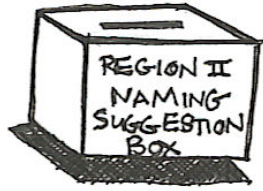
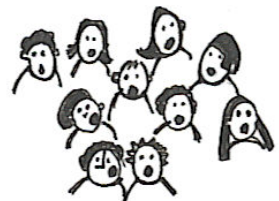


HOW DID PATHWAYS GET ITS NAME?

PATHWAYS OF THE RIVER VALLEY

DISCUSSION

CONSUMERS, FAMILIES, STAFF AND WILSON & GOULD TALKED ABOUT THE AGENCY IDENTITY.

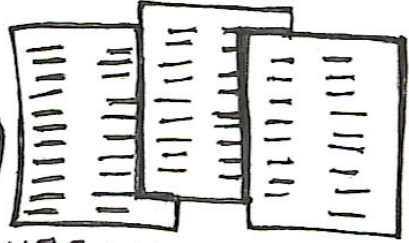


SUBMISSION

OVER 100 NAMES WERE SUBMITTED BY CONSUMERS, FAMILIES & STAFF.

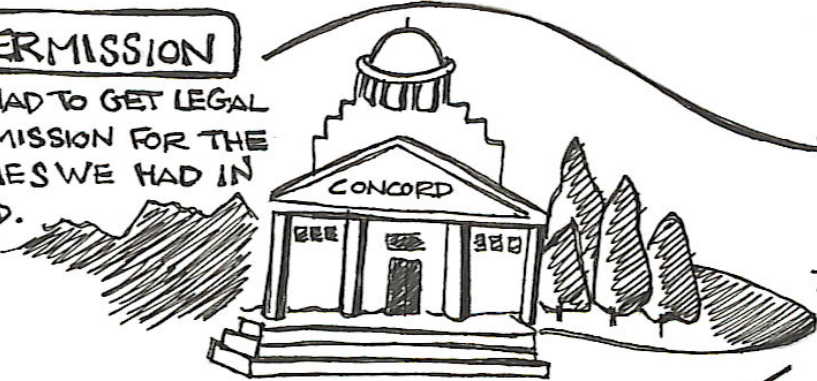
CONSOLIDATION

WILSON & GOULD CONSOLIDATED THE NAMES INTO LISTS WITH SIMILAR THEMES.



PERMISSION

WE HAD TO GET LEGAL PERMISSION FOR THE NAMES WE HAD IN MIND.



COMMISSION

A COMMUNICATIONS COMMITTEE WAS FORMED TO DEVELOP & RECOMMEND A NAME TO THE BOARD. THE COMMITTEE

REPRESENTED CONSUMERS, PARENTS, STAFF, & MEMBERS OF THE BOARD.

SELECTION

AFTER 2 MEETINGS THE COMMUNICATIONS COMMITTEE UNANIMOUSLY VOTED FOR PATHWAYS TO BE THEIR RECOMMENDATION TO THE MEMBERS OF THE BOARD.

DECISION

THE NAME PATHWAYS WAS PRESENTED TO THE BOARD & THEY UNANIMOUSLY ENDORSED PATHWAYS AS REGION II'S NEW NAME.

