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**FOR IMMEDIATE RELEASE...**  
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### **2015 Board Member Announcement**

The Schuylkill United Way is excited to announce the addition of five new Board Members. Michele Atkinson (SAPA Extrusions), Chris Cohoon (Air Products & Chemicals, Inc.), Lori Kane (McCann School of Business and Technology), Greg McElvaney (United Parcel Service) and Dr. Andrew D. Smarkanic (Retired Superintendent) have shown great dedication to the work of the Schuylkill United Way and we are thankful for their ever-growing support. In addition, Ed Redding (R&D Communications Co.) will remain on the Board of Directors for another term. As the Schuylkill United Way builds the groundwork for our 2016 Campaign, we look forward to the insight of these dedicated and community-minded individuals.

#### **Michele Atkinson (SAPA Extrusions)**

Michele Atkinson is an HR Generalist at SAPA Extrusions. A Berks County native, Michele relocated to Schuylkill County in 1991 and has been working here since. Michele attended Empire Beauty School in 1991 and is a Licensed Manicurist. She went on to earn her Associate's Degree in Business Administration from Penn State Schuylkill in 2008. In 2014 she earned a Certificate in the Foundations of Employment Relations and Leadership from Penn State University Berks. Michele has two children, Kylie and Kelsey, and is currently Schuylkill Haven Area High School Girls Softball Booster President.

Michele has been active with the Schuylkill United Way's annual campaign through Sapa Extrusions.

#### **Chris Cohoon (Air Products & Chemicals, Inc.)**

Chris Cohoon has worked in Schuylkill County for the past ten years through Air Products & Chemicals, Inc. and currently holds the position of Environmental Specialist. Chris was raised in the Buffalo, New York area and then spent time in Colorado before moving to Schuylkill County. Chris has a BS in Industrial Hygiene from Clarkson University. His hobbies include mountain biking and hockey.

Chris has been working with the Schuylkill United Way during his 10 years at Air Products & Chemicals, Inc.

#### **Lori Kane (McCann School of Business & Technology)**

Lori Kane is the High School & Community Relations Coordinator for McCann School of Business & Technology serving the Hazleton, Pottsville, and Wilkes-Barre Campuses. She is a Motivational Speaker that energizes high school classrooms with her life skill lessons, meeting over 5,000 students in a school year, while also coordinating a number of events to help students make stronger decisions in life. She serves as a regional and state judge for DECA, FBLA, and SKILLS USA. Prior to coming to McCann, she worked for the Schuylkill Chamber of Commerce for 13 ½ years in various capacities including the roles of Member Services Director and Executive Director and also Executive Director for the Schuylkill Chamber Foundation.

Over the years she has volunteered for many non-profit organizations including the American Cancer Society where she has served as Past President of the Board of Directors, is a 4 time Relay for Life Chairperson, and volunteers with Zoostock, Telethon, and has chaired three cookbooks. Other volunteer organizations include: US Chamber of Commerce Board of Regents; Schuylkill County Visitors Bureau Board; Pottsville Kiwanis; Schuylkill United Way Special Gifts Committee; Hometown Fire Company Ladies Auxiliary; St. Luke's Black Diamond Committee, and is Secretary for the Kline Township Beautification Committee. She is a 1995 graduate of Bloomsburg University with a Bachelor of Arts Degree in Speech Communication; a 1997 graduate of Dale Carnegie; a 1997 graduate of Schuylkill Leadership and achieved her IOM status in 2005 from the US Chamber of Commerce for their Institute for Organization Management program. She was named "2011 Community Supporter of the Year" by Keystone Job Corps; "Outstanding Young Pennsylvanian" from the PA Jaycees in 2005, was named "Shining Star" by McCann Hazleton in August 2012 and one of NEPA "Top 20 Under 40". She is a resident of Kelayres in Schuylkill County.

Lori has been involved with the Schuylkill United Way for many years, regularly participating in the annual Day of Caring.

**Greg McElvaney (United Parcel Service)**

Greg McElvaney is currently business manager for the United Parcel Service. Greg has a BA in Social Welfare from Kutztown University. Together he and his wife Toni also own Ritas Italian Ice in Pottsville. Greg has two children, Courtney and Kory. Greg was born in Pottsville and has worked in Pottsville for most of his life, aside from the time he spent working in Allentown and Reading. His hobbies include snowmobiling, hunting and golfing.

Greg has been involved in the Schuylkill United Way since starting in UPS management. UPS has run a yearly campaign and Greg has been a part of that for about 25 years.

**Ed Redding (R&D Communications, Co.)**

Ed Redding is founder and principal of R&D Communications Co., a marketing communications firm established in 1996 in Pine Grove, Pennsylvania. R&D provides media planning, press relations, design and copywriting, direct response services, website content development, radio and television advertising and video production. The firm serves a diverse group of clients across the United States in the manufacturing, distribution, and service sectors of the economy. Redding has more than 35 years of marketing and advertising experience. His functional know-how includes: strategic planning, marketing communications platform development, marketing research, media relations, direct response marketing, and sales process planning. His vertical industry knowledge encompasses advertising, broadcasting, building materials distribution, construction, economic development, hospitality, healthcare services, printing and publishing, public transit, and retailing. In 2009 R&D Communications acquired VideoWorks Production Co. In 2014 VideoWorks was divested from the R&D portfolio. VideoWorks - a leader in the region's video production market - remains a strategic partner of the firm. Redding is a present or former member of the boards of directors of the Northeastern Pennsylvania Alliance, Schuylkill United Way, Schuylkill Alliance for Health Care Access, Schuylkill Chamber of Commerce, Tamaqua Area Community Partnership and Tamaqua Area Industrial Enterprises (TIDE). He has served as a volunteer on the consumer advisory committee of the Pennsylvania Office of Vocational Rehabilitation in Reading, as volunteer press relations officer for the Schuylkill County Bicentennial Committee, and as volunteer website developer and content manager for the Tamaqua Community Arts Center. See [www.tamaquaarts.org](http://www.tamaquaarts.org).

Ed Redding has been involved with the Schuylkill United for many years, and has contributed significantly to the concept and development of annual campaign videos.

**Dr. Andrew D. Smarkanic (Retired Superintendent)**

Dr. Andrew D. Smarkanic is a lifelong resident of Schuylkill County, and worked here for 38 years. Dr. Smarkanic's educational background includes a BS in Music Education at Pennsylvania State University, a MS in Education Administration at Pennsylvania State University, and an Ed.D. in Educational Leadership from Nova Southeastern University. Dr. Smarkanic is involved in many civic and professional organizations including the National Football Hall of Fame- Schuylkill County Scholar Athlete Program, PASBO, PSBA, Lions Club, Coach of the Frackville Little League and Teener League Programs and Little League Board. Dr. Smarkanic is also a Past Grand Knight for the Frackville Knights of Columbus, a Bidy and AAU Basketball Coach, Chairman for Schuylkill County Health Insurance Consortium, Pennsylvania Association of Rural and Small Schools Board Member, and Advisory Board Member for Penn State Schuylkill Campus. Dr. Smarkanic has two children, Matt and Lauren, and his wife Michelle is a retired nurse. His hobbies include hunting, fishing, boating, golf, technology, music, sporting and family activities.

Dr. Smarkanic has been involved with the Schuylkill United Way since 1992.