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**Brown County United Way**

## **News Release**

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**FOR IMMEDIATE RELEASE**

### **Local CEO steps up as 2006 United Way campaign chair**

**Green Bay, Wis.** – Brown County United Way has announced that Paul S. Beideman, president and chief executive officer of Associated Banc-Corp, will serve as chairman of the 2006 United Way campaign.

“I believe strongly in the mission of the United Way, and its vital role in keeping our community strong and healthy,” said Beideman. “I am honored to serve as this year’s campaign chairman for Brown County. I look forward to working with our business community, our own company associates and generous people throughout the county to further this important cause.”

Beideman, the top executive of Green Bay-based Associated since April 2003, is not new to helping the United Way. He previously served as chairman for the United Way campaign in the Philadelphia area. Now in Green Bay, he is active in a number of community activities, including the annual Golden Apple Awards, overseen by the Green Bay Area Chamber of Commerce, and serves on the board of directors of the University of Wisconsin-Green Bay and New North Inc.

“The needs of our community are significant, and as a leading Brown County company, Associated has an obligation to help meet those needs,” Beideman said. “We will work hard to help the United Way have a successful campaign.”

Prior to joining Associated, Beideman was chairman of Mellon Bank’s Mid-Atlantic Region and a member of Mellon Financial Corp.’s senior management committee. He graduated from Millersville University in 1971 with a bachelor’s degree in social sciences and holds a master’s degree in finance from Widener University. He also completed the National School of Finance and Management at Fairfield University.

Associated Bank is part of Associated Banc-Corp, headquartered in Green Bay, Wis., a diversified multibank holding company with total assets of \$22 billion. Associated has 320 banking offices serving more than 180 communities in Wisconsin, Illinois and Minnesota. Associated has more offices in Wisconsin than any other bank. The company offers a full range of traditional banking services and a variety of other financial products and services. More information about Associated Banc-Corp is available at [www.AssociatedBank.com](http://www.AssociatedBank.com).

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