

NEWS RELEASE

May 21, 2019

FOR IMMEDIATE RELEASE

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United Way Expands Focus on Data with New Committee

[TOLEDO, Ohio] – United Way of Greater Toledo (UWGT) recently assembled a Board-Level Digital Strategy Committee, with the goal to provide excellence in data and research, while delivering relevant and reliable community data services to UWGT’s corporate funders, partners and key stakeholders. Those who reside on this committee include:

Asha Walker Barnes, who serves as the director of market analytics at HCR ManorCare. Previously, Barnes served as the manager of market analysis and pricing for HCR ManorCare. Barnes has her B.S., magna cum laude, from Howard University and M.B.A. from University of Virginia.

Dr. Trent Buskirk, who serves as the Novak Family Professor of Data Science and chair of the Applied Statistics and Operations Research Department at Bowling Green State University. Previously, Buskirk served as the director of the Center for Survey Research at University of Massachusetts. Buskirk has his B.S. in Mathematics from Presbyterian College, M.S. in Mathematics / Statistics from University of South Alabama and Ph.D. in Statistics from Arizona State University.

Matthew Fahnestock, who serves as the vice president and chief information officer at Dana, Inc. Previously, Fahnestock was the senior vice president and chief information officer for Columbia Pipeline Group. Fahnestock has his B.S. in Industrial Engineering from University of Pittsburg.

Jill Kegler, who serves as the Director of Business Development / Janitorial Manager at Double A Solutions, as well as a realtor with Danberry Realtors. Previously, Kegler served as president of the Kellermeyer company. Kegler has her B.A. in Communications from Michigan State University.

Dr. Rachel Royal, who serves as the growth intelligence and strategy director at Owens Corning. Previously, Royal served as the CRM (customer relationship manager) program leader at Domino’s Pizza. Royal has her B.A. in Quantitative Marketing Analysis from Indiana University, M.A. in Social Statistics from University of Oklahoma and Ph.D. in Survey Methodology and Population Statistics from Michigan State University.

Rodney Masney, who serves as the chief information officer at Owens Illinois (O-I.) Previously, Masney was the director of information technology at NIBCO, a privately-held flow control products manufacturer. Masney has his B.S. in Computer Science and Mathematics from The Pennsylvania State University.

Dr. Karen Johnson-Webb, who serves as an associate professor in the Department of Geography at Bowling Green State University. Previously, Johnson-Webb served as an assistant professor in the Department of Geography & Center for Regional Development at Bowling Green State University. Johnson-Webb has her B.A. in Geography from Michigan State University, M.A. in Geography from Michigan State University and Ph.D. in Geography from University of North Carolina.

The Digital Strategy Committee's vision is to position UWGT as a research and community data broker. For decades, UWGT has collected programmatic data / information on our funded programs to ensure donor transparency. An objective of this committee is to continue growing, utilizing and expanding its data information, so that together, the community can solve its most-difficult health and human service issues.

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United Way of Greater Toledo, serving Lucas, Wood and Ottawa counties, unites the caring power of people to improve lives. Together, we're on a mission to change lives forever in our community by investing in programs focused on education, financial stability, and healthy lifestyles. We tackle the tough problems in these areas by funding and partnering with the most effective local organizations who create real opportunities and get results. LIVE UNITED by visiting www.unitedwaytoledo.org.