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**NEWS RELEASE  
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## **United Way Announces and Introduces Volunteer Leadership for 2009 Community Campaign**

**Lowell, ARK.** – On Thursday, August 7 the United Way of Northwest Arkansas will introduce the volunteers charged with leading the 2009 Community Campaign. The leaders will be introduced at the orientation of the United Way Campaign Cabinet to be held at Fast Lane Entertainment and Dining in Lowell from 11:30 a.m. to 1:30 p.m.

This year's leadership includes Jeff Schomburger, President of the Global Wal-Mart Team for Procter & Gamble. Schomburger will serve as the Campaign Chairman.

Joining him as Campaign Co-Chairs are Rich Kley, President of the Wal-Mart Group for Coca-Cola; Dan Worrell, Dean of the Sam Walton College of Business; and Ron Mooney, an agent for State Farm Insurance in Siloam Springs.

“We are thrilled to have these four individuals serving as volunteer leadership for the 2009 campaign,” said Amy Linimon, Vice President of Resource Development for United Way. “Each of them brings a great passion for the community that will be an asset as we enter a campaign facing a challenging economy – these individuals bring the qualities and commitment to be successful this year.”

The Campaign Cabinet orientation, where these leaders will be introduced, allows those individuals who are volunteering to serve their community through the United Way campaign to familiarize themselves with the duties that are expected of them through the course of the 2009 campaign.

Dean Worrell and Rich Kley will be on hand for interviews at the time of orientation. Please contact Brooke Benoit, 479-750-1221 to schedule an interview during this time. Attached are bios for all four of the individuals serving in campaign leadership positions.

### **About United Way of Northwest Arkansas**

United Way is dedicated to helping advance the good of all in our community through focusing on key issue areas such as education, income and health to create lasting changes in our community. By engaging individuals and companies around giving, advocating and volunteering for these types of issues we can all work to Live United in Northwest Arkansas. For more information about how to Live United, please visit our website at [www.unitedwaynwa.org](http://www.unitedwaynwa.org).

### **About Jeff Schomburger – Campaign Chairman**



Jeff Schomburger was appointed President, Customer Business Development, November 1, 2005. He began his career with P&G after graduating from the University of North Carolina – Chapel Hill in 1984 with a Bachelors degree in Honors Economics. Jeff started in

the Paper business where he held a variety of positions prior to joining the original Wal-Mart Team in 1989. Jeff ran the Paper business at both U.S. Wal-Mart Stores and SAM's for almost three years, returning to Cincinnati for broadening assignments in Marketing. Jeff spent 7 years working across Europe in several assignments and was Vice President of Western Europe Sales prior to moving to Fayetteville in September 2003.

Jeff and his wife, Eileen, have a six-year-old daughter, Isabel, and a four-year-old son, Keenan. Jeff's hobbies include golf, surfing, fishing and chasing little kids around.

Jeff serves as a board member on the Walton Arts Center Council and the United Way of Northwest Arkansas.

#### **About Rich Kley – Campaign Co-Chair**



Richard B. Kley, Jr. ("Rich") is President, the Wal-Mart Group and joined Coca-Cola in July 2006.

After graduating from the University of Missouri-Columbia in 1986 with a Bachelor of Science in Business Administration, he spent the first twenty years of his career with The Procter & Gamble Company working in a variety of Sales and Sales management positions in the U.S., Mexico, Western Europe, and most recently in Poland, where he was the Sales Director of Poland and the Baltics.

In 1989, Rich was part of the pioneering group that created the multi-functional customer business development concept with Walmart and has held a variety of leadership positions spanning twelve of his career working with the P&G Walmart Team in the U.S. and Internationally.

Rich and his family repatriated to the U.S. in 2006, assuming responsibility for Coca-cola's Global business with Walmart.

Rich serves in several advisory or leadership positions that include the United Way of Northwest Arkansas, Juvenile Diabetes Research Foundation, and The University of Arkansas Sam Walton School of Business Executive MBA Program (Shanghai),

Rich and his wife, Kristin, have four children Nicholas, Christian, Mackenzie, and Julia, and they reside in Fayetteville, Arkansas.

#### **About Dean Dan Worrell – Campaign Co-Chair**



Dan L. Worrell is Dean of the Walton College of Business at the University of Arkansas and is holder of the Sam M. Walton Leadership Chair. Dr. Worrell is a professor of strategic management and obtained his Ph.D. from Louisiana State University.

Immediately prior to his current appointment, he served as Rehn Professor of Management and Dean of the College of Business at Southern Illinois University, Carbondale from August 1999 through August 2005.

Professor Worrell has published over 50 journal articles and has presented over 50 academic papers at professional meetings. His work appears in top-tier research journals including: *The Academy of Management Journal*, *Strategic Management Journal*, *Journal of Management*, *Industrial Relations*, and the *Journal of Business Ethics*.

Since his arrival at the University of Arkansas, he has helped to bring in fundraising receipts (including gifts in-kind) of over \$106 million to support Walton College students, staff, faculty and programs. Progress includes the recruitment and retention of outstanding faculty, major physical plant improvements such as the completion of a new graduate school of business building, the creation of a new leadership program for undergraduate business students, and the development of a new MBA executive program in China.

#### **About Ron Mooney – Campaign Co-Chair**



Ron Mooney began his career with State Farm Insurance as an Agent in 1980. After several years as a State Farm Agent, he went into Agency Management until January of 2000, when he became a State Farm Agent in Siloam Springs. Since the start of Ron's career with State Farm Insurance, he has qualified for President's Club, Chairman's Circle, Central Vice President's Club and Ambassador Travel.

Ron is a member and past President of Siloam Springs Chamber of Commerce, a Board member of Genesis House, a Kiwanis Club member and has served as a Board Member of Arkansas Baptist Assembly.

Ron and his wife Sandra have two children and two grandchildren. They are active members of Harvard Avenue Baptist Church in Siloam Springs.

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