



FOR IMMEDIATE RELEASE:
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MEDIA RELEASE:
**New Chief Executive Officer Appointed to Lead the
Next Phase of San Diego's Central Community Information Organization**

San Diego – The Board of Directors of 2-1-1 San Diego is pleased to announce the appointment of John Ohanian as Chief Executive Officer, effective September 17, 2007. This appointment is occasioned by the retirement of Sara Matta who has led the organization and its predecessor, INFO LINE, for the past 21 years.

"2-1-1 plays a critical role in providing information to residents of our county, especially during disasters," said Greg Cox, San Diego County Supervisor for the First District and chairman of the 2-1-1 Leadership Committee. "The County of San Diego has made major improvements in its ability to communicate with the public during emergencies. 2-1-1 has been a great partner with the County and we look forward to working with Mr. Ohanian on that effort and other efforts to help our residents."

With a collaborative spirit, Mr. Ohanian brings strong experience in business, nonprofit management, and fund-raising. He is a graduate of the University of San Diego and earned his CPA while working at KPMG Peat Marwick in San Diego. Previous to his appointment as CEO of 2-1-1 San Diego, Mr. Ohanian worked at the Alzheimer's Association, serving as the Vice President of Finance, Operations and Planned Giving.

Before joining the Alzheimer's Association, Mr. Ohanian worked with the San Diego Jewish Community Foundation in several capacities, including Systems Consultant and Associate Director. During his tenure, the Jewish Community Foundation's assets grew from \$14 million to over \$200 million, during which time he was able to make several significant contributions, including implementing the foundation's "online" donor advised fund system, innovative investment platform, and constituent database system.

"We are excited with the skills and experience John brings to 2-1-1 at this important time in our organization's evolution," said Henry Haimsohn, Chair of the 2-1-1 San Diego Board of Directors. "We look forward to continuing the growth of 2-1-1 San Diego under John's leadership."

2-1-1 San Diego is a 501(c)3 nonprofit that connects San Diegans with health, community, and disaster resources and services through a free, 24/7 phone service. By dialing 2-1-1, callers are linked to highly-trained phone specialists who guide callers to the services available in the community that meet their needs. Caller information is kept confidential. Information can also be found through 2-1-1 San Diego's comprehensive online database by going to www.211SanDiego.org. Print publications, such as brochures and *Directions*, the 455-page guide to community and health services throughout the San Diego County region, also offer information and resources.

In times of disaster, like the recent fires in Julian, 2-1-1, designated by the County of San Diego Office of Emergency Services, serves as the central point for public information, such as evacuation routes, shelters, road closures, and the status of the disaster. Once the danger of a

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2-1-1 is the new national dialing code for free, 24-hour access to information about community, health and disaster services.

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disaster has passed, 2-1-1 will help victims secure recovery assistance, much like 2-1-1 San Diego did for those who were relocated to San Diego after Hurricane Katrina.

Now in its third year of operation, 2-1-1 San Diego's phone specialists answered more than 122,000 calls in the 2006-07 fiscal year. 2-1-1 callers seek a variety of information ranging from affordable childcare, employment assistance, food and shelter, protective services, legal aid, counseling, parenting classes, substance abuse, and employment or volunteer opportunities. In addition, about 254,000 visits were made to 2-1-1's website.

Continuing in its mission to provide easy access to services, information is available through TTY for the hearing impaired, in more than 100 languages with the assistance of a translation service, and, most recently, from all major cell phone service providers. In July 2007, Verizon Wireless joined AT&T (Cingular), Cricket, Sprint/Nextel, T-Mobile wireless services in making 2-1-1 available to all San Diegans. The last hurdle in reaching complete 2-1-1 coverage is for companies to program their phone systems to allow 2-1-1 dialing.

For more information on 2-1-1 San Diego, the public can visit www.211SanDiego.org or call 2-1-1.

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