

United Way of Northern California Names New President & CEO

Redding, CA – (January 26, 2016) –

A seasoned former United Way executive from San Jose has been chosen as the new President & CEO of United Way of Northern California, serving 9 counties in far Northern California.

Larry Olmstead, most recently Vice President, Organizational Development of United Way Silicon Valley, will assume the Redding-based role on February 1, 2016.

Olmstead was selected from among 27 applicants to replace Wendy Zanotelli, who last August announced her departure to resume her career in the banking industry. During Zanotelli's four-year tenure, United Way of Northern California increased revenue by more than 50%, while implementing programs to assist community members in getting connected to human service programs through www.211norcal.org and volunteer opportunities through www.volunteernorcal.org. In addition, the organization launched Prosperity, a collective impact initiative aimed at improving income stability for families in the region.

"Larry is a well-respected colleague and state-wide community leader among United Ways. His knowledge, his diverse network of United Way leaders, and his passion for improving the lives of the community members he serves will ensure the continued success and growth of our United Way. We couldn't be leaving our organization in better hands," stated Zanotelli.

Greg Balkovek, Chairman of the Board said, "Larry brings strong communications, leadership, organizational development and project management skills that are needed to take our United Way to the next level. We are, indeed, fortunate to have him."

Olmstead will work to expand United Way's annual payroll giving campaigns that support member non-profit agencies that provide social services in the region. Olmstead also will oversee 2-1-1 in Shasta and Tehama counties and expansion efforts to launch the service in other counties in the region. He had served the past 2 ½ years as Chairman of the Board for 2-1-1 California, the state association for 2-1-1s.

At United Way Silicon Valley, Olmstead was a member of the executive team responsible for organizational change efforts. His responsibilities also included 2-1-1 Santa Clara County; human resources; IT and operations.

A native of New York City, Olmstead attended the Bronx High School of Science and George Washington University before launching a journalism career that included stints at the New York Times and Miami Herald, where he was managing editor from 1996 – 2001. At both papers, Olmstead shared in work that won the Pulitzer Prize for journalism.

Olmstead went on to become a corporate officer in the news and human resources divisions for media giant Knight Ridder. After the company was sold 10 years ago, Olmstead launched a management consultancy company. He joined United Way Silicon Valley in 2010.

Olmstead has served on numerous boards for non-profits and professional associations, including the Dade Community Foundation in Miami, the Metro YMCA of Santa Clara County and SV FACES, the former Silicon Valley Conference of Community and Justice. He is a past chair of the Florida Society of Newspaper Editors and the International Women's Media Foundation. A tennis enthusiast, Olmstead is currently a committee chair and advisory board member for USTA Northern California.

Olmstead is married to Michele Chandler, a business news journalist. They have two children.



About United Way of Northern California

Established in 1953 in Redding, California, United Way of Northern California now serves 9 Northstate counties including: Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity. It's mission is to improve lives in far Northern California by focusing on Education, Financial Stability, and Health by mobilizing and integrating resources and the caring power of community. In addition to raising funds for 50 local non-profit agencies, they also run 2-1-1, a direct dial resource hotline and they have recently launched a Prosperity initiative to increase financial self-sufficiency and security for families, while contributing to community vibrancy. For further information visit the United Way of Northern California web site at www.norcalunitedway.org.

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