

SMART Introduces New Board Members

Two new board members to help raise funds and awareness

Portland, 17 January 2008 – SMART has appointed two new members to its board of directors bringing the total number to 15. Tom Gilbertson brings fundraising and financial expertise to the board and is the newly appointed chair of the Development Committee. Kent Lewis brings more than 10 years' experience in search engine marketing and has played an active role on the SMART PR & Marketing Committee for several years.

"Our two newest board members have already begun reaching out to the community in support of early literacy and SMART," said Linda Wright, chair of the board. "The board agrees they are dynamite additions, bringing a wealth of experience in their respective fields. The organization is moving in a positive direction under the guidance of CEO Terry Shanley. These are exciting times for SMART."

SMART has appointed the following individuals to the board of directors:

Tom Gilbertson is senior vice president of the Portland Private Client Group. He began his securities career at Dean Witter managing individual's portfolios. Moving to U.S. Bancorp Securities he changed his specialty to providing fixed income solutions for municipalities in the State of Oregon, and later worked at RBC Dain Rauscher. Because of his background in finance, Tom eagerly joined SMART's Development Committee tasked with securing major gifts.

Tom said, "The ability to read lasts a lifetime, and SMART inspires young Oregonians to appreciate this skill. As a board member and development chair, I'm thrilled to help raise funds so that SMART can deliver its proven service to thousands of Oregon children."

Kent Lewis is president of Anvil Media, Inc., a search engine marketing agency based in Portland. With a background in integrated marketing, he co-founded Wave Rock Communications and eROI, and was director of marketing and business development at goodguys.com. In 2003 he founded and produced the SMART Gala fundraising event, raising more than \$75,000 cumulatively since its inception. Kent is an adjunct professor at Portland State University, and is the recipient of *Portland Business Journal's* 2004 Forty Under 40 Award.

Kent said, "I've always been a firm believer in the power of education, and Oregon's current rank of thirty-third in the nation for reading scores is dismal. Many states, including Oregon, use third grade reading scores to predict future prison populations. The greatest impact I can make is to spend time with struggling readers, as I can personally positively influence their future potential, so they can be the next President instead of another prisoner in our state institutions."

About SMART® (Start Making A Reader Today)

SMART is a nonprofit that envisions an Oregon where every child can read and is empowered to succeed. We engage community volunteers to read one-on-one with K-3 children who need literacy support. Participating children also receive new books each month to keep and read with their families. Since 1992, thousands of SMART volunteers have been inspiring little readers through storytelling. Together with support from the community, we are building brighter futures for Oregonians big and small. Volunteer or donate today. Visit www.getsmartoregon.org or call 1-877-598-4633.

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