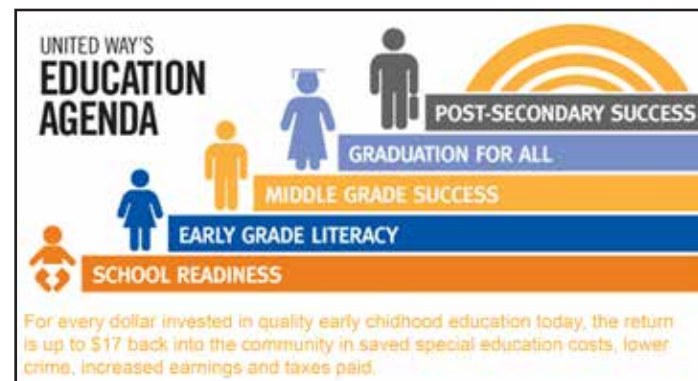
humbling experience to be included with such a fantastic group of other nominees.



ENTER SCHOOL READY TO SUCCEED

Children learn best in loving, nurturing relationships and through every day experiences. From birth, these essential connections hard-wire the brain for future learning

equip parents to make the best choices for their families. United Way Worldwide developed a Born Learning® engagement campaign to provide web based educational re-



and prepares children for school. Whether children are at home, with relatives or friends, or in childcare, the quality of early experiences is key to later success in school. United Way Worldwide has led Early Childhood initiatives, Success by 6®, for over 20 years to improve the quality of childcare, support families, and encourage early intervention and public awareness activities to

sources and ideas to help young children learn.

United Way of Central Missouri established an Early Childhood initiative in 2007 to support Early Childhood in Central Missouri. The United Way of Central Missouri formed an Advisory Council to include early childhood organizations and experts in the field. The Advisory Council includes representation from:

- Central Missouri Community Action/Head Start
- Child Care Aware of Missouri
- Jefferson City Day Care Center
- Jefferson City Public Schools
- Jefferson City Area YMCA Child Development Center
- Lincoln University, Early Childhood Program
- Parents-As-Teachers
- Southwest Early Childhood Center
- Special Learning Center

The purpose of the Early Childhood Advisory Council is to promote early childhood programs and initiatives in the Central Missouri area, provide Born Learning® materials to families as an introduction to early learning and identify gaps in services/needs in early childhood in our community.

The Early Childhood Initiative has supported training for early childhood professionals, installed a Born Learning® trail at Memorial park, and coordinated awareness and activities for the Week of the Young Child. 2014 marked the first year of a three-year program to implement Early Childhood-Positive

Behavioral Support (EC-PBS) in nine area childcare centers. EC-PBS is an empirically validated, function-based model to eliminate challenging behaviors and replace them with positive social skills. Use of EC-PBS decreases the need for more intrusive or aversive interventions, and can lead to both systemic

as well as individualized change. EC-PBS will help young children transition to school with the same behavioral expectations learned in pre-K. Currently, Jefferson City Public Schools, Southwest Early Childhood Center, Head Start and some area parochial schools use the Positive Behavioral Support Model.

SPECIAL Continued from page 1

Moore, wear a wig and carry a toy sword. Who wouldn't pay to see that?

"In a lot of ways, we look to the leadership of our company to set the tone for our campaign, and they always deliver. They ensure we have time and resources to plan, fundraise and celebrate our achievements; even if that means shutting down production, paying for a luncheon and at times looking ridiculous. At the end of the day, we come together to do something great for our community and that means everybody

wins," remarked Cassandra Atchison, Marketing Coordinator.

This year's focus was the Rock, Paper, Scissors tournament which was held as part of a company-wide luncheon with all donations going to the United Way. Employees paid to participate and then lined up in two long rows to square off against their competition. As the rounds went on, they ended up with six finalists and then the winner, Megan Dudenhoefter! In total, the 2015

Modern Litho/ Brown Printing campaign raised \$26,468.55.

"The United Way of Central Missouri makes our community a better place to work and live by touching thousands of lives. Those lives are our co-workers, friends and family members. We know that they can make every dollar stretch so much farther than anyone can alone. And that is why it is important that we give and 'Live United'," said Darla Porter, President of Brown Printing.

MID MISSOURI'S GOT TALENT



By Lynne Bateman,
V.P., Mid America Bank

Mid-Missouri really does have talent! What a turn out; what a night! If you were lucky enough to attend United Way of Central Missouri's Mid-Missouri's Got Talent Contest the evening of September 1, you know what we're talking about.

The MGMT Contest was the first ever for United Way of Central Missouri. With this year's campaign theme, Changing Reality, plenty of fun campaign promotional ideas developed revolving around popular reality TV shows.

A great team of volunteers worked with this Marketing Team sub-committee under the direction of team co-chairs, Barb Prasad and Lynne Bateman. This zealous group worked around their business schedules to accommodate numerous meetings throughout the past few months to ensure an entertaining and successful fundraising event.

The contest took form

in several stages. First, interested applicants submitted audition videos to a designated website between August 1 and August 15. Voting started from the moment the video was uploaded and continued until midnight August 24. The act with the highest number of on-line votes at the conclusion of the voting period was awarded a People's Choice prize of \$100.

Next, from the video auditions, a small panel of independent judges chose six finalists to compete in the live show which was held Tuesday, September 1 at The Mill-



Sylvia Ferguson is the grand prize winner of Mid Missouri's Got Talent.

bottom, located at 400 W. Main Street in Jefferson City.

The six finalists were Sylvia Ferguson, Persephone Hamler, Australia Johnson, OCD (Occasionally Called Delusional), Ross Steiner, and

Andrew Stratman.

Patrons at the live show voted for their favorite finalist(s) by purchasing voting tickets. Each finalist had their own designated ballot box and the contestant with the highest number of votes at the end of the show was announced as the Mid Missouri's Got Talent winner.

The show opened with a heart-warming tribute to United Way by Elizabeth Huber singing her re-worked version of Bonnie Tyler's song "I Need a Hero". Between each finalist performance, five United Way partner agency acts were showcased. The show ended with The People's Choice

winners, Dr. Chandra Prasad and Mr. Lyle Rosburg, performing a beach ball ballet.

At the end of this delightful evening, the votes were tallied and Mid-Missouri had spoken. The recipient of eight tickets to a luxury box at the Fox Theatre in St. Louis, a \$150 gift card and bragging rights to being the first-place winner of United Way of Central Missouri's Mid-Missouri's Got Talent Contest was (drum roll, please) ... Sylvia Ferguson.

Special gratitude goes to our venue sponsor, JCMG Laser and Vein, which allowed for the event to take place at The

Millbottom, and to Mid America Bank and Wallstreet Insurance Group who co-sponsored the audio and lights, provided by Conrad Audio. We would also like to thank the News Tribune, who provided the online voting platform and graphics to promote the event, Dr. Pepper Snapple Group for providing beverages, Fat Boys Fitness grilling volunteers, Fechtel Beverage and Sales for providing beverages, Jefferson City Academic Center voting table and set up volunteers, Osage Ambulances for providing grilling equipment, and all volunteers who helped with this successful event.



JCMG's Lyle Rosburg and Dr. Chandra Prasad are the 2015 Mid-Missouri's Got Talent People's Choice Winner.

GENERATIONS

Continued from page 3

amazed by how much due diligence was conducted about the agencies before awarding them funding. I remember thinking how responsible United Way was as stewards of the community's charitable dollars. Then I heard the stories from the agencies and what the United Way dollars were doing for them.

How could I not get on board with something so well run that did so much good?" He has served in many roles and on numerous committees in his years of volunteering; including Funds Distribution, Strategic Planning, Strategic Funding, Campaign Chair, Board of Directors, and Board Chair.

Their similar paths became especially unique when Dan was named Board Chair for United Way at the age of 40; exactly the same age that his father, Harold served as Board Chair years before. This shared experience with Dan has greatly impacted their father-son relationship. "Dan and I both understand what

an honor it is to serve as Chairman for the United Way. Together, we understood that our responsibility was to work with everyone to complete the mission during our term. I think that 'Father Knows Best' has faded, as Dan has grown to be a respected leader and member of this community," Harold stated.


SURVIVOR

Continued from page 3

be accepted.) Social hour begins at 5:00pm and preliminary bouts and tournament bracket play will take place 5:30pm to 7:30pm. The stage and activities will be located on the Jefferson Bank parking lot at the

corner of Dix Road and Missouri Boulevard. For additional information or questions regarding how you can participate, please visit www.unitedwaycemo.org or call the United Way office at 636-4100.





Jason Dundulis, M.D.
JCMG Gastroenterology

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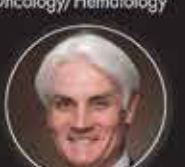





Dr. Dundulis recently completed a fellowship in Gastroenterology and Hepatology at the University of Missouri in Kansas City. He received his medical degree from the University of Missouri in Columbia, where he went on to complete his residency at the University of Missouri Hospitals and Clinics.

He diagnoses and treats diseases of the digestive system, including the esophagus, stomach, intestines, liver, gall bladder, and pancreas. Conditions include ulcers, hepatitis, GERD, Colitis, Crohn's Disease, irritable bowel syndrome, and abdominal pain.

"I want my patients to know that I take time to listen to their concerns and make it my responsibility to educate and involve them in their health care," says Dr. Dundulis.

To make an appointment with Dr. Dundulis, please call 635-JCMG (5264).

Our Newest Physicians

 David Brummelt, M.D. Radiology	 Karl J. Haake, M.D. Pain Management	 Shadi Haddadin, M.D. Oncology/Hematology
 Blythe Harris, M.D. Anesthesiology	 Clint Harris, M.D. Pain Management	 Brian Johnson, M.D. Infectious Diseases
 Raj Karuparthi, M.D. Cardiology	 William Klutho, MD Pediatrics	 Afsheen Patel, M.D. Family Medicine
 Prityi Rani, M.D. Neurology	 Reggie Vaden, M.D. Surgery	