

# Inside the Community

## United Way names Stacey Paddock Malcolmson as New Chief Development Officer

United Way of Metropolitan Dallas has hired Stacey Paddock Malcolmson as the agency's new Senior Vice President and Chief Development Officer (CDO). Malcolmson is poised to successfully lead United Way in its effort to raise \$300 million for the North Texas community by 2015. Funds raised will support United 2020 efforts to spark forever change throughout the region, by breaking destructive cycles of high school dropouts, poverty and unhealthy behaviors over the next decade. Malcolmson officially begins her new post February 1st.



Stacey Paddock Malcolmson

"We are thrilled to announce Stacey as the newest member of our leadership team," says United Way of Metropolitan Dallas President and CEO Jennifer Sampson. "She's an extraordinarily intelligent, experienced

leader who brings not only a peak skill set to this job, but also a real passion for the meaningful work of United Way. Stacey is an exceptional communicator and an authentic relationship-builder who has already developed an impeccable reputation for excellence locally."

Malcolmson comes to

United Way from Southern Methodist University where she served as Executive Director of Alumni Giving and Relations for the past six years. Through her work on the Second Century Campaign at SMU, she led a transformation of the Alumni Giving and Relations Program, building a new and high performing culture of alumni programming and effective alumni solicitations. Her efforts resulted in explosive growth in alumni giving overall and dramatic increases in alumni giving participation. Malcolmson replaces Rana Smith who served as United Way's Chief Development Officer for more than 8 years. Smith left United Way in June to lead development at Best Friends Animal Society, a national animal welfare organization based in Utah.

"Stacey is the perfect addition to United Way's team-

a sophisticated, strategic thinker and a collaborative leader who can form lasting connections," says United Way Board Chair Debbie Taylor, Regional Director - Citi Community Development. "We're very proud to have her lead United Way's development efforts during these exciting years ahead."

Before her post at SMU, Malcolmson worked at Dallas-based Frito-Lay, Inc. for nearly seven years where she held various high-level marketing positions, including Senior Product Manager. Prior to joining Frito-Lay, Malcolmson worked in marketing at Bayer Consumer Care Division in New Jersey and in investment banking for CS First Boston Corporation in New York and London. She was awarded a Masters of Business

Administration from Harvard Business School and received a Bachelor of Arts degree from the University of Texas at Austin.

Malcolmson currently serves as a newly elected officer on the Dallas White Rock Marathon Board of Directors, as a St. Michael and All Angels Giving Council member, and is the Class Reunion Giving Co-Chair at Harvard Business School. She has previously served on the Dallas Museum of Art Junior Associates Steering Committee and as a member of the Junior Leagues of Dallas and New York City.

"I am honored and eager to lead United Way's development efforts- critical to achieving long-term solutions for our community in the key impact areas of Education, Income and Health," says Malcolmson. "I believe in

the work of United Way and am grateful for the opportunity to join the organization in changing the lives of North Texans forever."

United Way of Metropolitan Dallas offers North Texans highly effective ways to help people change their lives forever. United Way is the largest non-governmental funder of programs to improve Education, Income and Health in Dallas, Collin, Rockwall and southern Denton counties.

By breaking the cycles of dropouts, poverty and poor health for hundreds of thousands of people over the next ten years, United Way donors, volunteers and advocates will create long-term improvements throughout the region.

To learn more, please visit [UnitedWayDallas.org](http://UnitedWayDallas.org).

CONTINUED FROM PAGE 1. the Association of Trial Lawyers of America and the Dallas Bar Association.

He is the father of three sons, Christian, a senior at Highland Park High School, Michael, a freshman, and Mark, a seventh-grader at Highland Park Middle School. The Hitzelbergers are members of Highland Park United Methodist Church.

### CYNTHIA W. BEECHERL SECRETARY, PLACE 5

Board secretary Cynthia Beecherl is a graduate of Highland Park High School. She earned a Bachelor of Business Administration with a major in petroleum land management from the University of Texas. She is a licensed real estate broker, petroleum landman and member of the Greater Dallas Association of Realtors and the American Association of Petroleum Landmen.

Beecherl has served as chairman of the Curriculum and Instruction Committee. She is a member of the University of Texas Chancellor's Council Executive Committee and the Advisory Board of Texas Parents. She is a past president of HP Arts and a former board member of La Fiesta de las Seis Banderas and the HP Education Foundation. She has held numerous volunteer positions on HPISD campus PTA boards and other parent groups.

She and her husband Louis, have four children - Arthur, a 2002 Highland Park High School graduate and 2006 graduate of the University of Texas; Rebecca, a 2004 Highland Park High School graduate and a 2008 graduate of the University of Texas; Ben, a 2006 Highland Park High School graduate and a 2010 graduate of the University of Texas; and Edward, a 2009 Highland Park High School graduate and a

## January is School Board Recognition Month

junior at the University of Texas. The Beecherls are active members of the Highland Park Presbyterian Church where Cynthia serves as a deacon.

### JOSEPH G. TAYLOR, FINANCE OFFICER, PLACE 6

Joe Taylor was elected to the HPISD Board of Trustees in 2008, and currently serves as Board Finance Officer. Prior to his election, he served on the district's Finance Committee.

Born and raised in Canton, Ohio, Taylor received a bachelor's degree from Duke University in 1981. Following an 18-year career in banking, he joined Brinker International, Inc. as VP-Finance. He currently holds the position of VP-Corporate Affairs for the company. Taylor currently serves on the boards of Camp John Marc and the National Restaurant Association, and is a past chairman of the board of the National Council of Chain Restaurants. Previously, he served as President of the Hyer Dads' Club.

He and his wife, Mary (HPHS '78), have three daughters: Caroline, a 2009 graduate of Highland Park High School and a junior at Texas A&M University; Ellen, a 2011 graduate of Highland Park High School and a freshman at Texas A&M; and Maggie, a sophomore at Highland Park High School. The Taylors are all active members of Highland Park Presbyterian Church.

### PAUL E. ROWSEY TRUSTEE, PLACE 4

Paul Rowsey joined the Board of Trustees in 2010. He previously served as a member of the Finance Committee, the Facilities Committee, and the Superintendent Search Focus

Group. Rowsey is a past president and board member of the Highland Park Sports Club.

He is the President and Chief Executive Officer of Compatriot Capital, Inc., a real estate investment and operating company, and a subsidiary of Sammons Enterprises, Inc, one of the largest private companies in the United States. Prior to joining Compatriot, he was a founder and the managing partner of E2M Partners, LLC, a sponsor and manager of private real estate equity funds, and an affiliate of Compatriot. He continues to serve as a partner and the chairman of E2M's Investment Committee. Born and raised in Oklahoma, he is 30 year resident of the Park Cities. He is a 1977 graduate of Duke University with a degree in management science, and a 1980 graduate of Southern Methodist University School of Law.

Rowsey has previously served on numerous public and private boards of directors, and currently serves on the board of directors of ENSCO, plc, a publicly traded company based in London, and a number of privately held companies. A former board member of the Park Cities YMCA, Rowsey also served as chairman of the Park Cities YMCA Boys' Sports Committee. He coached his children's Park Cities YMCA sports teams for 14 years.

He and his wife, Bonnie, have three children; Paul, a 2002 HPHS graduate and a 2006 graduate of Georgetown University, Fred, a 2006 HPHS graduate and a 2010 graduate of Harvard University, and Laura, a 2009 HPHS graduate and a sophomore at TCU. The Rowseys are members of University Park United Methodist Church.

### KELLY WALKER TRUSTEE, PLACE 3

Kelly Walker joined the Board of Trustees in 2010, and serves as the Texas Association of School Boards alternate delegate. She currently serves on the Advisory Board for the HP Education Foundation. She is a former member of the Hyer PTA Gift Committee and the HPISD Strategic Planning Committee.

Walker was born in Dallas and has been a University Park resident for the past 20 years. She received her bachelor's degree in geology from Tarleton State University in 1985, and is a Registered Professional Geologist in the state of Texas. She is the president and founder of Benchmark Environmental Consultants in Dallas.

Walker served as a City of University Park councilperson from 2004-10 and the Mayor Pro Tem from 2008-09. She also serves on the C.A.R.E. board.

She and her husband, James P. Walker, Jr., have two children, Cameron, a sixth-grader at MIS and Claire, a fourth-grader at Hyer. The Walkers are members of the Highland Park United Methodist Church.

### SAM DALTON TRUSTEE, PLACE 7

Sam Dalton was elected to the Highland Park Independent School District Board of Trustees in May 2011. He has served as a member of the Finance Committee, the Demographic Study Committee, and a strategic planning team focusing on resources.

Dalton is a native of Springfield, Mo., and a gradu-

ate of Washington and Lee University and the University of Texas Law School. He worked for 14 years as a commercial litigation attorney for Locke Purnell and Vinson & Elkins before branching out on his own. In 2006, he began managing a family investment partnership.

He is the chairman of the Park Cities Dads' Club Teacher's Cup Golf Tournament and is a member of the Salesmanship Club of Dallas. Dalton also served on the board of the Highland Park Presbyterian Day School.

Dalton and his wife, Carol, have four children. Sam,

Jr. is a junior at Highland Park High School, and daughter Loring is a sophomore. Katie is an eighth-grader at Highland Park Middle School, and William is a fourth-grader at Armstrong Elementary School. The Daltons are members of the Highland Park Presbyterian Church, where they were both previously involved in youth programs. Leslie Melson joined the HPISD Board of Trustees in 2006 and was elected Board President in 2010. She has served as Board Secretary and as the Texas Association of School Boards delegate, chairman of the Curriculum & Instruction Committee, and as liaison to the Park Cities YMCA Chemical Awareness Resources and Education program, the HP Education Foundation and HP Arts.



214-324-2481 800-mcshans mcshanflorist.com

**DALLAS' FIRST & FOREMOST  
(P)SAT/ACT & ISEE CLASSES**

**ELISSA SOMMERFIELD, MA**  
Certified Educational Planner  
Valedictorian and Winner of English Award, HPHS

Prep for (P)SAT & ACT Tests & ISEE

College, Grad School, and All Academic Counseling

**PRIVATE TUTORING**

- SAT/ACT Prep.
- Most Academic Areas
- Study Skills
- Academic Advising, Pre-school thru Grad School
- GMAT, GRE, LSAT, ISEE, SSAT
- Editing College and Grad School Admissions Essays and Other Papers
- Resumes
- (P)SAT, ACT & ISEE Classes

**Elissa Sommerfield's Program for 2012  
Blending Tutoring and Test Prep**

**ISEE PREP FOR ENTRANCE TO A PRIVATE SCHOOL**  
Late Fall through early Spring, Private and Semi-Private Lessons

**Prep for January SAT**  
VERBAL SAT  
Wed., Jan. 18, 25; Thurs., Jan. 24; Fri., Jan. 27; Sat., Jan. 28; 7 - 9:30 p.m.  
MATH  
Mons. & Thurs.; Jan. 16, 19, 23, 26; 7 - 9:30 p.m. Friday, Jan. 27; 7 - 9:30 p.m.

**Prep for Feb. 11 ACT**  
Sat., Feb. 4; 2 - 5:30 p.m.  
Sun., Feb. 4; 5:30 - 8:30 p.m.

**Prep for 7th Grade (DUKE TIP) SAT**  
Sat., Jan. 21 & Sun., Jan. 22; either 2 - 3:30 p.m. or 3:45 - 5:15 p.m.

*We Know the Park Cities*

6126 Averill Way, 109W Dallas, Texas 75225  
(214) 363-7043 • (214) 363-0146 (FAX)  
Email: [esom@techrack.com](mailto:esom@techrack.com) [www.elissasommerfield.com](http://www.elissasommerfield.com)

## Rotary Club of Park Cities group volunteers at Dallas VA Hospital

CONTINUED FROM PAGE 1.

This past Christmas saw more than 300 VA patients get a complete Christmas dinner as well as gloves, hats and coats and other Christmas presents. The Vet 2 Vet committee was helped by Boy Scout Troop 80 from Park Cities Presbyterian Church, and a host of other volunteers. Getting volunteers for the Christmas party is not too difficult, but the Vet 2 Vet group serves the entire year 'round, not just on holidays.

It's monthly bingo games were so popular with one patient, that after he passed away his widow comes to help the RCPC because it meant so much to her husband. The monthly pot varies from \$100-\$200, depending on whether anyone wins the jackpot. If there is no big winner that month, the pot is carried over to the next visit, but



The RCPC's Doug Means and Chris Clausen of the RCPC hand \$200 to Rodney Thomas for winning the bingo jackpot.



Vet to Vet committee member Steve Herman serves a patient at the Dallas VA Hospital.

cash is paid out for every winner, every month.

At first Vet 2 Vet consisted of military veterans within the RCPC, but soon expanded to allow those who didn't serve in the armed forces to help. Some come because their fathers were veterans,

while others feel a sense of duty to remember the men and women who served their country.

"These guys (Vet 2 Vet) do a tremendous job," says committee chairman Bob Dill. "I am always proud of their commitment. With less

than one percent of the U.S. population serving in our military, it's important that we show our support by our actions, not just our words."

For more information on Vet 2 Vet, contact the Rotary Club of the Park Cities at 214-739-4170.