

Reflections from the State Director, Gail Milligan



This year has been one of building new partnerships starting with our Focus on Fifty “friendraising” events, moving on to the creation of the first Commonwealth Partner, completing an agreement with the Virginia Department of Education that provides access to RFB&D services to every school district in the Commonwealth, and ending with the 10th Annual RFB&D Outback Golf Classic held again at the gorgeous Stoney Creek Golf Course. The culmination of this full and exciting school year celebrates our new supporters and old, but all highly valued partners.

We have held our first two Local Action Committee (LAC) meetings this year through the generous hospitality of wonderful new friends. From these we have met others and continue to share our vision for all people to have access to the printed word. We are raising awareness as we proceed through this “friendraising” process and it has been a pleasure to be so well received by the many we have met. Help us reach the students in your community by creating a LAC in your area.

The Virginia Department of Education (DOE) through the AIM-VA initiative has signed a contract that effectively provides a “library card” for all Virginia K-12 schools. This is an exciting step in realizing our vision; however we still have much to do. We need to continue to raise awareness of the Learning Through Listening resource being made available to all Virginia students and we must also assist the schools in identifying sources of funding to purchase equipment for them. We will work diligently to support our students in each of these 1,960 schools in Virginia who became members with the signing of this unprecedented contract.

To build on our partnership with the Virginia DOE, the new Commonwealth Partner program was created. We are excited to announce that Barton Malow, www.bartonmalow.com/offices/cville.htm, a regional construction company building for K-12 schools and higher education institutions has become RFB&D’s first Commonwealth Partner and was involved in the creation of this new collaboration. This three year program establishes an annual sponsorship for Barton Malow. They will receive the ongoing benefits of a major sponsor and they have elected to purchase equipment for the schools in the areas around the state where they have an office or a construction project underway. RFB&D will promote them in the schools as a community partner interested in supporting local students. We look forward to building on this program and securing more Commonwealth Partners in your neighborhoods as well. Please let us know if you would like further information on this exciting new partnership.

Finally, on June 2nd, the 10th Annual RFB&D Outback Golf Classic celebrated a 10 year relationship with sponsors, golfers, volunteers and the support of the Outback Steakhouse that has provided its famous shrimp and steak, plus everything that goes with it for our golfers for 10 years. The day was clear and competition was intense. At the end of it all, with the proceeds of this now famous event we are able to better support our Educational Outreach program for the students in Virginia.

So, who do you know who might be interested in hearing more about the Commonwealth Partner program? The new AIM-VA contract? The awareness campaign, through LACs, we continue to move forward in Richmond, Lynchburg, and all of the corners of the Commonwealth? It would be my pleasure and my honor to share any of these stories with them and as a reminder I am easily reached at 434.326.4944 or at gmilligan@rfd.org. I look forward to talking to you and working together to continue securing academic success for all our students.

Virginia State Director

Welcome Marilyn Roselius, VA Development Assistant

In April we welcomed Marilyn Roselius, who arrived just in time to help plan the annual golf outing which was a smashing success. Marilyn has extensive event planning experience for arts organizations, academic institutions, and social service organizations for over 20 years. In New York, she worked for Columbia University, the Metropolitan Opera, and Yaddo (the artist colony). In Charlottesville she has lead programs at The University of Virginia, Virginia Film Festival; the Global Studies Program for Teachers; and the Institute for Advanced Studies in Culture. In the wider Charlottesville community, she worked as event coordinator and newsletter editor for the Monticello Area Community Action Agency. Now, as the new RFB&D Virginia Development Assistant, she looks forward to event coordinating and related outreach work in support of our students in need of RFB&D’s services.

Save the Date



January 30th, 2009
Boar’s Head Pavilion
New Location
Charlottesville, VA

Digital Print Solutions Makes RFB&D Look Fantastic!

There are two very good reasons why the fledgling “one copier in the shop” Digital Print Solutions (DPS) has now expanded to a full service warehouse of creative solutions in three short years: nurtured relationships and chocolate. Kimberly Collins is the “Solutions Consultant” half of the team and her husband Steven is the “Creative Consultant”. Kimberly told us their business has been built through referrals. Their highly successful method of business development has included leaving a snack size bag of Lindt truffles with a business card as they called on prospective clients. She finds this to be a universally great way to start a dialogue!

We at RFB&D know first hand about the nurturing side of DPS. Kimberly and Steven agreed to help with the design and production of the invitations for the RFB&D Golden Anniversary celebration at the Black, White and Read All Over (BWR) Ball held in January of this past year. The project started with the invitations and as Steven and Kimberly worked with the BWR team, a beautiful theme emerged that was used for a “Save the Date” card. Their support didn't stop there; next came the invitation, program, signs, table tents and place cards for the 330 guests who attended that evening all designed and produced in the DPS facility.

Kimberly grew up in Charlottesville and since the age of 12 has been involved in some form of the printing industry through a family business. Steven studied graphic design in college. After meeting and marrying in South Carolina, the two decided to return to her home town. Friends saw passion and talent in the couple and supported them in starting a small business. Their decisions to consult instead of running just a “print shop” and to grow slowly are more reasons they have been successful. When the two started they owned two computers and one printer. They would sometimes stand by that one printer all night to run a job. As they worked with their clients and gained insight to their needs, they would add equipment one piece at a time.

Kimberly and Steven have sincere interest in their clients' long term goals. They want to support the growth of their business and desire to be long term partners. The primary values of DPS are building relationships, customer service and quality. That's the experience we had when we shared the vision for the BWR Ball. The rest was building on the ideas that evolved, some pizza parties, a newly forged relationship and the fantastic design for the event.

It's truly a family affair; Kimberly's mom, Kay Varner, serves as the office manager and Erik, their 5 year old son, can be found most afternoons after school working on some creative drawings of his own.

The trends in their business are banners, car graphics and glass graphics. If you are interested in seeing more, please visit their website at www.dpsva.com - you are sure to be impressed. In the meantime, the BWR Ball Committee has the good fortune of having Kimberly serving as the Chair of the Design committee for this year's BWR Ball. Join us on January 30th, 2009 to see just what the Digital Print Solutions duo will come up with next!

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