



United Way of Anchorage

**FOR IMMEDIATE RELEASE**

Date: July 3, 2018

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# United Way Hires CFO, Communications Chief

**ANCHORAGE** – United Way of Anchorage announced the addition of three staff, including two for its leadership team.

**Dawn Griffiths** has joined as chief financial officer and will oversee all the financial activities, information technology, human resources, and general administrative needs of the organization. Griffiths most recently ran her own firm, DMG Executive Consulting, based in Mill Valley, Calif. She brings almost 30 years of consulting and management experience in accounting, sales, strategic planning, business start-ups, efficiencies and investor relations, from Montreal to San Francisco. Griffiths is a graduate of the University of Wyoming and also attended the University of Georgia and Harvard Business School.

**Cassandra Stalzer** has been named senior director of communications and marketing. She will oversee all facets of United Way's communications. In 2017, she founded her own communications firm, Brainspace Creative, working on client needs from sales to marketing technology. Before that, Stalzer worked for eight years in communications at the Rasmuson Foundation, two of those as vice president, where she was instrumental in developing communications projects ranging from a campaign to raise awareness of Alaska's budget shortfall to a journalism partnership on the costs of alcohol abuse. Stalzer holds a journalism degree from West Virginia University and is an accredited member of the Public Relations Society of America.

**Frank Gerjevic** joined United Way as a communications director. Gerjevic is a veteran of almost 40 years at the Anchorage Daily News, where he worked as sports editor, reporter, copy editor, columnist and editorial writer. A graduate of Denison University, he will concentrate on writing, editing and media relations.

## About United Way of Anchorage

United Way of Anchorage mobilizes people and resources to make lasting, measurable changes in our community to improve lives. Our priorities are successful, prepared kids; strong, financially stable families; access to medical care for all; and a community making healthy lifestyle choices. United Way invites you to join the movement. [www.liveunitedanc.org](http://www.liveunitedanc.org)