

September 2013

Leadership Berks Selects CARE, Inc. As Service Project Recipient

Leadership Berks, a program of Alvernia University, is designed to deepen participants understanding of the community, enhance their leadership skills, and help them grow personally and professionally. Beyond the classroom, participants apply their skills to a service-learning project for the benefit of a community organization.

This year, CARE, Inc. was selected as one of five Berks County organizations to benefit from a group of dedicated Leadership Berks participants. Team members are Allison Kalbach, National Penn Bank; Audree Mooney, Wells Fargo; Danielle Sallade, Carpenter Technology Corp., Stacy Lord, UGI Utilities; Bill Thompson, Reading Eagle Company; and Antje Jaedtke, Teleflex.

The program for CARE, Inc. includes a restructure of the Board by reviewing current Board roles and making recommendations for a new organizational structure to help CARE Inc., better achieve the growing and changing needs of the community they serve. In addition the team will redefine or develop board member job descriptions and recruit several new board members. Lastly, to build more brand awareness for CARE, Inc. and its mission the Leadership Berks team will review current marketing efforts and develop marketing tools and future recommendations to support CARE, Inc. initiatives.

The Leadership Berks project concludes in June 1014.



From left to right: Stacy Lord, Allison Kalbach, Antje Jaedtke, Bill Thompson, Danielle Sallade, and Audree Mooney