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### SAFE Announces 2016-2017 Board

By: Rick Griffin

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The San Diego Advertising Fund for Emergencies, better known as SAFE, a volunteer, non-profit organization providing confidential financial assistance to local advertising and marketing professionals and their families facing a life crisis emergency, has named its 2016-2017 board of directors.

Gloria Valenti Gerak, Media Planning & Placement, will serve as president. Also serving on the executive committee: Jacquie Francisco, BrandSavants, as first VP; Beth Lynch, Entravision, as VP; Tanya Haney, Wirestone, as VP; Shannon Brown, Brown Marketing Strategies, as VP; **Kathlyn Cancel, California Bank & Trust, as treasurer**; Laurie Ganz, SDX, as secretary. Rodger Seelert, Media Access Partners, is board chair and immediate past president. Seelert has served as president since July 2014.

SAFE is supported by volunteers in the advertising, communications and marketing industries. Since its founding in May 2000 by SDX, formerly the San Diego Advertising Club, SAFE has approved more than 90 grants totaling about \$500,000. Over the years, SAFE grant recipients have needed assistance with such expenses as utilities, food, gasoline and rent due to a variety of emergency situations ranging from life-threatening disease to accident, injury or employment interruption. As a legal entity, SAFE is the philanthropic arm of SDX. Anyone who has been working in San Diego in the advertising, communications or marketing industry for a minimum of three years is eligible to apply for assistance with life crisis situations. Recipients of grants remain anonymous. For more information, visit [www.SafeSanDiego.org](http://www.SafeSanDiego.org).

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