
PRESS RELEASE

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GENERATIONS UNITED ANNOUNCES NEW BOARD MEMBERS

Sandra Nathan, Marla Viorst bring expertise to organization

(WASHINGTON, D.C.) February 9, 2011 – Generations United has announced the election of Sandra Nathan and Marla Viorst to its Board of Directors. The pair was introduced at the board's winter meeting and has begun assisting the national nonprofit organization in its mission to improve the lives of children, youth and older adults through intergenerational programs and policies.

"Both Sandra Nathan and Marla Viorst bring a wealth of knowledge to Generations United's mission," said Board Chair William L. Minnix, President and CEO of LeadingAge. "Both are deeply committed to improving conditions for vulnerable populations such as our oldest and youngest."

Sandra Nathan is Senior Vice President, Economic Security at the National Council on Aging. She leads NCOA's efforts to improve work force opportunities for older Americans. Dr. Nathan has a rich resume in human services, with two decades of leadership experience in government and social services. Most recently she served as President and CEO of the Richmond's Children's Foundation following top positions with Santa Clara County, CA, the San Francisco Department of Aging and Adult Services, and AARP. She earned a Bachelor's degree in Sociology at the University of San Diego, her Masters degree in Public Administration at National University in San Diego and a Doctorate of Philosophy at International Apostolic University in Dayton, OH.

"Sandra has a rich background in children and aging issues," Minnix said. "Her skills in fostering positive change through infusing innovation, strategic planning and coalition building will benefit Generations United and our work to build a world that values all generations."

Marla Viorst is Senior Vice President at Wexler & Walker Public Policy Associates. She has more than ten years of experience working on a range of public affairs issues, such as trade and immigration, food safety and healthcare. Her knowledge and strategic council has led to the creation and execution of successful programs in a number of disciplines, including message development and dissemination, ally development, reputation management, and regulatory and legislative affairs. She earned a Bachelor's degree in English Literature from Indiana University and a Master's degree in English Literature from Northwestern University.

"Marla is a strategic thinker with excellent skills in communications, public affairs and media relations," Minnix said. "She is a talented addition to our board and will be very helpful in communicating Generations United's mission"

Formed in 1986, Generations United is the national, non-partisan membership organization focused solely on improving the lives of children, youth, and older people through intergenerational strategies, programs, and public policies. Representing more than 100 national, state, and local organizations and individuals representing more than 70 million Americans, Generations United serves as a resource for educating policymakers and the public about the economic, social, and personal imperatives of intergenerational cooperation. For more information, visit www.gu.org.