

FOR IMMEDIATE RELEASE

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RECIPE FOR SUCCESS WELCOMES NEW BOARD MEMBERS
Three Houstonians join Recipe for Success Foundation's Board of Directors

DATELINE OCTOBER 1, 2013. HOUSTON, TX. This September, Recipe for Success Foundation's first board meeting of the school year was graced with three enthusiastic new members. Since its 2005 launch the Houston-based nonprofit has grown leaps and bounds to establish its award winning Seed-to-Plate Nutrition Education™ over 100 programs to provide more than 20,000 elementary students with the knowledge and skills to make healthy eating decisions for life. Much of this success can be attributed to dedicated leadership.

New board members include: Ben Ferreira, Holly Smith and Jeffrey Wooten. With over 15 years in the grocery business, **Ben Ferreira** serves as the Regional Director of Produce and Floral for H-E-B Grocery Co. He leads a team of over 100 department managers in over 80 retail locations, oversees many aspects of the Produce business and supports local farmers by developing business relationships with local growers. Since 2011 Houston native **Holly Smith** has worked for her family's foundation, The Robert & Janice McNair Foundation, where she coordinates grant requests and support for local nonprofit organizations including those involved in early childhood education and health initiatives. A graduate of Cornell University, **Jeff Wooten** recently retired from a 22-year career with General Electric (GE). In his latest role as Senior Human Resources Manager for GE's Energy Drilling & Surface business, he led all HR activities across 7,000 global employees within five businesses.

Together they bring a diverse and committed skills set to the RFS Board and are ready to get to work. Full bios available at www.recipe4success.org/boardmembers.html.

About Recipe for Success Foundation

Established in 2005 to address the pandemic of childhood obesity by transforming the way children eat, Recipe for Success Foundation has created measurable change for more than 20,000 Houston elementary students with its *Seed-to-Plate Nutrition Education*™ program. Making healthy eating fun by teaching children how to grow, harvest and cook nutritious foods, RFS empowers them to make a lifetime of healthy eating decisions. RFS has attracted national attention and answered the call to expand its reach beyond Houston roots with its Affiliate Partner Program, which offers *Seed-to-Plate Nutrition Education*™ to schools across the country.

RFS also strives to help Houstonians provide healthier diets for their children with food justice initiatives such as The Rolling Green Market and Hope Farms, as well as VegOut!, the citywide challenge to eat more veggies. In 2012, RFS entered the multimedia realm with a children's cookbook, *Eat it! Food Adventures with Marco Polo*, which has earned numerous prestigious awards. Recipe for Success Foundation's efforts make healthy eating fun and normalized in our culture. Learn more at recipe4success.org.

- Board of Directors**
 Gracie Cavnar, *Founder & President*
 Glen Boudreaux, *Secretary*
 Frank Steininger, *Treasurer*
 Deanna Hoelscher, *Science Advisory Board Chair*
 Monica Pope, *Chefs Advisory Board Chair*
- Amy Anton
 Cathy Brock
 Bob Cavnar
 Deborah Duncan
 Allison Esenkova
 Ben Ferreira
 Arvia Few
 Karen Garcia
 Lisa Helfman
 Laura Jaramillo
 Paula McHam
 Lisa Mellencamp
 Dr. Melanie Mencer-Parks
 Genevieve Patterson
 Carolyn Roch
 Holly Smith
 Laura Spanjian, *Ex Officio*
 Michael Swail
 Claire Cormier Thielke
 Jeff Wooten
- Community Advisory Board**
 Patricia Allen, Ed. D
 Paula Arnold
 Elena Buley
 Honi Boudreaux
 Kathyne Castellanos
 Phyllis Childress
 Dr. Yvonne Cormier
 Isabel David
 Anna Eastman
 Sylvia Forsythe
 Ellie Francisco
 Roland Garcia
 Mary Gracely
 Mimi del Grande
 Lucia & Justin Hamilton
 Molly & Ford Hubbard
 Melanie Gray & Mark Wawro
 Joanie Haley
 Jay Jones
 Shelley Ludwick
 Beth Madison
 Sultana Mangalji
 Soraya McClelland
 Ginni Mithoff
 Sara Morgan
 Paula Mott
 Leisa Holland Nelson
 Laura Nelson
 Roz Pactor
 Cynthia Petrello
 Patty Porter
 Mickey Rosmarin
 Stuart Rosenberg
 Jeff Shell
 Heidi & Marcus Smith
 Kate Allen Stukenburg
 Mark Sullivan
 Mimi Swartz
 Stacey Swift
 Kim Tutcher
 Stephanie Walker
 Ashley Wehrley
 Kathryn Mosbacher Wheeler
 Andrea White
Chefs in Schools
 Garth Blackburn
 John Buchannan
 David Cordua
 Randy Evans
 Giancarlo Ferrera
 Richard Kaplan
 Barbara McKnight
 Gary Mularski
 Jean Philippe-Gaston
 Monica Pope
 Ellen Schwartz
 Sandra Shafer
 Ruffy Sulaiman