



FOR IMMEDIATE RELEASE

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USO WELCOMES LISA TURNER ANASTASI AS NEW CHIEF DEVELOPMENT OFFICER AND SENIOR VICE PRESIDENT OF DEVELOPMENT

Anastasi to lead and oversee USO's donor engagement, corporate and foundation partnerships, major and planned gifts and direct response programs

ARLINGTON, VA (Jan. 13, 2015) The [USO](http://www.uso.org) (United Service Organizations) has named Lisa Turner Anastasi the new Chief Development Officer and Senior Vice President of Development. Anastasi will lead the USO's engagement and cultivation of donors and will oversee all areas of development, including corporate and foundation partnerships, direct response programs, and major and planned gifts, as well as donor stewardship and services. She joins the USO's senior leadership team in January 2015.

A nonprofit, congressionally chartered, private organization, the USO relies on the generosity of individuals, organizations and corporations to support its activities.

"Productive relationships with our supporters and partners are a crucial component for the USO's mission to support troops and families throughout their journey," said J.D. Crouch, CEO and President of the USO. "Lisa's track record of cultivating relationships and partnerships brings a level of experience that will elevate our ability to be always ready and responsive to both current and future needs of our troops and families."

"I can think of no better honor than to support the men, women and families who serve our country," said Anastasi. "The military landscape is continually evolving, and the USO's work is more critical now than ever before. I am thrilled to be joining an organization with such a rich history of serving those who serve."

Anastasi joins the USO after six years of leadership success at the George W. Bush Presidential Center in Dallas, Texas. As Vice President of Development, she led the organization's first capital campaign, raising more than \$500 million in less than five years to build the Bush Center and establish the Bush Institute. In addition, she managed a four-year donor acquisition campaign which grew the donor base from 23 donors to 350,000 donors. Anastasi joined the Bush Center at its inception and was instrumental in building the organization's fundraising and development operations, creating a robust infrastructure that supported the Bush Center's rapid growth.

Previously, Lisa worked at the University of Virginia as the Director of Donor Relations for the College and Graduate School of Arts and Sciences. In this role, she provided strategic direction and daily management of development activities for the College's 90,000 alumni. Anastasi has also served as a government relations consultant in Washington, D.C., where she represented colleges, universities, and nonprofit organizations on Capitol Hill. During that time, she helped raise more than \$300 million in federal funding for her clients, which included Texas Tech University, Oklahoma State University, and the University of New Mexico.

Anastasi started her career with former U.S. Congressman Larry Combest of Texas, working on legislative issues including veterans' affairs. She also served in the office of U.S. Senator Kay Bailey Hutchison as a Cortez A.M. Ewing Fellow.

She is a native of Dallas, Texas and holds a Bachelor of Arts in political science from the University of Oklahoma. Anastasi and her husband, Tim, have two sons, Brock and Walker.

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About the USO

The USO lifts the spirits of America's troops and their families millions of times each year at hundreds of places worldwide. We provide a touch of home through centers at airports and military bases in the U.S. and abroad, top quality entertainment and innovative programs and services. We also provide critical support to those who need us most, including forward-deployed troops, military families, wounded warriors, troops in transition and families of the fallen. The USO is a private, non-profit organization, not a government agency. Our programs and services are made possible by the American people, support of our corporate partners and the dedication of our volunteers and staff.

In addition to individual donors and corporate sponsors, the USO is supported by President's Circle Partners: American Airlines, AT&T, BNSF Railway, Clark Construction Group, LLC, The Coca-Cola Company, Grand Canyon University, JCPenney, Jeep, Johnson & Johnson, Kroger, Northrop Grumman Corporation and TriWest Healthcare Alliance and Worldwide Strategic Partners: BAE Systems, BIC, The Boeing Company, ConAgra Foods, FedEx, Harris Teeter, Lockheed Martin, Microsoft Corporation, Procter & Gamble, TKS Telepost Kabel-Service Kaiserslautern GmbH & Co. KG and Wawa Inc. We are also supported through the United Way and Combined Federal Campaign (CFC-11381). To join us in this important mission, and to learn more about the USO, please visit uso.org.