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CINCINNATI

The 2016 Pillar Awards — A continuing community commitment

By: [Dennis Seeds](#) | 12:01am EDT January 1, 2016

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Great companies serving great communities

The 2016 Greater Cincinnati Pillar Awards honor greatness in the name of outstanding community service.

On behalf of everyone at Medical Mutual of Ohio and our Pillar Award co-founding partner, *Smart Business*, we present these annual awards for Community Service for the 18th consecutive year.



At Medical Mutual, we have long understood the commitment to improve the communities we serve. We strive to live up to that responsibility in everything we do.

I personally want to congratulate this year's recipients for their understanding of "commitment to community." That is what the Pillar Awards are all about — leading by example and helping to improve the quality of life for Ohioans.

You will notice that one of the Pillar Awards is a special honor given to a company whose employees best exemplify the values of Medical Mutual's volunteer employee SHARE Committee.

SHARE, which stands for serve, help, aid, reach and educate, is the heart and soul of Medical Mutual's charitable giving effort. Each year, this committee helps coordinate more than two-dozen community events involving nearly half of the company's 2,300 employees.

"Improving the communities we serve," is a common theme for all of the Pillar Award recipients over the past 18 years and, once again, Medical Mutual of Ohio is honored to be in such outstanding company.

Rick Chiricosta
chairman, president and CEO
Medical Mutual of Ohio

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Greater Cleveland Food Bank's new CEO is driven by her passion to feed the hungry

The 2015 Pillar Awards for Community Service

The Kent Clapp CEO Leadership Award

Mary Miller

CEO

JANCOA Janitorial Services

www.jancoa.com



It was the mid-1990s and Mary Miller, CEO of JANCOA Janitorial Services, and her husband Tony Miller, president, wanted their company to be the best place to work and in turn become the premiere janitorial business in Cincinnati.

They created The Dream Manager as the vision for the corporate culture.

Through one-on-one coaching sessions and group classes, employees are encouraged to identify their dreams and take real action steps to achieve them.

"The Dream Manager program is about inspiring our employees to really go after what they want in their lives," Mary says. "There are not too many people who grow up and want to be a janitor."

Some of the dreams employees have accomplished include earning a GED or college degree, purchasing a home or automobile, starting a small business, quitting smoking and adopting a child.

Mary is active throughout the community, including the Cincinnati Chamber of Commerce Leadership Class Alumni, WINGS group of United Way, city of Wyoming

the International Association of Administrative Professionals and ConSOARTium.

Not only employees benefit from the program. By taking an interest in their lives, JANCOA has improved employee retention. Since its inception, turnover has dropped from more than 100 to 65 percent.

The Dream Manager idea was popularized in The New York Times best-selling book, "The Dream Manager" by Matthew Kelly, and spread throughout the world.

The Medical Mutual Kent Clapp CEO Leadership Award recognizes the top executive for his or her passion toward philanthropy and honors the late Kent Clapp, CEO of Medical Mutual, who died in a 2008 plane crash.

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The Pillar SHARE award

Bob Coughlin

CEO



Paycor

www.paycor.com

In 2010, a number of Paycor associates wanted to develop a way to express the guiding principles of the company that include, "Take care of each other" and "Do the right thing."

They launched Community Partners, Paycor's associate-led community service organization. Founded by the associates, the program has filled more than 9,847 volunteer opportunities to date. Some of the causes served range from

Accounting for Kids to the Down Syndrome Association of Cincinnati to Steps for Success at Oylar School and many others.

"There's a real generosity here where associates want to be involved, to serve the communities in which we live and work," says CEO Bob Coughlin.

Community Partners focuses on organizations, causes and issues of real meaning to associates, who in many cases have a personal connection with the cause.

For example, Paycor associates raised money and support for the Down Syndrome Association of Cincinnati Buddy Walk. A Paycor tax specialist's grandson has Down syndrome as does a client service specialist's daughter. Through the association, the grandson has taken horseback riding lessons, played baseball and soccer, and received assistance with his educational development.

Stories like this have inspired many Paycor associates, who bring their families and friends to participate in the Buddy Walk, a fun annual event that celebrates members' achievements — just one of the many cases in which the company and the community both benefit.

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Honorees**Pete Effler**

COO

American Modern Insurance Group

www.amig.com

American Modern Insurance Group, led by Pete Effler, COO, has a history of citizenship in the local community through both corporate philanthropy and employee involvement focusing on education, health care, youth and community well-being.

The company supports numerous area organizations, including the Cincinnati Museum Center, Boy Scouts of America and Insuring the Children, as well as local hospitals, schools and various community projects. Its employees volunteer for local social service agencies and in area schools through the American Modern Gives Back program.

In the month of December 2014 alone, 287 employees assisted with 53 local projects. The Clermont Chamber of Commerce Foundation named American Modern its 2015 Corporate Partner of the Year in recognition of this volunteer work.

The company's Women's Network and employee-led Community Involvement Team also engage in a variety of charitable activities, including a campaign that generated donations of about 2,100 school supplies for a local elementary school.

Among the most prominent examples of the company's corporate citizenship are found in its work with the United Way of Greater Cincinnati and ArtsWave. American Modern is consistently one of the United Way of Greater Cincinnati's top participating companies. It was named the Number One Pacesetter company of 2013 for making the largest dollar increase of the Pacesetter group.

American Modern has raised funds for ArtsWave for 20+ years. In March, its employees surpassed the annual fundraising goal by nearly \$3,000, pledging more than \$62,000. Together with American Modern's corporate contribution, the total raised was more than \$102,000.

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Terri Huntington

program manager

Heimlich Heroes

www.heimlichheroes.com

Since 2013, Heimlich Heroes has taught thousands of children how to recognize the signs of choking, understand how to properly administer the Heimlich maneuver and learn ways to help prevent or minimize the risk of choking.

Developed by experts at Cincinnati-based Deaconess Associations Inc. with support from the Heimlich Institute, Heimlich Heroes is empowering young people to save lives across the country.

Terri Huntington, program manager, leads the organization and can attest to the strong values and lessons of learning the Heimlich maneuver. She herself saved two children from choking by knowing how to administer the procedure.

In another case, an 11-year-old girl named Mariana — after completing the Heimlich Heroes training program — administered the Heimlich maneuver on her sister Gabriela who was choking on an ice cube, saving her life.

The virtual program has been taught in 31 states and has trained or registered 20,000 young people to date. Heimlich Heroes even exceeded its 2015 year-end goal of training 8,000 young people five months early.

Many youth organizations, schools, parents and teachers have been positively affected by Heimlich Heroes and show their gratitude by registering their classroom/ kids/schools multiple times.

Huntington maintains a high profile in the community, attending conventions, injury prevention and safety fairs, and community events. More than 100,000 lives have been saved using the technique established by Dr. Henry Heimlich in 1974.

Heimlich Heroes hopes to create more young heroes by educating, training and instilling confidence in young people around the world.

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Chad Barnhill

General manager

Horseshoe Casino Cincinnati

www.caesars.com/horseshoe-cincinnati

Horseshoe Casino Cincinnati, led by General Manager Chad Barnhill, is proud to be the area's hometown casino and is significantly invested in the community. Horseshoe empowers employees to reach out and is always looking for ways to

impact the community.

From hosting the Hometown Market (a sustainability event which promotes purchasing from local businesses and a green lifestyle), to holding blood drives on the property and making care packages for those in the service, Horseshoe realizes it is important to not only provide a monetary contribution, but also to be a presence in the community.

More than 80 organizations have been impacted by Horseshoe Cincinnati through August of this year, ranging from ArtsWave to Give Back Cincinnati to the YWCA Battered Women's Shelter.

Horseshoe Cincinnati and its team members have provided more than \$63,000 in cash donations this year through August, including Cincinnati Recreation Foundation, \$9,000; Alzheimer's Association of Greater Cincinnati, \$3,500; USO Tribute Cincinnati, \$5,000; and The Brewery District Community Urban Redevelopment Corp., \$15,652.

In addition to sponsorships and charitable contributions, Horseshoe Cincinnati encourages employees to engage with the community through the corporate volunteerism program Horseshoe Employees Reaching Out.

For this year through August, Horseshoe employees have spent more than 3,400 hours volunteering in the Tri-State area. Some examples include the YWCA of Greater Cincinnati, Honor Flight and Ronald McDonald House.

Internally, employees purchased "kiss grams" during Breast Cancer Awareness Month to kiss breast cancer goodbye, with all proceeds benefiting the American Cancer Society.

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Mary Miller

CEO

JANCOA Janitorial Services

www.jancoa.com

The idea of giving to the community is important to JANCOA Janitorial Services owners Mary and Tony Miller. Cincinnati has been home to JANCOA for 43 years and is where the Millers have raised their children and grandchildren.

JANCOA contributes financially throughout the community, focusing on organizations that improve the quality of life for their employees, families and the community through education and economic initiatives. JANCOA supports 30 organizations every year, ranging from the American Heart Association to the United Way, the National Underground Freedom Center and Talbert House.

JANCOA's corporate culture revolves around community involvement and paying it forward. Mary, CEO, has taught Dream Manager and Motivational Courses throughout Cincinnati to organizations including Talbert House, YWCA, Easter Seals and ReSource. She speaks at local events about turning obstacles into opportunities, the importance of dreaming and a variety of other tailored messages.

Regarding volunteerism, JANCOA has a Dream Team of employees and their families who participate in the American Heart Association's 5K Mini-Heart Walk. This year, more than 120 employees and their families walked to raise money and awareness to eliminate heart disease.

JANCOA hosts several events for employees throughout the year and at each event, employees are encouraged to support the program that assists teammates in need of a helping hand. Employees this year donated school supplies, and JANCOA hosted a Back to School Bash where employees' school-age children could shop for supplies.

The company also strives to be a good neighbor by using environmentally friendly cleaning methods to help maintain a safe and healthy environment.

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Jeff Rains

CEO

Breads of the World LLC, dba Panera Bread

www.panerabread.com

At the end of every day, the Panera Bread bakery-cafes donate all unsold bread and baked goods to local hunger relief agencies and charities, including churches and food pantries, Ronald McDonald House, Sisters of Charity, Salvation Army, Light of the World Charities, Matthew 29 Ministries and many others.

But that Day-End Dough-Nation program is not where the philanthropic efforts end for the cafes operated by Breads of the World LLC.

For the past 19 years, the Panera Bread franchisee, lead by CEO Jeff Rains, has worked hard to combat hunger and support various Cincinnati/Northern Kentucky charitable initiatives and donation programs.

Examples of some of the many initiatives include the Panera Cares Community Breadbox, in which customer cash donations go to area charities. In Hamilton and Clermont counties and Northern Kentucky bakery-cafes help fund the Freestore Foodbank's PowerPack Program, while bakery-cafes in Warren and Butler counties donate to Shared Harvest Foodbank's Back Pack program.

The bakery/cafes also play a major role in charitable events such as the Cincinnati Panerathon to Fight Hunger, a 5K/10K run to raise awareness and fight hunger in the community. The American Cancer Society of Southwest Ohio benefits from Panera Bread's annual Pink Ribbon Bagel campaign — nearly \$18,000 was donated in Cincinnati and Northern Kentucky in 2014.

Additionally, Breads of the World works locally with schools and nonprofits to help raise funds for their various initiatives through dine-to-donate fundraiser events within the local bakery-cafes.

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Sue McPartlin

Market managing partner

PwC

www.pwc.com

Corporate responsibility is a key part of PwC's overall strategy and is core to the company's identity. It's important to the clients and communities

PwC serves to play a role in constructing and delivering solutions to the immense challenges faced by society. Whether through employee lifecycle, collaboration opportunities or thought leadership, PwC's emphasis is on connecting employees to work that substantively helps solve important problems and builds trust in society.

Under the leadership of Sue McPartlin, market managing partner, the firm's philanthropy focuses on youth education, inclusion and the environment. The goal is to deliver positive social impact, with measurable and long-lasting results.

In 2012, PwC launched Earn Your Future (EYF), a five-year, \$160 million commitment to help students develop critical financial skills and provide educators with the resources and trainings to teach those skills.

In April, PwC extended EYF with an additional \$30 million, increasing its overall commitment to \$190 million. This increase supports new research and expanded professional development opportunities for educators.

McPartlin leads by example in being involved in a number of the EYF programs including various Junior Achievement events and Big Brothers Big Sisters. She also was the driver behind PwC's affiliation with the Aspiring Stars Can Engage in New Directions program.

Since 2012, the Cincinnati office has donated more than 5,700 hours of employee time to advance financial capability in the community. The goal per year keeps growing substantially and the Cincinnati office donated more than 2,050 hours in PwC's fiscal year 2015 alone.

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William Rumpke Jr.



CEO

Rumpke Waste & Recycling

www.rumpke.com

While Rumpke Waste & Recycling's business is to accept a wide variety of things, it also gives back in a big way.

Rumpke donates hundreds of thousands of dollars annually to many charities, ranging from schools to churches to environmentally minded organizations.

In Colerain Township, where the company is headquartered, Rumpke has donated more than \$750,000 in monetary and in-kind services to local organizations, schools and parks within the last 10 years. Rumpke also offers more than \$25,000 annually in scholarships to graduating seniors throughout its service region.

Rumpke, founded in 1932, is one of the nation's largest privately owned residential and commercial waste and recycling firms, providing service to areas of Ohio, Kentucky, Indiana and West Virginia.

The company, lead by CEO William Rumpke Jr., has partnered with Northwest Local School District through its Partners in Education program as well as the Cincinnati Public Schools Adopt-a-Class program. Rumpke employees dedicate time to local Chambers of Commerce and have become involved with the Dress for Success and Cincinnati Ballet charities.

Rumpke has also invested in new technologies to employ the best available waste and recycling technologies for the environment. In recent years, Rumpke has invested more than \$32 million into its Cincinnati recycling facility, which has been lauded as one of the largest, fastest and most technologically advanced facilities in North America.

In total, Rumpke has invested more than \$50 million in recent years to bring new technology to recycling and landfill operations.

Rumpke also has invested in new compressed natural gas equipment and new landfill gas-to-energy operations.

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John S. Domaschko

managing member and executive committee member



Paul Bromwell
executive committee member



Kevin Canafax
executive committee member



Greg Shumate
executive committee member

Suits That Rock LLC
www.facebook.com/SuitsThatRock

Suits That Rock LLC began in 2007 as a fundraising idea during a brainstorming session between Kevin Canafax and John S. Domaschko and has grown to a yearly concert by more than 40 Greater Cincinnati business and professional leaders.

Each year, Suits That Rock raises more than \$110,000 for arts education programming at The Carnegie. The Carnegie is a multidisciplinary arts venue for all ages which provides events, educational programs and art exhibitions to the Northern Kentucky and Greater Cincinnati community. Suits That Rock is an all-volunteer effort.

More than 1,000 city and state officials, corporate leaders, art supporters, music lovers and friends of The Carnegie attend the concerts every June.

Domaschko, who serves as managing member, also serves on the four-member executive committee. The other three executive committee members have day jobs outside of Suits That Rock — Paul Bromwell is CIO at Frost Brown Todd LLC, Canafax, is vice president of public affairs for Fidelity Investments – Midwest Region and Greg Shumate, is a corporate and commercial lawyer at Frost Brown Todd LLC.

Suits for 2015: Cliff Adams, Sheila Baker, Ramona Blaine, Bob Blanchard, Gary Bockelman, Tom Bosse, Paul Bromwell, Steve Brunner, Kevin Canafax, John Caulfield, Doug Chambers, Don Clare, Elaine Diehl, Jan Diehl, John Domaschko, David Ellis, Dick Felger, Larry Flemer, Mickey Foellger, Gregg Fusaro, Jim Gaines, Mike Glenn, Richard Goering, Ken Holliday, Ed Hughes, Melissa Lutz, Dave Miller, Susan Morgan, Graeme Murray, Len Murray, Ken Poleyeff, Chuck Reed, Scott Risner, Greg Shumate, Melissa Singer Reed, Ed Wilbers and Gary Wright.

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Edgar L. Smith
CEO
World Pac Paper LLC



www.worldpacpaper.com

Edgar L. Smith has always believed businesses and the people that own them must be socially aware and gain the trust and respect of the community in which they operate. They also must work to improve and enhance the quality of life in those communities.

Smith, CEO, leads World Pac Paper LLC in its support of many community service organizations and nonprofit organizations.

The company has introduced initiatives that include community involvement, educational and self-improvement programs.

Smith encourages the staff by setting an example through his actions and by motivating and inspiring the leadership team and employees to also engage in the community. Each week employees who volunteer give between two and 24 hours of their time to various efforts. Organizations receiving assistance range from the American Red Cross to Talbert House to You See Potential Leadership Organization.

In 2011, Smith was recruited to chair the ArtsWave Community Campaign, which was able to exceed its \$11 million goal. His local involvement in the arts has gone national with previously being asked to join the Business Committee for the Arts executive board, a division of Americans for the Arts based in Washington, D.C. /New York City, which he now chairs.

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Executive director awards



Jennifer Hauck

executive director

American Heart Association

<http://bit.ly/AHACincy>

The American Heart Association, Cincinnati Division, has been breaking new fundraising ground under the leadership of Executive Director Jennifer

Hauck. For the fourth year in a row, the Cincinnati Division has surpassed its annual campaign goal. The most recent campaign raised \$5.6 million for the best showing ever. For two consecutive years, the campaign brought in \$1 million in new dollars.

Hauck has created an environment in the Cincinnati office that people want to be a part of, not only the staff, but volunteers as well. Everyone's opinion matters and there is an abundant amount of trust and respect for one another.

In addition to her AHA responsibilities, Hauck has become involved with Leadership Cincinnati, a high profile program of the Cincinnati Chamber of Commerce designed for established, senior leaders looking to make a difference in the community. She graduated from the program this year.

As she engages her team in almost everything that she does, Hauck also empowers her team to grow and "take a chance" on things. She is always looking for new ways to get the Cincinnati team motivated, whether it is a team-building activity or picking a theme for the year. Co-workers say she is tireless in her effort to make the office a productive, goal-oriented and fun environment.

Hauck lives the mission by setting an example for others by keeping fit and adhering to a healthy lifestyle. An avid exerciser and promoter of healthy eating, she keeps a stationary bike and healthy snacks in her office.

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Linda Holterhoff

Executive director
Keep Cincinnati Beautiful
www.keepcincinnatibeautiful.org

Over the years, the name of Keep Cincinnati Beautiful has changed, first from The Cincinnati Clean Community Commission, to Clean Cincinnati Inc., then to Keep Cincinnati Beautiful Inc. to reflect its affiliation with Keep

America Beautiful.

But its mission to decrease litter and blight, promote sustainability and cultivate community pride through education and beautification is still the same. And delivering that mission is the job of Linda Holterhoff, executive director, and her staff of 12.

Holterhoff began with Clean Cincinnati in 1982 as the education program manager. After a few years with a private company in the industry, she returned to Clean Cincinnati as the executive director and instituted its name change to Keep Cincinnati Beautiful.

The organization helps residents improve their neighborhoods and the environment by managing innovative programs and resources, leveraging partnerships and organizing volunteer events.

Keep Cincinnati Beautiful's core programs include the Great American Cleanup, a community improvement program that enables residents to organize cleanup events in their neighborhoods. The organization supplies free cleanup supplies, tools and resources to more than 60 communities to help volunteers pick up litter, clean illegal dumpsites, remove graffiti, beautify community gateways and plant flowers.

More than 6,500 volunteers have participated at 138 cleanup events. Annually, up to 10,000 volunteers participate and collect more than 240 tons of litter, remove nearly 2,000 illegally dumped tires and plant thousands of flowers.

Other core programs include Urban Revitalization, Environmental Education and Daffodils & Daylilies, a program to beautify highway green space and deter litter.

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Kurt Reiber

President and CEO
Freestore Foodbank
www.freestorefoodbank.org



With Kurt Reiber's guidance as president and CEO, the Freestore Foodbank helps to support the needs of the 295,000 people struggling with hunger, including nearly 100,000 children in the 20 counties served in the Ohio-Indiana-Kentucky region.

A professional with 29 years of banking expertise with Key Bank, Reiber has had a significant impact on the organization's high marks for operational and financial achievements each year.

The Freestore Foodbank distributed 20 million meals last fiscal year, started a new School Pantry program, initiated a five-year strategic planning process and continues to work toward improved efficiency and effectiveness in providing food and services to families in need.

Through the five-year strategic planning process, Reiber has helped introduce the idea of a continuum of services, particularly for children, ensuring that holistic services are provided from birth until adulthood. The School Pantry initiative is part of this program, offering on-site food

assistance to middle and high school students and their families.

The Freestore Foodbank also initiated a summer feeding research project to ensure year-round assistance.

Reiber has been actively involved in fundraising activities and has supported the creation of donor engagement programs and events. He has been successful in expanding social enterprise activities, including Cincinnati Cooks Catering and FeedingWorks, a program for corporate supporters to improve communication and cooperation through volunteering.

Reiber is developing two new initiatives, Logistics 101 and a Mobile Market, to train unemployed adults in the warehousing industry and to offer purchased produce to areas that do not have access to traditional grocery stores.

Board executive awards

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Chris Bell

Chairman of the board
People Working Cooperatively
www.pwchomerepairs.org

When low-income homeowners need critical home repairs and services so that they can remain in their homes People Working Cooperatively steps in.

A professionally trained staff, along with thousands of volunteers, helps Ohio residents with critical home repairs, energy conservation and weatherization, mobility modifications and maintenance services.

Chris Bell, chairman of the board, believes a strong volunteer program is key to the organization's success. In 2014, PWC provided more than 8,601 services to 10,289 individuals in 5,901 households. A dedicated corps of 6,000-plus volunteers is a tremendous asset to the organization's ability to maintain a strong presence in the community and complete thousands of home repair jobs a year.

Bell is also a member of the Leadership Board for the Newman Center at the University of Kentucky and a member of the Northern Kentuckian of the Year Selection Committee. He has served as president of the American Diabetes Association-Northern Kentucky Chapter; technology chair and education committee member and stewardship chair at St. Joseph School of Crescent Springs, Kentucky; and on the finance committee of the city of Crescent Springs, Kentucky.

Equally committed as his employer Fifth Third Bank, which for more than 25 years has financially supported the programs and clients of PWC, Bell first became involved with PWC in 2005.

His leadership of numerous Fifth Third volunteer teams participating in PWC's Repair Affair or Prepare Affair events, Hometown Hollywood fundraiser, golf outing, veterans campaign and other events has been a great asset to the community.

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Joe Walter

board member
Ohio Valley Goodwill
www.cincinnati goodwill.org

Joe Walter learned how to be tireless as an offensive lineman for the Cincinnati Bengals for 13 years. And as a board member and volunteer for

the Ohio Valley Goodwill, he is indefatigable as well.

Walter has been on the board for 15 years, and his untiring support and dedication to the Goodwill mission have helped to grow the Auto Auction Donation program, a major source of funding for the organization's programs and services, to become one of the leading nonprofit operations of its type nationally.

In addition, his guidance and commitment to the annual Goodwill Golf Outing has helped raise more than \$390,000 in funds since its inception in 2001. The proceeds from these projects helped to support Goodwill's skill training and employment programs for individuals with disabilities and veterans.

Walter regularly reaches out to his network, encouraging them to support Goodwill causes, including operating levies for a county board of developmental disabilities partner agency or special events that support the organization's mission. His extensive network has introduced the Goodwill mission to a larger community of supporters which in turn helps the organization's efforts to develop donation drives and other revenue generating community events.

Walter's charm, engaging personality and humor have endeared him to the individuals the organization serves. He has partnered with individuals with disabilities served by the organization as "actors" in television commercials; he's shared co-hosting responsibilities of the annual golf outing with an individual served by the organization; and regularly enjoys his contact with people enrolled in the programs and services. ●

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