



**For Immediate Release**

**Mailing Date: Tuesday, November 18, 2003**

**Contact: Meghan Walsh, Executive Assistant, (262) 548-7902**

## **Campaign Goal is Best Beard Buster (Photo Opportunity)**

Waukesha, WIS. – Parks and Land Use staff will shave manager Dick Mace's beard on Wednesday, November 19, at 11:30 a.m., in the commons area at the government campus because the department exceeded its United Way fundraising goal.

The department established a monetary goal of \$7,055, a 2.1 % increase over last year's commitment, to support United Way's efforts in our community at the start of the agency's annual campaign in August.

Mace, the Planning and Zoning Manager, was approached by department staff about shaving his 30-year-old beard to encourage employees to donate to United Way. After a conversation over dinner with his wife, Nell, Mace agreed to participate in the plan to help the department with its annual appeal.

Throughout the campaign, Mace was confident that the department would not reach the targeted goal by the deadline date of Thursday, November 13. To ensure a positive outcome, staff approached managers from other County offices for support without Mace's knowledge. A few of these managers took the initiative to solicit additional contributions from co-workers above and beyond what they had already given to United Way for their own departmental efforts. With their help and that of other tactics implemented by the Department of Parks and Land Use staff, the actual amount raised by the department totaled \$7,165.88.

Mace, a Carroll College graduate, has worked for the County since 1966. With Nell he has three children: Joseph, Tyler and Erik, all of which have never seen him without a beard.

The commons area is located on the ground floor between the Administration Center and the Courthouse. Come witness this once-in-a-lifetime opportunity!

If you have questions, please call Donna Walbert at (262) 896-8333.

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