

FOR IMMEDIATE RELEASE

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**HABITAT FOR HUMANITY GREATER ORLANDO & OSCEOLA COUNTY  
ANNOUNCES NEW BOARD OFFICERS**

**Orlando, Fla. (January 8, 2019)** – [Habitat for Humanity Greater Orlando & Osceola County](http://www.habitatorlandoosceola.org) is pleased to announce the appointment of its 2019 Board Officers, including the first African-American Board Chair in its thirty-two year history, Latria Graham, President of Graham Leak Branding (GLB). Joining Latria on the Executive Committee are: Vice Chair, Rhonda Rhodes of Universal Orlando; Treasurer, Eric Schreck of Trustco Bank; Secretary, Janice Abrew-Coriano of Rosen Hotels & Resorts and Immediate Past Chair, Karl Hodges of Concord Healthcare Development, Inc.

Known as a game changer, Latria Graham is a branding expert with over 20 years of credible, results driven experience impacting sports, entertainment and corporate industries. GLB provides consulting services primarily in strategic philanthropy, cause marketing, promotional advertising, and public relations. Her professional career has helped build brands like BET.COM, various high-profile celebrities, professional athletes and coaches, and the Orlando Magic.

While at the Orlando Magic for a decade, she led a small market team to the national spotlight through award-winning social platforms, built two NBA players' community brand strategy and led the growth of their youth engagement strategy to a #3 ranking in the league among all NBA teams for most kids impacted. She was also instrumental in creating cause branding strategies that connected stakeholders and resulted in million dollar corporate partnerships.

"Our Board of Directors is comprised of a dedicated team of community leaders committed to providing strength, stability and self-reliance through shelter for homeowners in Central Florida," said Catherine Steck McManus, President and CEO of Habitat Orlando & Osceola. "Latria's expertise and energy in brand activation initiatives coupled with her passion for our mission will no doubt heighten Habitat Orlando & Osceola's impact in Central Florida."

Graham plans to focus Board initiatives around four pillars: Advocacy, Board Engagement, Fundraising and Visibility. "Habitat Orlando & Osceola's mission holds a special place in my heart," said Graham. "I have seen firsthand how affordable housing transforms lives and strengthens communities. I look forward to sharing my knowledge and expertise to strengthen an already strong brand."

The 2019-2020 Habitat for Humanity Greater Orlando & Osceola County Board of Directors are: Chair, Latria Graham of Graham Leak Branding; Vice Chair, Rhonda Rhodes of Universal Orlando; Treasurer, Eric Schreck of Trustco Bank; Secretary, Janice Abrew-Coriano of Rosen Hotels & Resorts; Immediate Past Chair, Karl Hodges of Concord Healthcare Development, Inc.; At Large, Doug Foreman of Fringe Benefit Plans, Inc.; At Large, Jason Schrago of Newmark Knight Frank; At Large, Jeff Jennings of Jack Jennings & Sons; At Large, Jennifer Carroll of Tupperware Brands Corporation; At Large, Keith Lovett of Home Wise Realty Group; Lennie Arnold of S&ME Inc.; Pete Barr, Jr., of &Barr; Jeff Bittenbinder of Ravago Americas; Andrew Fisher of Fisher Law, P.A.; Vivian Gonzalez-Padilla of Steven Douglas Associates; Suresh Gupta of Park Square Homes; Tom Harbert of Mateer & Harbert; Tiffany Homler Hawkins of LYNX; Frank Jameson of Wells Fargo; Scott Kimpel of PCL Construction Services, Inc.; Bud Kirk of Rumberger, Kirk & Caldwell; Andy Kleimola of KMI International, Inc.; Paul Lartonoix of University of Central Florida; Rita McCauley of Grosvenor Services; Gwen White of Loew's Hotels, and Herb Whitehouse of ABC Fine Wine & Spirits.

**About Habitat for Humanity Greater Orlando & Osceola County**

Habitat for Humanity Greater Orlando & Osceola County partners with sponsors, donors and volunteers to build affordable housing, revitalize neighborhoods and strengthen communities. Habitat homeowners

help build their own homes alongside volunteers and pay an affordable mortgage, achieving the strength, stability and independence to build a better life for themselves and their families.

Neighborhood Revitalization efforts are tailored to address the vision of residents who take on leadership roles in their community's renewal. Residents are empowered to revive their neighborhood through repairs, beautification projects, community cleanups and developing community partnerships to enhance their quality of life and to nurture their sustainability.

Habitat Orlando & Osceola is one of approximately 2,100 U.S. affiliates of Habitat for Humanity International. To learn more about Habitat Orlando & Osceola, call (407) 648-4567 or visit [www.habitatorlandoosceola.org](http://www.habitatorlandoosceola.org), like us on [Facebook/habitatorlandoosceola](https://www.facebook.com/habitatorlandoosceola) and follow us on Twitter [@HabitatOriOsc](https://twitter.com/HabitatOriOsc).

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