

**JOANNE RENCHER NAMED TO NEW POSITION  
OF CHIEF PEOPLE OFFICER AT  
AMERICAN RED CROSS IN GREATER NEW YORK**

New York -- April 24, 2007 – Joanne Rencher, a highly experienced nonprofit and for-profit human resources and organizational development executive, has been named to the newly created position of Chief People Officer at the American Red Cross in Greater New York (ARC/GNY), the largest Red Cross chapter in the U.S. that helps nine million people in New York City and Orange, Putnam, Rockland and Sullivan counties prevent, prepare for and respond to emergencies.

“Our volunteers and employees are our greatest asset,” said Theresa A. Bischoff, CEO, American Red Cross in Greater New York. “To fulfill our expanded role of preparing both New Yorkers and ourselves for major natural and man-made emergencies, and to maximize the potential of all staff members, we need to stay on the cutting edge of human resource recruitment, training and development strategies. Joanne is the perfect choice to lead this new initiative.”

During the past six years, Ms. Rencher has served as vice president for human resources at IAVI, the international AIDS vaccine research and development organization that is based in New York and operates in 23 countries. At IAVI, Ms. Rencher introduced new performance management tools while building an international HR department to meet expanding global needs. She also worked closely with IAVI’s board of directors and many other constituents.

“I am delighted to be joining the American Red Cross in Greater New York,” said Ms. Rencher. “The chapter plays a vital role for the residents of New York City and surrounding counties by continually delivering humanitarian services to those affected by emergencies. I look forward to helping the chapter increase its ability to effectively help New Yorkers prepare for emergencies. I also will be supporting our emergency response capabilities by expanding the chapter’s outreach for volunteers, by employing new retention techniques and by strengthening our training and development programs.”

Ms. Rencher joins the senior management team at the chapter that is led by Ms. Bischoff and also includes Chief Response Officer Scott A. Graham, Chief Administrative Officer Richard C. Kane and Chief External Affairs Officer Rosemary W. Mackey.

Prior to IAVI, Ms. Rencher was director of human resources at the American Institute of Chemical Engineers, an organization with 40,000 members in 93 countries. Earlier in her career, she was human resource manager at a GE Capital bond insurance company, where she won awards for work on performance management and recognition programs.

Ms. Rencher holds a B.S. degree in business, management and economics and has completed several certificate programs through the Society for Human Resources Management (SHRM). She resides with her husband Steven and their children in Warwick, New York, in Orange County.

ARC/GNY provides immediate aid to more than 100,000 people affected by 3,000 emergencies a year, including fires, floods, building collapses and blackouts. Given the uncertainties of today's world, the chapter is accelerating its collaboration with partner agencies to develop and implement readiness plans to respond to major natural and man-made disasters. The chapter also helps New York residents and businesses prepare for emergencies by offering hundreds of courses in first aid, CPR and aquatics and free emergency preparedness training programs and resources.

ARC/GNY is not a governmental organization and relies on individual and corporate gifts, special events and grants from foundations and local, state and federal government to fund its essential programs and services. For more information about volunteering, donating and training, call 1-877 REDCROSS (1-877-733-2767), or visit [www.nyredcross.org](http://www.nyredcross.org).

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