

A message to our community from the 2009 United Way Campaign Cabinet

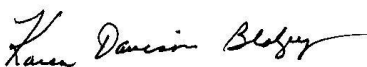
Many of the leadership messages this January seem to begin with re—restart, renew, rekindle.... It is surely important to touch base with our past (“re”) and get excited about recreating and rebuilding on the best of our past. As we recharge and redouble our efforts, the United Way of Ontario County has refocused on our future. We are building on the Ontario County spirit of volunteerism and service and launching a long-term, customer-focused strategy for 2009 and beyond.

We recognize that Ontario County is affected by many of the economic and social challenges confronting the rest of America. We are fortunate, however, in that we have been spared the devastating housing devaluations and banking/financial disasters that have crippled other American communities. In Ontario County we are fortunate to have a strong and skilled workforce. Our community college is growing and joins with other area schools and colleges to deliver excellent education and provide needed skills to help our workers keep and acquire the jobs of tomorrow. Abundant natural resources and strong health care, retail, agriculture, and manufacturing sectors form a solid basis for Ontario County’s growth and development in the decade ahead. Although our path will be challenging, we are positioned to meet tomorrow’s challenges as a result of the prudent fiscal choices of the people and the organizations in our County.

LIVE UNITED builds upon our culture of community sharing and giving, recognizing that in time of need we pull together and help those who are suffering. There is and will continue to be increased hardship in 2009 and beyond and programs such as food banks, emergency shelters, and heating assistance will not be able to meet the expected levels of need without strong community support.

Because needs are great and money is limited, we realize it is critical to make the best use of every dollar donated to the United Way. That is why our **LIVE UNITED** campaign is focusing on programs with proven results that help those among us with the most urgent needs. With this need in mind, we have added to the already high level of business acumen and expertise on our campaign cabinet. Our new campaign co-chair, Dr. Karen Davison Blazey, with a national reputation in the performance improvement field, will join co-chair Randy Farnsworth to emphasize proven methodologies of managing for performance excellence. This will help our **LIVE UNITED** campaign cabinet, board, volunteers from across Ontario County ensure that donations are refocused on funding those programs that have the greatest impact and deliver the best value for the citizens of Ontario County who need our assistance.

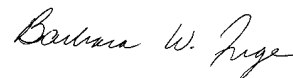
On behalf of our fellow Ontario County citizens, thank you for your contribution to **LIVE UNITED**. Please contact us to become more involved.




Dr. Karen Davison Blazey
2009 Campaign Co-Chair



R. Randall Farnsworth
2009 Campaign Co-Chair



Barbara W. Fuge
Board President



Ruth Benedict
Finger Lakes Health



Joseph V. Bridgeford
Ultrafab, Inc.



David G. Case
Five Star Bank

Donna L. Cator
Canandaigua National Bank

Donald Culeton
Info Directions

Mitch Donovan
Orion Communications

Alison Grems
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Paul Griswold
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Samantha Johnson
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College

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