



United Way  
of Southwest Oklahoma

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## *Media Release*

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# United Way Officers to Participate in National Community Leader Conference to Plan and Collaborate for Positive Future

**Lawton, Okla** – The Executive Director of United Way of Southwest Oklahoma Lauren Ellis, together with Tia Reed, Community Collaborations Director will be joining United Way Community Leaders Conference (CLC) in National Harbor, Md., from May 12 through May 15, 2014.

The CLC gives a great opportunity for community leaders to coalesce as a network to share, advocate and discuss strategy execution to make the case for United Way in driving community change.

A cross sector community of more than 1,700 participants committed to advancing the common good will unite in the nation's capital to address the question of how we – together – can create better opportunities for all. In the complex and interrelated issues of education, income, and health lie the building blocks of a good life.

Both Ellis and Reed will be joining the Oklahoma United Way delegation to lobby our Congressmen and Senators on Education, Income, Health, Tax Reform and Combined Federal Campaign.

“Advocating on Capitol Hill (Hill Day)” is a vital theme of the conference, where over one-thousand strong, United Way Leaders from all over the country will join Capitol Hill to advocate in partnership for key network priorities on Wednesday, May 14. Strengthening relationships with Members of Congress, sharing the good work United Way leaders do, and positioning United Way as an expert on the community and partner for the Members, are one of the key highlights of that event. The staff of United Way of Southwest Oklahoma will join the Hill Day as the State Delegates, and will be leading a discussion with Rep. Tom Cole advocating for important issues that directly affect and impact our region.

Other themes of this year's conference include: “Transforming Learning Experience” – focusing on connecting strategy to people to create results that will ultimately improve community outcomes; “Happenings for Smaller United Ways” – bringing best practice and outlining a number of learning sessions that are targeted to, and led by, small and mid-size United Ways.

Additionally, the Executive Director will be meeting with the U.S. Network Engagement Corps on Monday, May 12. Ellis is one of the forty leaders chosen, and the only one from Oklahoma to join the meeting. “I am honored to have been selected to participate in this important work and am excited about the opportunity to represent United Way of Southwest Oklahoma and our State. I look forward to working closely with United Way Worldwide to strengthen and galvanize our network engagement throughout the Country, and bring the strategies and best practices back home to SW Oklahoma,” said Ellis.

Speakers on the General Sessions will include: Brian Gallagher, President & CEO, United Way Worldwide; Dan Heath, change management expert and author of *Decisive: How to Make Better Choices and Work and in Life*; Steve Taylor, SVP and Counsel for Public Policy, United Way Worldwide.

**About the United Way of Southwest Oklahoma:**

*The United Way funds 19 local agencies and their various programs that address community issues. The United Way is a charitable organization and depends on volunteers and the generosity of the local community to fulfill its mission. For more information, please visit [www.unswok.org](http://www.unswok.org).*

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