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Brown County United Way

News Release

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Johnson Bank VP named 2007 Campaign Chair for Brown County United Way

GREEN BAY – Brown County United Way President Gregg Hetue announced Rick Hearden, vice president of business development for Johnson Bank, will serve as chairman of the 2007 United Way campaign.

“Johnson Bank is committed to building a stronger, more caring community, and that’s why we’re dedicated to the mission and values of the United Way,” Hearden said. “It will be a pleasure serving as this year’s chairman, and I look forward to working with our community on such a worthy cause.”

Hearden, a Green Bay native and St. Norbert graduate, has a long history of volunteerism in the Brown County community. In addition to being president of the St. Mary's Men's Club, a member of the Downtown Optimist Club and a Leadership Green Bay graduate, Hearden has devoted more than 14 years to Big Brothers/Big Sisters of Northeastern Wisconsin as a member of their Board.

“Rick is a great addition to our team of volunteers, and we’re very pleased to have his leadership and that of Johnson Bank for our 2007 campaign,” said Hetue.

Hearden has more than 20 years of banking experience and is past president and now part owner of Horseshoe Bay Golf Club. He is also president of the Door County Triathlon, a founding director and president of the Green Bay Country Club and a board member of the First Tee of Northeastern Wisconsin.

Johnson Bank and Johnson Insurance Services are both part of Johnson Financial Group, a \$4.3 billion financial services company.

*Founded in 1925, the **Brown County United Way** has grown into the single largest fundraising organization in the county. As a private, nonprofit corporation, the Brown County United Way raises funds through an annual campaign, and also receives support by means of planned gifts, corporate sponsorships, contributions to specific United Way initiatives and grants. With the help of more than 100 community volunteers, the Brown County United Way is dedicated to finding solutions to the community’s most pressing issues in human services.*

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