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OF AMERICA**

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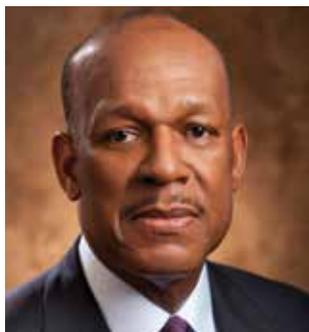
CHAIRMAN'S MESSAGE

It's a tremendous honor to serve as chairman of Boys & Girls Clubs of America's Board of Governors. Over the next two years, I look forward to contributing to this Movement's vital work for the young people of America. With this issue of **CONNECTIONS** devoted to the importance of having a strong brand, I'd like to offer my own thoughts on the topic.

I've had the good fortune to spend my entire career with UPS, starting in 1978 as a part-time package handler. Today, as President of U.S. Operations, I can vouch for how integral a brand can be to organizational success. Something as simple as the color brown, for example, can provide a real advantage that connects consumers with what's good about a brand, e.g., on-time delivery, logistics, international reach. As we strive to cultivate the strongest, most meaningful Boys & Girls Club brand possible, we should keep in mind that a strong brand is increasingly important for building operational capacity, spurring support, and keeping focused on our mission.

I first became involved with Boys & Girls Clubs in 2008, as a trustee for BGCA's Southeast Region. That relationship deepened in 2011 when I joined the Board of Governors, and became chairman for the Southeast Region, as well. Working in the region the past five years provided me with great experience working with Clubs at the local, regional and national levels. Based on this experience, I am convinced that to keep pace with what's going on around the country, we need the far-reaching, innovative approach that Great Futures 2025 provides.

As chairman, it is my intention to do all we can at the board level to successfully execute our next strategic plan. Each of us needs to be fully committed to Great Futures 2025. Because every kid deserves an equal shot at success and the American Dream. And standing still is not an option.



MYRON GRAY
CHAIRMAN
BGCA Board of Governors

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