

For Immediate Release

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**BIG BROTHERS BIG SISTERS OF NORTHEASTERN WISCONSIN
APPOINTS NEW EXECUTIVE DIRECTOR**

GREEN BAY, Wis. – Big Brothers Big Sisters of Northeastern Wisconsin, an organization committed to help children reach their full potential through professionally supported one-to-one relationships with proven results, is pleased to announce the appointment of its new Executive Director David Yeghiaian effective October 12, 2009. He was selected following an extensive and thorough executive search process.

“I’m extremely excited to be part of such a wonderful organization,” Yeghiaian said. “There is a great deal of opportunity to grow the organization and it has such a long history in Northeastern Wisconsin. Mentoring is something I am passionate about and what could be more important than mentoring today’s youth – who represent our future community leaders?”

Yeghiaian comes to Big Brothers Big Sisters of Northeastern Wisconsin with more than 17 years of business experience. He has advised large, medium and small organizations in several industries. He has demonstrated results on a global scale in a breadth of services related to strategy, people and customers. Experience includes work with Fortune 500, non-profit, government and private organizations around the world; including Schreiber Foods, Rockwell Automation, the Falk Corporation and the Wisconsin Department of Transportation.

Prior to Big Brothers Big Sisters, Yeghiaian was President and owner of Unique Business Solutions – a management consulting firm that helped leaders and organizations on issues of strategic marketing, organizational strategy, and acquisitions and integrations.

“We are very excited to have David Yeghiaian joining Big Brothers Big Sisters as our Executive Director,” said Joel Steber, board president. “David brings a wide spectrum of expertise and passion that will help the agency achieve and surpass our strategic goals. With David, we will be able to move the agency to new heights.”

Yeghiaian also authored the book, *Pieces for Profit*, describing how high-performing organizations maximize profitability to achieve greater success. The book is based on years of research with hundreds of organizations and thousands of leaders. He is also a nationally accomplished speaker on a variety of strategic topics.

An avid community supporter, Yeghiaian also serves on the volunteer boards of several organizations, including the Rotary Club of Green Bay and Rotary District 6220. He previously served as a Board member of New North Inc., the Green Bay Chamber of Commerce’s Advance Board for Economic Development, and the Green Bay Symphony Orchestra. He is an adjunct instructor at the University of Wisconsin-Green Bay; and earned a Bachelor of Arts from Marquette University and a Master of Arts from Concordia University.

Big Brothers Big Sisters of Northeastern Wisconsin is the premier youth mentoring organization in the area, serving Brown, Oconto and Door counties. A donor and volunteer organization, the agency's mission is to make a positive difference in the lives of youth through professionally supported mentoring relationships; and has proven to improve children's odds for succeeding in school, behaving nonviolently, avoiding drugs and alcohol, and breaking negative cycles. Since 1972, this non-profit organization has expertly matched children between the ages of 6 and 13 with volunteer Big Brothers and Big Sisters. For more information, visit www.bbbsnew.org.