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SMART Names Three New Members to Statewide Board

Portland, Ore. – SMART (Start Making A Reader Today) is pleased to announce the addition of three new members to the organization's statewide Board of Directors:

- **Vernon Fuller** is Senior Vice President of Risk for Genesis in Portland. Previously, he spent four years at Renaissance Holdings, Inc., the nation's leading subprime credit card company, serving as Director of New Ventures, and as a manager in the Direct Marketing and Risk Management departments.
- **Tom O'Keefe** is Chief Revenue Officer with Shopignitor.com in Portland. He has 20 years of business experience acquired at Fortune 500 and startup companies, and brings a unique passion for the promise of technology as a catalyst for human connection.
- **Andy Vobora** is Director of Service Planning, Accessibility and Marketing at Lane Transit District in Eugene. He has 28 years of transit experience and 15 years of executive level experience. He is a longtime SMART volunteer and is a member of SMART's local Leadership Chapter in Eugene/Springfield.

New Board members will serve three-year terms ending in June 2014. SMART's 2011-2012 Board Officers include: Charles Wilhoite, Chair; Mary Wilcox, Vice Chair; Mary Boyle, Secretary; and Behzad Hosseini, Treasurer.

About SMART® (Start Making A Reader Today)

SMART, Start Making A Reader Today, is a statewide nonprofit organization that envisions an Oregon where every child can read and is empowered to succeed. We partner with schools around the state and engage community volunteers to read one-on-one with PreK-3 children, helping strengthen literacy skills and encourage a love of reading. Over the past two decades, SMART has steadily grown to become Oregon's largest volunteer literacy program. In 2011-2012, we will serve more than 7,500 children statewide with the help of 5,000 community volunteers. Children in the program receive 14 new books throughout the school year to keep and read with their families. Together, with support from communities and schools around the state, SMART is improving the reading capacity of Oregon's children. Visit www.GetSMARTOregon.org or call 1-877-598-4633 to learn more about SMART.

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