



WorkMatters, Inc.
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FOR IMMEDIATE RELEASE

**WORKMATTERS APPOINTS NEW PRESIDENT,
ANNOUNCES INCORPORATION AND NONPROFIT FILING**

Fayetteville, Ark., December 1, 2003 — WorkMatters, a nondenominational outreach specifically designed to help workers incorporate their faith and their work, announced today that its Board of Directors has appointed David Roth, formerly of J.B. Hunt Transport, Inc., to serve as its first full-time president. In addition, the organization has incorporated and completed the legal filings necessary to obtain official status as a not-for-profit entity.

“After eighteen months of operating with volunteer leadership and donated resources, it’s time to take this ministry to the next level,” said Tom Frase, WorkMatters chairman and pastor of discipleship at Central United Methodist Church in Fayetteville. “We are very pleased and encouraged by the high level of interest across northwest Arkansas. Creating a nonprofit organization and appointing full-time executive leadership will allow us to meet the challenge of rapid growth while promoting WorkMatters to an even larger audience. This new organizational structure also streamlines the management functions behind the scenes.”

Originally launched in April 2002 as a ministry at Central Methodist, WorkMatters has attracted the attention and interest of workers from a variety of backgrounds and professions across northwest Arkansas. Over the past 18 months, WorkMatters has grown from a simple idea to over 100 weekly participants. The organization has started numerous Small Groups meeting in the workplace, sponsored three large semi-annual events and recently launched an upgraded version of the WorkMatters website (www.workmatters.org).

WorkMatters is recently incorporated, and its 501(c)(3) status is pending. Already, the organization has established a brand identity, a website, a growth model, a board of directors and a ministry advisory board. As president of the new corporation, Roth’s passion for the faith and work movement, blended with his skilled leadership, will enable WorkMatters to grow, raise capital and touch more lives. Roth has been an active member of the board of directors for 18 months.

“From the first time I encountered the WorkMatters idea, I knew this concept presented a unique opportunity for improving people’s lives in the very place where they spend the majority of their time – at work. This is a unique means to impact individuals and even entire businesses in a revolutionary and positive way,” Roth said.

“I have spent 24 years in the workplace. I have experienced the battles on a daily basis. I know how difficult it is to practice real Christian faith in the workplace,” said Roth. “We have a tremendous opportunity to change lives, strengthen Christians and create more effective workers and leaders.”

Although WorkMatters has enjoyed the generous support of Central Methodist where it was founded, its organizers agreed that incorporation as an independent entity was a necessary step. Roth and Frase emphasized the advantages: "Incorporation and nonprofit status were two important milestones," Roth said, "because it enables us to establish an identity that is non-denominational, to create partnerships with a wide variety of other organizations and to raise funds from a broad base of supporters who recognize the value and potential of this concept."

About David Roth

Born in Little Rock, Ark, Roth lived in Harrison, Ark before earning a degree in marketing at the University of Arkansas, Fayetteville. He worked for the McKesson Corporation in San Francisco, American Software in Atlanta, and Manugistics in Maryland, before returning to Fayetteville four years ago. Most recently, Roth was V.P. Sales and Marketing at J.B. Hunt Transport, Inc. Dedicated Contract Services division until his decision to devote himself full-time to WorkMatters. His wife, Theresa, is a freelance marketing consultant. Together they have two sons.

About WorkMatters

WorkMatters, Inc. is a nondenominational not-for-profit organization focused on helping workers more effectively integrate their faith and their work. It is made up of Small Groups who meet regularly to discuss issues, share ideas and enjoy the support of a peer group – all in a workplace setting. In addition, there are semi-annual major events offered to provide motivation and networking opportunities for Small Group participants, and a newsletter and website to provide faith and work related information to further equip the WorkMatters participants. For more information, visit www.workmatters.org or contact David Roth at (479) 530-9876.