



United Way
of Greater Greensboro

FOR IMMEDIATE RELEASE

April 29, 2008

Contact: Jenny Stokes
Director, Marketing & Communications
Jenny.Stokes@unitedwaygso.org
336-378-5040 – 336-407-5250

UNITED WAY OF GREATER GREENSBORO NAMES NEW PRESIDENT & CEO

Greensboro, N.C. – United Way of Greater Greensboro today announced that Keith Barsuhn has been named President and Chief Executive Officer. Barsuhn, 47, brings 24 years of United Way experience, most recently serving as President of United Way of Greater Stark County in Canton, Ohio, for the past four years.

“Keith is a passionate, results-oriented leader with outstanding achievement in the areas of fundraising, marketing, organizational development and community relations. He brings a wealth of vision, talent and experience to our community and is the ideal person to lead our United Way forward,” said Billy Nutt, Chairman of United Way’s Board. From 1991 to 2000, Barsuhn served as the Vice President of Campaign and Donor Relations with the United Way of Central Ohio in Columbus. During those 10 years, United Way increased its annual campaign from \$33 million to \$51 million and became the number one United Way campaign in the nation, as measured by per capita from a major city.

Barsuhn has a track record of success in leading strategic plans and campaigns that position United Way as an expert in addressing the community’s most critical needs. He has been successful in building relationships with a number of key community leaders, including individual donors, and business, government, foundation and agency leaders.

“I am excited to be joining an organization with a clear vision and strategy, and an exceptionally strong management team. I look forward to the opportunity of building upon the legacy of solid leadership and impressive results that have been established at United Way of Greater Greensboro. My initial goal will be to meet as many key individuals in the community as possible, while preparing for a successful 2008-2009 campaign,” Barsuhn said.

Barsuhn, who will assume his new post on July 1, 2008, was selected after a national search by an Executive Search Committee led by Board Member Charles H. Flynt, Jr. He succeeds Neil Belenky, who announced his planned retirement in January. Upon Barsuhn’s arrival, Belenky will transition to the role of Director of Endowment Fund Development until his retirement in August 2009.

Barsuhn earned a bachelor’s degree in marketing from the University of Dayton and an M.B.A. from Franklin University. Barsuhn, his wife, Gloria, and their 5-year-old son will relocate to Greensboro in the near future.

United Way of Greater Greensboro focuses on the building blocks for a good life for all by addressing the community’s most pressing needs related to Education, Income, and Health.

###

