

CFK Torchbearers

Champions for Kids Board of Directors



Richard P. Osborne,
CFK Board Chairman
Attorney



Tommy Karr,
CFK Treasurer
*Senior Vice President,
Arvest Bank*



Steve Burtrum
*Financial Consultant,
Wells Fargo*



Shirley Karr
Accounting/Bookkeeping



Jennifer Wilson
*Brand Manager,
BioBased Systems, Inc.*



Michael R. Wilson
*Financial Advisor,
Hagan Newkirk
Financial Services*



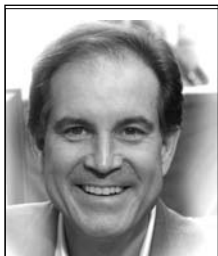
Shaun Turner
*The Harvest Group
Director of Sales*



Miriam Turner
*Devoted mother, community
volunteer and loving spouse.
Coordinator for CFK Board
Communications*

Champions for Kids National Spokesperson

Jim Nantz
CBS Sports



CFK Advisory Council

Bill Simon, President and CEO, Walmart U.S.
Lee Anne Mills, Senior Director, Associate Communications,
Walmart U.S. Store Operations
Steve Wolf, Customer Vice President, Abbott Nutrition
David Gergen, CNN Senior Political Analyst, Director of Center
for Public Leadership, Harvard
Billy Shore, CEO-Founder, Share Our Strength,
Community Wealth Ventures
Chip Feiss, Senior Fellow, Kennedy School of Government,
Harvard University, President of M2 Inc. Venture Capital Firm
Alex Castellanos, CNN Political Analysis
Jay D'Spain, Disney
Vanessa Tritt, H.J. Heinz
Shaun Turner, The Harvest Group
Brian Sather, Hearst Corporation
Julia Mills, Procter & Gamble
Justin Garberg, CEO, The Sunflower Group
Bernette Santiago, Coca-Cola
Marc Mollere, Henkel Corporation
Mike Nefzger, Energizer
Annetta Young, Tyson Foods
Jennifer Clark, Co-Owner, Premier Concepts
Carl Laws, H.J. Heinz
Jeff Beauchamp, Bedfords Camera and Video

CFK Support Team

Dr. Hassan Tettech, MD Medicine, US Navy, Director of Surgical
Services, Arthur Ashe Institute for Urban Health, Heart Transplant
Surgeon, Bethesda, MD

Stelios Kostalas, Presidency of the Hellenic Republic in Greece,
Commanding Officer Hellenic Navy, Navy Seal

Adren Wilson, former National Director of Children's Defense Fund,
Assistant Secretary Louisiana Department of Social Services

CFK Leadership



Adelaide Schaeffer
CEO/President

Adelaide recently received a Masters Degree in Public Administration from the John F. Kennedy School of Government at Harvard University. Her studies focused on two areas: nonprofit leadership and also management and developing public-private partnerships to provide catalytic growth for organizations focused on improving the health and wellbeing of children. Adelaide kept Champions for Kids central to her Harvard studies and drew upon the Harvard experience to strengthen and expand CFK work. Team members listed on this page contributed throughout the year to develop CFK's strategic plan.

Cathy Cooper, Chief Operating Officer
Christine Magness,
Director of Marketing and Communications
Dr. Fred Heismeyer,
Chief Program Officer, Global Leadership Initiative
Michelle Reed, Managing Director:
Accounting, IT and Human Resources
Dale Wolf, Director of Business Development
Julia Hobbs Kivistik, Senior Strategic Advisor

Global Leadership Training Team

Dr. Fred Heismeyer, Kansas
David McWhir, London
Ketan Patel, London
Julia Hobbs Kivistik, New York
Adren Wilson, Louisiana
Tim Keck, Northwest Arkansas

Thank You Partners!

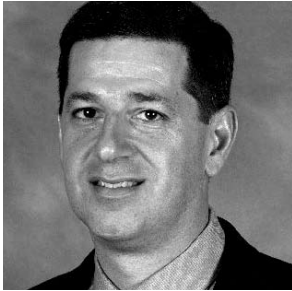
Significant Contributors

Walmart
Abbott Nutrition
General Mills / Wheaties
Coca-Cola
Hearst / 40/29 News
Disney
Tyson
Energizer
Clear Channel Radio
Henkel / Dial
University of Arkansas
Heinz
Arkansas Blue Cross/Blue Shield
Mars Advertising
Outdoor Cap
State Farm
Wells Fargo Advisors
Jennie-O Turkey
The Sunflower Group
Ziess
Glad
Bedfords
Univision

CFK Project Advisors



David Glass serves as Chief Executive Officer and Official Owner of Kansas City Royals baseball Organization. Glass served as the President and Chief Executive Officer of Wal-Mart Stores Inc., from January 1988 to January 2000, where he guided it through a period of unprecedented growth and international expansion. Glass was named Retailer of the Year by members of the retail industry in 1986 and 1991 and was inducted into the Retail Hall of Fame in August, 2000. He was a member of the Board of Wal-Mart Stores, Inc. from 1977 - 2009. He serves as a Director of the Baseball Hall of Fame. He serves as Member of the Senior Advisory Group of McLane Advanced Technologies, LLC. Glass holds Bachelor's degree from Southwest Missouri State University in Springfield, Missouri.



Bill Simon is currently the President and CEO of Walmart U.S. Bill joined Walmart in 2006 as Executive Vice President – Professional Services. Bill came from Brinker International, where he was Senior Vice President of Global Business Development, responsible for the growth of their portfolio of restaurants outside the U.S. He also served as the Secretary of the Florida Department of Management Services, appointed by Governor Jeb Bush. He was responsible for the operations and administrative functions of the state including health care benefits, statewide human resources, purchasing, the Florida Retirement System, facilities management and statewide outsourcing initiatives. Bill has also held management positions with top consumer brands including President, Diageo Southeast, and senior sales and marketing roles with Cadbury-Schweppes, PepsiCo and RJR-Nabisco. Bill served 25 years in the U.S. Navy and U.S. Navy reserve retiring in 2005. He was promoted in 2007 to Executive Vice President & Chief Operating Officer of Wal-Mart Stores U.S. Bill is responsible for Store Operations in the U.S. and recently has been given responsibility for the Wal-Mart Transportation and Logistics divisions.



David R. Gergen is a Professor of Public Service and Director of the Center for Public Leadership, Harvard University. Over the past three decades, he has served as a White House advisor to four presidents: Nixon, Ford, Reagan, and Clinton. In the mid-1980s, he began a career in journalism, becoming editor of U.S. News & World Report. He joined the Kennedy School faculty in January 1999, while remaining editor at large for U.S. News and a frequent television analyst. In the fall of 2000 he published a best-seller, *Eyewitness to Power: The Essence of Leadership, Nixon to Clinton*. He also chairs the National Selection Committee for the Innovations in American Government program. He is a graduate of Yale University and Harvard Law School and holds 13 honorary degrees. He served three and one-half years in the Navy and is a member of the Washington, DC, Bar. He serves as CNN Senior Political Analyst.



Adren O. Wilson Adren served as Assistant Secretary with the Louisiana Department of Social Services from 2004 to 2008, appointed by Governor Blanco, reappointed by Governor Jindal, and confirmed by the Louisiana Senate. He provided leadership for the Office of Family Support (OFS). OFS programs include child care assistance, food stamps, kinship care assistance, support enforcement services, head start collaboration project, disability determinations, TANF, and Solutions To Poverty (STOP). Before becoming a public servant, he served as the Head of Louisiana Field Operations and Student Leadership Development for the Children's Defense Fund (CDF). In this capacity, he was responsible for mobilizing and linking the citizenry of Louisiana and student leaders from across the south. From 1999-2002, he served as the National Director of Youth and Student Leadership Development with CDF in Washington, D.C. In December 2001, Adren was featured in *Ebony Magazine*. Each year, the magazine names 30 of the best and brightest leaders in the country, who made a contribution to society. In November 2006, the *Baton Rouge Business Report* named Adren as one of the top 40 leaders under 40 in the community.



Steve Wolf is Vice President of the Wal-Mart team for the Abbott Nutrition Division of Abbott Laboratories. Steve has nearly 25 years of experience in consumer products industry, with two decades of his experience at Abbott. Steve first came to NW Arkansas in 1996 to establish the first Wal-Mart team for Abbott. Following a six-year stint on the Wal-Mart business, Steve moved to the Abbott headquarters. His assignments included overseeing the acquisition and integration of ZonePerfect business, and holding two Directors positions. Director, Drug Channel and Director, Emerging Channels. In September 2006, Steve and his family were thrilled to learn that they were returning to NW Arkansas when an opportunity presented itself to lead Abbott Nutrition's Wal-Mart team. Steve is a graduate of Temple University in Philadelphia, PA.



Julia Hobbs Kivistik leverages her diverse background in consumer products, branding, corporate communications, nonprofit leadership and cause-related marketing as a consultant and speaker on cause branding, cause marketing and corporate philanthropy trends. She leads nonprofit leaders on how to make their cause and organization a valuable asset to corporations. Prior to this, Julia joined Cone as Executive Vice President of Cause Branding, working closely with companies and nonprofits to integrate values and social issues into brand equity and organizational identity. Clients Julia helped lead include Walmart, American Heart Association, American Cancer Society, National Wildlife Federation and more. Before joining Cone, Julia worked at Saatchi & Saatchi X as Senior Vice President of Human Interest. At Saatchi, Julia was responsible for building a global human interest team and corporate communications. Previously, as Vice President of strategic marketing, account planning and shopper insights, Julia led several companies in sustainable and strategic marketing campaigns for clients including: P&G, Gerber, Leap Frog, Energizer, Smucker's, Wal-Mart, SAM's Club, General Mills, and Disney. A pioneer in Cause Branding, Julia worked as a consultant with corporations and non-profits to develop cause marketing programs and branding campaigns for clients including Special Olympics, Safe Drinking Water Trust, Community Anti-Drug Coalitions of America/ Kmart Kids Race Against Drugs, and the Arnold Palmer Hospital for Children and Women. Julia presently serves on the Boards of several nonprofits, including Give Kids the World and the Executive Board of Directors for America's Charities. She has also served on the Harvard Women's Leadership Board. Julia and her husband live in upstate New York.