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National PTA Announces First National Advisory Board

Nine influential American figures to meet in NYC, December 17

CHICAGO (December 10, 2009)—National PTA is calling on some big names to help with its continuous campaign for kids. The association will activate its first-ever National PTA Advisory Board comprised of nine of today's most influential and well-known figures in their respective industries.

Advisory Board members were selected based on their executive-level leadership; experience and qualifications; valuable contributions to education; and shared vision to transform tomorrow's families today. They will serve a two-year term as a representative voice for the association as they are a diverse balance in age, race, sex, ethnicity and geographic distribution.

National PTA Advisory Board Members 2009-2011

Tichina Arnold

Actress (best known for her role as Pam on the sitcom *Martin*)

Charlotte Frank

Senior VP, McGraw Hill Companies

Patrick Gaston

President, Verizon Foundation

Floyd W. Green III

Head of Community Relations, Aetna Foundation

Greg Schumann

VP and Group Publisher, Parenting Magazine

Guy Vickers

President, Tommy Hilfiger Foundation

Judy Werthauser

VP of Human Resources, Target

Denise White

Executive VP, Viacom

James White

President & CEO, Jamba Juice

“Advisory Board members will serve National PTA immensely by offering leadership, resources, and networking opportunities that will help us reach out to a broader audience.” said Betsy Landers, National PTA President-Elect and Chairwoman of the new Advisory Board.

“That is why we are honored to have on board a diverse group of distinguished individuals to help further our mission in improving the quality of life and education for America’s children.”

Meeting for the first time December 17 in New York City, Advisory Board members will work directly with National PTA Officers, Board of Directors and Chief Executive Officer to: provide counsel and guidance, develop new strategies, play a role in public relations, share with PTA staff and volunteer leadership a fresh perspective on important issues and policies, and foster relationships that will create sustainability, credibility, and relevance to PTA to continue serving tomorrow’s families, schools and communities.

In addition, the Advisory Board will heighten the association’s awareness and capacity to broaden fundraising opportunities by cultivating new relationships with influential figures, securing vital resources, and enhance our culture by recruiting new leaders and supporters of PTA.

About National PTA

National PTA comprises millions of families, students, teachers, administrators, and business and community leaders devoted to the educational success of children and the promotion of family engagement in schools. PTA is a registered 501(c)(3) nonprofit association that prides itself on being a powerful voice for all children, a relevant resource for families and communities, and a strong advocate for public education. Membership in PTA is open to anyone who wants to be involved and make a difference for the education, health, and welfare of children and youth.