



NEWS RELEASE

United Way of Greater Battle Creek

For Immediate Release: March 26, 2008
Contact: Teresa Osborne, Director of Public Relations
269.962.9538, cell – 269.209.8389, email – osbornet@uwgbc.org

McCorkle and Ruble Named United Way Campaign Co-Chairs

Battle Creek, MI – Joseph (Joe) McCorkle and Cindy Ruble are United Way’s new Community Solutions Campaign chairs. McCorkle and Ruble were recently appointed by United Way of Greater Battle Creek’s board. Both come to the table with distinguished track records in community service.

McCorkle is Senior VP of Commercial Banking, Southwest Michigan for LaSalle Bank, a Bank of America Company. McCorkle has served as chairman to many area organizations including: Battle Creek Area Chamber of Commerce Foundation, Battle Creek Area Chamber of Commerce, Calhoun County Economic Development Forum, Kalamazoo/Battle Creek Children’s Golf Classic, Goodwill Industries Business Advisory Council and United Way of Greater Battle Creek. In addition, he has served on the Battle Creek Health Systems Board of Trustees Finance Committee and as the President of the Battle Creek Country Club.

McCorkle graduated with honors from The American Bankers Association’s Stonier Graduate School of Banking and holds a Masters in Business Administration from Indiana University Graduate School of Business. McCorkle has been in the banking industry for 29 years and he and his wife, Dawn have resided in Battle Creek for 16 years, where they have raised two sons.

Ruble has served the students, staff and families of Lakeview School District for the past fifteen years, the past five years in the capacity of Superintendent.

Ruble works to serve the Battle Creek community. She is passionate about youth and families and works closely with educational, community and business leaders to realize the important role that education plays in economic development and in building a strong community. She has been an instrumental part of the Battle Creek Area Educator’s Task Force, of which she has been the chair from 2006-2007 and 2007-2008. Her expertise in curriculum, instruction and assessment is illustrated through her work at the local, county and state level. Ruble was awarded the Michigan State University Crystal Apple Award in 2006 in recognition of her outstanding leadership in education. She shares her passion for teaching and learning as a presenter at state and national conferences. Her most recent topics of address include the superintendent’s role as an instructional leader and research-based educational facility planning.

New United Way Officers Elected

Ruble is a strong supporter of United Way of Greater Battle Creek, Girl Scouts of America and the Juvenile Diabetes Foundation and believes in building community capacity to meet all children's educational needs. She and her husband Ted have three daughters and reside in Battle Creek.

“We are fortunate Joe and Cindy have generously volunteered their time to lead the 2008 campaign and join in United Way's tradition of serving the community,” said Mike Larson, United Way of Greater Battle Creek president and chief professional officer. “Outstanding volunteers like Joe and Cindy make it possible for United Way to touch thousands in need in our community.”

United Way of Greater Battle Creek addresses some of our community's most pressing problems and measurably improves the lives of individuals in need. United Way does this by raising dollars that fund 51 local programs operated by more than 33 non-profit agencies or organizations. United Way also collaborates with local organizations and people to identify and address emerging needs and issues.

-end-

United Way of Greater Battle Creek's mission is to mobilize the caring power of our community to measurably improve lives. For more information, visit United Way's office at 34 W. Jackson St., Ste. 4B, Battle Creek MI, 49017; call (269) 962-9538; email info@uwgbc.org; or visit the web site at www.uwgbc.org.