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FOR IMMEDIATE RELEASE

“Brevard Achievement Center Poised to Strengthen Community Presence with Appointment of Marketing and Development Professional”

Rockledge, FL – The Brevard Achievement Center (BAC) recently announced the appointment of Rosalind (Roz) Weiss as the agency’s first Marketing and Development Administrator. Weiss will lead all marketing, communications and fundraising efforts for the Center, as well as Cogswell Street Studio, the art program of the BAC.

Weiss’ chief focus is to raise community awareness through the development of a comprehensive external communications and marketing strategy. In addition, she will create and implement the Center’s first strategic fundraising program to strengthen donor acquisition and retention.

“Currently, the Center’s fundraising ‘program’ is our annual event, ‘An Evening of Coffee and Chocolate’ which is held in February,” said Dayle Olsen, President of the BAC. “We’ve recognized for several years the need for a comprehensive marketing and fundraising program but, quite frankly, did not want to proceed until we found the right person to lead the charge. Roz’s background and positive reputation in the community made me realize we needed her on board. I’m thrilled that she has joined our team!”

Before joining BAC, Weiss spent seven years at the Florida Institute of Technology as Director of Annual Giving and Manager of Football Operations. At Florida Tech, Weiss successfully coordinated and ran the 2011 Sporting Affair and Chopper Dropper athletics fundraiser and served as co-organizer each year prior. In addition, Weiss reinvigorated the annual giving program by establishing a more targeted direct mail calendar, initiating an annual student-based Phonathon program and utilizing web-based technologies to connect with key constituents. She also created the popular “Tastes of the Season” cooking demonstration and dinner as an annual end-of-the-year appreciation for members of Florida Tech’s most elite giving societies.

Weiss worked in the Corporate Communications department of Delta Air Lines in Atlanta prior to moving to the Space Coast. In her various positions, Weiss served as the editor of *ACS News*, a monthly publication distributed to over 22,000 Airport Customer Service (ACS) employees worldwide; managed the design, creation and implementation of the first corporate Intranet site for the Reservation Sales

division; and was in charge of all internal and external communications for Delta Shuttle, serving the Northeast corridor, and the former Orlando-based low cost carrier, Delta Express.

Weiss holds a Bachelor of Arts in Communication from Wesleyan College in Macon, Georgia. She and her husband, Steve reside in Bayside Lakes, Palm Bay.

The Brevard Achievement Center (BAC) was established in 1968 by a group of parents and community members concerned about the lack of vocational services for persons with disabilities. Today its mission to assist individuals with disabilities so they achieve vocational and social independence is fulfilled by approximately 89 staff members throughout its headquarters in Rockledge, Fla., Titusville and Melbourne. The Center serves over 4,200 clients via 15 programs including Ability One which allows clients the chance to integrate into the work force at one of eight contracted federal employment sites in Florida, Georgia and Puerto Rico. BAC is a nationally accredited agency recognized by the Commission on Accreditation of Rehabilitation Facilities (CARF International) and is a United Way partner. For more information, visit www.bacbrevard.com or call (321) 632-8610.

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