

January 2, 2009

Dear PFA Foundation Board Colleague,

Happy New Year to all and my sincere hopes for a very joyous 2009 for you and your families!

**It is with great pleasure I inform you the Search Committee to find an executive director has completed their work and has extended an offer to our top candidate of choice, Keith E. Green, M. Ed.** As you are aware, the Search Committee, made up of your fellow board members has been conducting a search for the past several months. Our fund development consultant, Barbara Green (no relation), facilitated this search process. As a result of a national search which resulted in three candidates in the Pennsylvania and Ohio areas, extensive telephone interviews were held, references calls were made and the finalist candidates were called in for in-person interviews by the search committee. The committee was unanimous in the decision to extend an offer to Mr. Green to become the first Executive Director of the PFA Foundation.



Mr. Green comes to the Foundation with extensive executive management experience in the non-profit and for-profit environments. Throughout his career, he has always been in positions which enabled him to help others and has specifically focused on youth and college students. He brings a personal passion for developing our leaders of tomorrow. His career extends over 20 years that started as an Admissions Counselor for Mount Union College in Alliance Ohio, which he left to become the Assistant Director of Admissions for John Carroll University. He has held several positions which make him well qualified to assume the duties of the Foundation. These include the

following:

- Coordinator of Corporate and Foundation Development for The LINK Program at Cleveland State University in which he served as the chief fundraiser;
- Director of Cooperative Education and Internship Programs for the University of Akron, College of Business Administration which he cultivated relationships with corporations;
- Director of Development for The Salvation Army of Summit County in Ohio;
- Program Coordinator for the Entrepreneurial Academy of the Bureau of Research Training and Services of Kent State University to teach community residents how to start and maintain their own businesses;
- Director of Planning and Development at Stark County Community Action Agency that focused on grant writing at the federal, state and local levels;
- Adjunct Professor at the Brown Mackie College in Akron Ohio; and
- Director of the Executive Mentoring Program for the University of Akron which linked cooperative education and internship students with corporate executives.

For the past seven years, Keith has been an entrepreneur serving as the CEO and President of The KEG Group, Inc, which specializes in grant writing, fund raising, event planning, public relations and marketing. Also, he facilitates workshops for NCAA Division I student-athletes on career development and works with corporations on diversity programs to recruit and retain more minority student in the business world.

In addition to his professional experience, Keith is very active in his community. He serves as an Advisor for minority students at John Carroll University and for the Minority Business Students Association at the University of Akron. He teaches leadership training at the House of the Lord Church; is a foster parent for Pathway Caring for Youth. His love of sports and working with athletes is evidenced by his involvement as a Commissioner of the Akron Pee Wee Football League, Assistant Girls Basketball Coach for the Firestone High School and his services as a Board Trustee for the Kandy Kane Christian Child Care. He is the Assistant Director of Sports Ministry for the House of the Lord Church.

Keith holds a Bachelors Degree in Public Relations from Otterbein College, and has a Master of Arts in Higher Education Administration from the University of Akron. He has been married to Bonita and they have two sons and two daughters - Maurice (16), Kaylah (15), Michale (15), and Dana (12).

His professional experience is bolstered by his extensive knowledge of using technology to run all operations, including extensive knowledge of fundraising software management systems. Keith's references were outstanding and included former colleagues, and his spiritual mentor. He has a reputation for being creative, innovative, a visionary and strategic. His business development acumen, coupled with his love for youth, is closely aligned with the mission of the Foundation.

Keith will be based in our Cleveland, Ohio where he will manage the Foundation office. We are in the process of finalizing his employment contract which will include performance targets. Our compensation package provides incentives for longevity and meeting performance goals to ensure accountability and transparency.

The Executive Director is accountable to the Board and will receive his day-to-day instructions from the Board Chair and President. The Office Manager will report to him. He will start January 10, 2009 and will join us at our board meeting on February 1 in Cleveland, Ohio. At the meeting you will hear him present his six-month plan to jumpstart his leadership of the Foundation operations and to support our capital campaign efforts.

Please join me in welcoming Keith and his family to the PFA Foundation family. He will need our full support and prayers as he takes on this important leadership role to ensure the success of the Foundation and the advancement of the PFA Academy mission. Your generous assistance and patience will ease his transition and orientation to the PFA legacy and stakeholders.

Please contact me or Louise Gissendaner if you have any questions regarding the contents of this announcement. See you at our board meeting on February 1 in Cleveland.

Cordially,

{Original Signature on File}

Dr. Melodie Mayberry-Stewart, Board Chair and President

: cc Louise Gissendaner  
Marguerite Dixon  
Auldwin Humphrey  
Ed Burns  
Barbara Green, Common Good Consulting