

**United Way for the
Greater New Orleans Area**



For Immediate Release

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United Way Announces New Chief Operating Officer

New Orleans, LA (March 2009) — United Way for the Greater New Orleans Area announced recently that it has named Michael Williamson as the organization's new Chief Operating Officer. Williamson will assume his new role in June.

Williamson is a veteran marketing and resource development executive with nearly 20 years of experience. As Chief Operating Officer, he will oversee the leadership team and functions of community impact, fundraising, marketing and communications.

Williamson is new to the Greater New Orleans area, but not to United Way. Most recently, he has served as Vice President of Field Leadership for United Way of America since 2000. During his tenure there, he led the organization's crisis preparedness, response and recovery team's efforts to aid in Gulf Coast recovery. He provided overall management and leadership to the United Way Hurricane Response and Recovery Fund developed in the wake of Hurricane Katrina. The fund generated more than \$28 Million to support the recovery. He has also provided staff leadership to the national fundraising initiative, United Way Pennies for Change, which enables credit and debit card holders to donate a penny to the United Way movement every time they swipe their card. The program has a top-line potential of \$400 Million annually.

Williamson has a long history with the United Way, beginning when he served as Director of Marketing and Resource Development at United Way of Aiken County in South Carolina in 1993. He left the organization in 1997 to work with Aiken Technical College as Director of Resource Development and Executive Director of the ATC Foundation. Williamson returned to United Way of Aiken County in 2000, where he served for four years as President and CEO before moving on to United Way of America.

"Michael brings incredible leadership skills and a wealth of knowledge and experience that is a great fit for our organization," said Gary Ostroske, UWGNOA president. "He will prove a very valuable addition to the organization and to the community."

Williamson holds a bachelor's degree in marketing from the University of South Carolina. He and his family are in the process of relocating from Haymarket, Virginia to the New Orleans area.

About United Way of for the Greater New Orleans Area

United Way for the Greater New Orleans Area is advancing the common good. By partnering with donors, employers, nonprofits, faith groups and government, United Way brings a coordinated approach to solving community problems in Jefferson, Orleans, Plaquemines, St. Bernard, St. Tammany and Tangipahoa. For more information, please visit www.unitedwaynola.org or call (504)822-5540.

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