

*Press Release*

**FOR IMMEDIATE RELEASE September 27, 2007**

**CONTACT: Ellen Pensky 925.699.7921**  
[ellen@bumblemarketing.net](mailto:ellen@bumblemarketing.net)

## **PLEASANTON COMMUNITY OF CHARACTER COLLABORATIVE ANNOUNCES ITS BOARD OF DIRECTORS REPRESENTING AREAS OF INTEREST**

PLEASANTON---September 27, 2007-- The Pleasanton Community of Character Collaborative announces its first board of directors. The Community of Character Collaborative is a group of community members and business professionals committed to the core Community of Character traits including compassion, responsibility, respect, honesty, integrity and self-Discipline. The board of directors is ready to implement goals to inspire, motivate and recognize community and business leaders who apply these values and characteristics within their organizations and throughout the community. Currently the Pleasanton Unified School District, the City of Pleasanton employees and many local business entities have adopted these characteristics as a means of re-enforcing these values on a community wide basis.

The dynamic 11-member board represents all areas of Pleasanton interests and includes three appointed positions: one each by the City of Pleasanton, the Pleasanton Unified School District and Chamber of Commerce. Directors from these areas include: Pleasanton City Councilman Jerry Thorne, a long time Community of Character supporter who served on the City's Parks and Recreation Commission; Pleasanton School District Senior Director of Pupil Services Kevin Johnson, a Pleasanton native; and, Pleasanton Chamber of Commerce representative Ellen Pensky McGraw who is president of BumbleBee Marketing Services. She has been involved with the community of character program for five years and also serves as vice president of the Pleasanton PTA Council.

Serving as board officers are Pensky McGraw, who is president; David Halperin as treasurer; and Joann Gunson as secretary. Halperin, a vice president at Smith Barney is also a board member and treasurer of the PPIE Foundation. Gunson, a 37-year Pleasanton resident and mother of five children, is a liaison with local churches and committed to providing an enriching value climate for Pleasanton and its families.

The remaining directors, representing other areas of interest include: Kelly Dulka, director of TriValley YMCA; Eric Finn, a Captain with the Pleasanton Police Department and former DARE Officer; Ted Kinzer, from the City of Pleasanton Parks and Recreation Commission; David Melander, former Pleasanton School board member representing the senior community; Cathy Raty, senior vice president for Mt. Diablo Bank in Pleasanton; and, Ron Sutton, CEO of Accusplit and a member of The Make A Difference organization.

"We are excited to take the next step," said Pensky McGraw. "And, thanks to support from the City of Pleasanton, we have received non-profit status, which will help us continue our mission and goals and provide exciting activities in our community. One activity will feature the presentation of the Juanita Haugen Civic Involvement Award in May 2008.

"The award was announced at a special Community of Character Celebration luncheon that included a special tribute to Community of Character Co-Founder and School Board Trustee, the late Juanita Haugen. We are looking forward to involving many more residents in our efforts," she added.

### **About Community of Character**

The Community of Character Collaborative is a newly formed non-profit organization of volunteers working together to create a Pleasanton community culture built on values, goodwill, and community-accepted traits. Community of Character was founded in 2002 as a coalition under the direction of Pleasanton Unified School District Trustee Juanita Haugen. This volunteer committee is jointly supported by the City of Pleasanton, Pleasanton Unified School District, Pleasanton Chamber of Commerce and various service and faith organizations. For more information about Community of Character, visit its website at [www.communityofcharacter.org](http://www.communityofcharacter.org)