

Public Policy and the Power of the Private Sector: Creating a National Movement of Children's Champions

Community Leader's Conference

Baltimore, MD

May 15, 2008



Rick Allen

Executive Director

United Way of Pierce County

Dr. Ethan R. Allen ("Rick") is the president of United Way of Pierce County in Tacoma, Washington, a position he has held since 1993. He is also active on the United Ways of Washington State Association, serving as president in 2005. Most recently, Rick has worked with his UW to develop their community impact agenda, procuring a \$1.18 million grant from the Gates Foundation. Rick came to the system with a wealth of public policy and advocacy experience, serving as the president and legislative liaison for the state association while Executive Director for the Community Action Agency. While there, he helped start most of the existing early childhood programs in his county, and he won the national HUD award for his Welfare to Work design. Prior to that, he worked with the State Department of Community Development in Washington, where he helped start the State Housing Finance Commission. Rick earned his Ph.D. in Public Administration from University of Southern California. He has been married for 37 years to Alvarita, with whom he has two boys.

JoAnne Coy

Vice President, Corporate Communications, Investor and Community Relations

Columbia Bank

JoAnne Coy joined Columbia Bank in 1998 as Director of Marketing and Communications.

Since 2006, she has served as Vice President, Corporate Communications, Investor and Community Relations, where she is responsible for corporate financial communications, public, media and investor relations as well as corporate sponsorships and contributions.

She has been a board member for United Way of Pierce County since 2001, serving as Board Chair for the 2007-2008 year, and is currently on the Executive, Marketing and Finance Committees for UWPC. She is also a 5-year member of the board for the Job Carr Cabin Museum. She is past chair and a member of the Marketing Committee for the Washington Bankers Association. Ms. Coy is a graduate of Washington State University, holding a degree in Communications with an emphasis in Marketing and Advertising. Her past volunteer activities include serving as Washington State President, National Director and Seattle National Conference Chair for Financial Women International.

Matthew Melmed

Executive Director

ZERO TO THREE

Matthew Melmed has served as Executive Director of ZERO TO THREE: National Center for Infants, Toddlers, and Families since January 1995. During his tenure, ZERO TO THREE has established major professional and policy initiatives, such as the Early Head Start National

Resource Center, the National Infant Toddler Child Care Initiative, the Center for Training Services, the Center for Military Services, Leaders for the 21st Century and the State Early Childhood Policy Leadership Forum, national public awareness campaigns, and a book publishing department. *Worth* magazine designated ZERO TO THREE as one of "America's 100 Best Charities."

Prior to joining ZERO TO THREE, Mr. Melmed served for 13 years as Executive Director of the Connecticut Association for Human Services (CAHS, during which CAHS won the Peter F. Drucker Foundation's Award for Innovation.

Mr. Melmed began his career as a staff attorney for Connecticut Legal Services in 1978. Mr. Melmed is a Phi Beta Kappa graduate of Harpur College, S.U.N.Y. Binghamton and received his Juris Doctor degree from the Faculty of Law and Jurisprudence at S.U.N.Y. Buffalo.

Daniel Pedersen

President

Buffett Early Childhood Fund

As founding president of the Buffett Early Childhood Fund, Daniel Pedersen is attempting to change the way America does business when it comes to providing early care and education to vulnerable infants, toddlers and preschoolers growing up in disadvantaged families. The Fund invests in three areas – practice, policy and knowledge – and is spearheading efforts to establish a nationwide network of well-researched and well-implemented Educare Centers. Each Educare provides the highest possible quality care and education to 150-200 children and families and serves as a platform for policy change within its community and state to benefit children at greatest risk from birth. In 2005, the Fund created the Birth to Five Policy Alliance, now backed by multiple philanthropies, to galvanize the efforts of 13 national organizations to work more comprehensively together on state-based initiatives. In late 2007, the Fund also began partnering with four other key philanthropies to create the First Five Years Fund, which is dedicated to forging change in federal policy and improving the nation's understanding of every child's earliest learning. Before entering philanthropy, Pedersen worked for 25 years as a journalist – including 18 years as a *Newsweek* bureau chief at home and abroad, primarily in London. Pedersen was in Berlin the night the wall fell, chronicled the fall of Margaret Thatcher and the rise of Tony Blair, and commented frequently for BBC radio and television on U.S. and world affairs. Pedersen was born in Omaha and holds B.A. and M.A. degrees from Boston College.