

Storybook Ball

PRESENTED BY
UNITED THROUGH READING

SATURDAY, NOVEMBER 5, 2022

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SATURDAY, NOVEMBER 5, 2022

HILTON SAN DIEGO BAY FRONT

Time	Event	Location
6:00 p.m.	Cocktail Reception with Silent Auction	Indigo Terrace & Foyer
7:00 p.m.	Dinner & Program and Live Auction	Indigo Ballroom
9:30 p.m.	Event Concludes	

Attire: Black Tie, Military Equivalent

Honorees: The Audrey Geisel Friend of Military Children Award

Make Your Bed with Skipper the Seal by ADM William H. McRaven, USN (Ret.)

The Military Family Leadership Award

USAA, Command Master Chief David Dearie, USN (Ret.), Military Affairs Representative, USAA

Military Guests of Honor

VADM Kenneth Whitesell, USN, Commander, Naval Air Force, US Pacific Command
and Mrs. Melody Whitesell

The Storybook Ball

A centerpiece of United Through Reading's presence in San Diego, CA, the Storybook Ball brings 350 corporate executives, senior military leaders, long-time supporters, and military families together for a special evening that typically includes remarks from a Military Guest of Honor, heartfelt stories from beneficiary families on the impact of United Through Reading, and celebrates military families who have forged meaningful connections through the read aloud experience.

Presentation of the Colors

Naval Base San Diego Color Guard

National Anthem

Vocalist, Navy Band Southwest

Invocation

LCDR Christopher R. Grady, USN

Master of Ceremonies Welcome Remarks

Rory Devine

NBC 7 San Diego

Welcome from United Through Reading

Sean McHugh, Chair of the Board of Trustees

and

Tim Farrell, Chief Executive Officer

Presentation of Award

The Audrey Geisel Friend of Military Children Award

Make Your bed with Skipper the Seal by ADM William H. McRaven USN (Ret.)

Dinner Break

Music by Society Beat

Military Guest of Honor

VADM Kenneth Whitesell, USN & Mrs. Melodye Whitesell

Commander, Naval Air Forces/Commander, Naval Air Force, U.S. Pacific Fleet

Presentation of the Award

The Military Family Leadership Award

USAA

Live Auction

Mark Drilling, Auctioneer

Fund the Mission & Opportunity Drawing

Mark Drilling, Auctioneer and Sally Ann Zoll Ed.D., United Through Reading

Concluding Remarks

Rory Divine, Master of Ceremonies

PARTNERS



READINESS365 KEYSTONE SPONSOR

Reader's —Digest— FOUNDATION



BAE SYSTEMS



STORYBOOK BALL TRIBUTE SPONSORS



CYNTHIA AND JOHN CUIEL & CARL AND ASHLEY RYDEN

STORYBOOK BALL SUPPORTING SPONSORS



MAYOR CHERYL COX & SUPERVISOR GREG COX
GREGG & DENISE STENHAFEL



STORYBOOK BALL DEDICATION TO SERVICE PARTNERS



RADM FRAN HOLIAN USN (RET.) & MRS. CAROL HOLIAN
MR. & MRS. DWAYNE JUNKER, USN (RET.)

MRS. ANNE MURPHY & MR. SCOTT KUYPER

MR. & MRS. STEPHEN SWINTON

DR. ANDREW VITERBI

Silent Auction

With over 50 + unique items and opportunities, the Storybook Ball's silent auction is a wonderful way to help raise funds all in support of United Through Readings mission and programs.



Share your cell phone number with us to receive a TEXT invitation to pre- register today and get a sneak peak at Silent Auction opportunities!

GiveSmart®

We will use smartphones to link you to all the items you can browse, bid on, or buy at this year's Storybook Ball.

How does it work?

1. **We'll send you a invitation to access the campaign!**
Click the blue link within the Welcome text or personal link button from within the Welcome email.
2. **Choose an item** - From our Home page, click "Items," browse or use the dropdown menu to view categories, then select an item.
3. **Choose amount** - Use the pre-populated minimum Bid or enter a higher amount.
To AUTO BID - Select AUTO BID, and enter the highest amount you are willing to bid. The system will place minimum bids for you as needed until your designated amount.
4. **Click Bid**

Bid Assistants will also be available to answer any questions and Bid for you at the Ball.

PROGRAM PARTICIPANTS

In order of appearance



MASTER OF CEREMONIES

Rory Devine, NBC 7 San Diego

"San Diego is my home, and I feel privileged to be able to report on the issues that affect my family and my neighbors." That's what Rory Devine says about her job as a reporter at NBC 7 San Diego since 1984.

Rory specializes in covering stories about education, where her experience as a teacher proves to be most helpful. As a graduate from Saint Mary's of Notre Dame in South Bend, Ind., Rory has degrees in French, English, and Secondary Education. She also went to USC for a Master's degree in broadcast journalism. During the past 19 years, in addition to reporting, Rory has worked as the anchor for NBC's Today Show morning updates, as a weekend anchor for the station's 6 and 11 p.m. newscasts, and as an anchor for the station's 4 p.m. newscast. She currently anchors the weekend morning news.

Read More: [Rory Devine Bio](#)



INTRODUCTION OF NEW CEO

Sean McHugh, Chair of the Board of Trustees

Sean joined Carter's in 2011 as Vice President of Investor Relations & Treasury. He was named Vice President & Treasurer in 2013. In this capacity, Sean leads the company's banking, equity/fixed income research, and institutional investor relationships.

Prior to joining Carter's, Sean was Vice President of Investor Relations at Hewitt Associates, a \$3 billion provider of human resources consulting and outsourcing services. Prior to Hewitt, Sean worked in a variety of investor relations, business development, and strategy positions at Swift & Company, Office Depot, and Bain & Company.

Sean is the Chair of the Board of Trustees of United Through Reading, a national nonprofit organization that connects military service members to their children through video-recorded bedtime stories. Sean holds a BS in Ocean Engineering from the United States Naval Academy and served for eight years on active duty as a naval flight officer. He received his MBA from the Fuqua School of Business at Duke University.



UTR LEADERSHIP REMARKS

Tim Farrell, CEO, United Through Reading (Incoming)

Tim Farrell is the Chief Executive Officer of United Through Reading. He served as an American Airman for more than 23 years, and is a veteran of Operations DESERT SHIELD, DESERT STORM, IRAQI FREEDOM and NEW DAWN. Tim retired from the U.S. Air Force in September 2011 after his final deployment as the Commander of the 332nd Expeditionary Security Forces Group at Joint Base Balad, Iraq.

Though "retired" from the Air Force, Tim stays just a little bit busier than that. Besides leading United Through Reading, Tim's decade-plus of nonprofit leadership currently includes service as a trustee of the World Affairs Council of San Antonio, and as a Texas State Leader and one of the "Veterans for Smart Power" within the U.S. Global Leadership Coalition.

Tim previously served as Chief Operating Officer of MCEC – the Military Child Education Coalition, and Operation Homefront; Chief Executive Officer of NAVSO – The National Association of Veteran-Serving Organizations; a City Council-confirmed appointee to the City of San Antonio's Veterans Affairs Commission; and as the chair of the board of directors of Students of Service (SOS) – San Antonio.

Tim holds a bachelor's degree from Rutgers University, a master's degree from Central Michigan University, and an executive certificate in transformational nonprofit leadership from the University of Notre Dame. But more importantly, he's Gina's husband, Aidan and Keagan's dad, and grateful for his continued opportunities to serve.

PROGRAM PARTICIPANTS



UTR FAMILY TESTIMONIAL

The Worthington Family

Maggie Worthington loves being involved in her special forces military spouse community, currently serving as the Fleet Readiness Group (FRG) president and ombudsman to her spouse's command. As a Navy Seal, her husband spouse, Chief Petty Officer Rhodes Worthington deploys frequently as a Navy Seal, leaving Maggie with their two daughters, Madeline, six, and Mackenzie, one.

While serving on the FRG, Maggie became aware of United Through Reading. "It's made a huge difference in our lives," Maggie says of the program. "We use it all the time."

The Worthington kids love watching videos of their dad and hearing his voice while he's deployed, especially since both girls love reading. "My 1.5 year old loves books," says Maggie. "That's one of the only words she can say: book, book." She continued that the videos are especially helpful with her toddler because they allow Mackenzie to hear her dad's voice and feel that they have a connection without using video chats, which can be difficult for tots to use and understand.

Maggie's older daughter, Madeline, also benefits from the videos. "My 6-year-old has a very hard time when her daddy is leaving," says Maggie. "It's huge for her to have that connection to him and hear his voice still while he's gone."



MILITARY GUESTS OF HONOR

VADM Kenneth Whitesell, USN & Mrs. Melodye Whitesell

Commander, Naval Air Forces

Commander, Naval Air Force, U.S. Pacific Fleet

Vice Adm. Kenneth Whitesell is a native of Stuarts Draft, Virginia, and a 1983 graduate of Old Dominion University with a Bachelor of Science in Mechanical Engineering. He received his commission from Aviation Officer Candidate School in February 1985 and earned his naval aviation wings in October 1986. He is a graduate of the Joint Forces Staff College and the Naval War College with a Master of Arts in National Security and Strategic Studies.

Whitesell's operational assignments include Fighter Squadron (VF) 142, USS Eisenhower (CVN 69); Top Gun training officer and assistant operations officer with VF-74, USS Saratoga (CV 60); and VF-32, USS Theodore Roosevelt (CVN 71). He transitioned from the F-14 Tomcat into the F/A-18F Super Hornet and commanded Strike Fighter Squadron (VFA) 41, USS Nimitz (CVN 68). His major command tour included commander, Carrier Air Wing 1, USS Enterprise (CVN 65). Most recently, he served as commander, Carrier Strike Group 2 aboard USS George H.W. Bush (CVN 77).

Whitesell's shore assignments include tactics phase leader with VF-101, F-14 Fleet Replacement Squadron (FRS); assistant readiness officer, Commander, Fighter Wing Atlantic; a joint tour as strategic action officer, National Military Command Center, Joint Chiefs of Staff, Washington, D.C.; executive officer, VFA-122 during the fleet transition to the FA-18 E/F Super Hornet; and as the tactical air (TACAIR) commander detailer and head assignments officer, Navy Personnel Command; and most recently deputy commander, U.S. Pacific Fleet, in July 2019.

He completed overseas tours as Combined Air and Space Operations Center battle director, Al Udeid Air Base, Qatar; and chief of staff and director, Maritime Operations Center, Commander, U.S. Navy Central Command/Commander, U.S. 5th Fleet. He also served as the director, Aviation Officer Distribution Division, PERS-43, Navy Personnel Command. As a flag officer, he served as the assistant commander, Navy Personnel Command for Career Management (PERS-4). Whitesell became Naval Aviation's ninth "Air Boss" on October 2, 2020. Whitesell has participated in Operations Desert Shield, Southern Watch, Deliberate Guard/Allied Force, Iraqi Freedom and Inherent Resolve. He has accumulated over 4,000 flight hours and 1,005 carrier arrested landings.

His personal decorations include the Distinguished Service Medal, Legion of Merit (five awards), Defense Meritorious Service Medal, Meritorious Service Medal (two awards), Air Medal, and various campaign, unit and individual awards.

PROGRAM PARTICIPANTS



In order of appearance



UTR FAMILY TESTIMONIAL

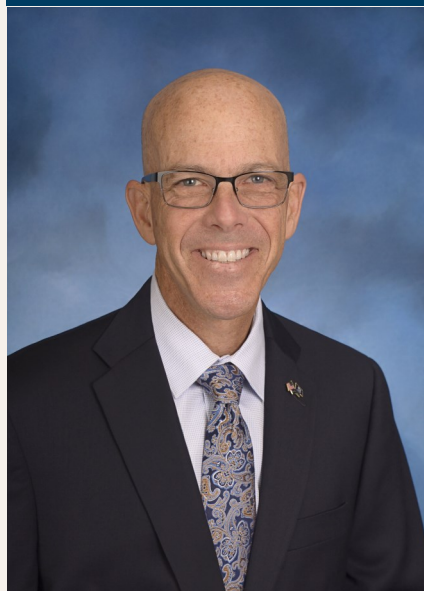
CS2/(SW) Robert Franklin "Frankie" Hard, USN

CS2(SW) Robert Franklin "Frankie" Hard, III, USN, shares his most memorable moment as a United Through Reading volunteer:

"I would say that out of all of my memories of assisting families with recording. The most memorable was assisting an active duty mother, whose husband was deployed on the USS Lincoln as it shifted homeports from Norfolk, Virginia to San Diego, CA. She had her four children with her and shared that it had been over ten months since they had seen him. She told me how stressful it was and how much they all missed him. She asked me if she could go into the Mobile Story Station and read a book alone. I sat outside with her children, and she went in there and read a few books for each of them. When she came out, she thanked me for watching her children and providing her the opportunity to read each of them a book and tell them how much she loves and misses them. She stated that once her husband got home, she would soon deploy and that those recordings would be left with her husband so that when she is gone, they will be able to watch them."

He added, "That brief moment shows how much sacrifice that military families have to endure, and dual-military parents sacrifice even more. It also showed that the simplest gesture allows military members to stay connected through reading and creates everlasting memories."

CS2 Hard is one of our rockstar volunteers – he is currently volunteering aboard the USS Essex which made the most recordings for one ship in 2021! Thank you for all that you do to keep military families connecting through the power of reading!



HONOREE

The Military Family Leadership Award

USAA

Accepted by, CMC David Dearie, USN (Ret.), Military Affairs Representative

David Dearie, United States Navy Command Master Chief (retired), USAA Military Affairs Representative for Southern California.

A native of Carlsbad, California, David transitioned from the Navy in 2015 after more than 30 years of service. He held the position of Region Command Master Chief for Navy Region Southwest at his final tour of duty. In his career he served on nine ships, five shore commands, and overseas. At the time of his transition, he was noted as one of the Navy's experts on leadership development and military family programs.

David is a member of the John Maxwell Team for speaking, teaching and coaching and holds a M.A. in Education and Technology Learning from Azusa Pacific University. Upon his transition, David earned the Legion of Merit, Defense Service Medal, Navy Commendation Medal, and several other personal and unit awards.

PROGRAM PARTICIPANTS

In order of appearance



UTR LEADERSHIP

Sally Ann Zoll, Ed.D., CEO United Through Reading (*outgoing*)

Sally Ann Zoll, Ed.D. is an award-winning CEO, entrepreneur and corporate strategist internationally recognized for spearheading significant organizational growth and program sustainment at the organizations in which she has served.

As the CEO for the nationally acclaimed nonprofit United Through Reading, Dr. Zoll serves as the chief guardian and spokesperson for the organization's vision and mission, builds and sustains relationships with stakeholders and partners, and leads programs, finances, and the internal team.

In her distinguished career, Dr. Zoll's values for education are always evident. She has a doctorate in educational leadership and management and a master's degree in special education from the University of San Diego, and a BA in elementary education from Purdue University. From her first position as an elementary school teacher to her present leadership role, Dr. Zoll has integrated her knowledge of education, educational technology, and the military with her talents for building and leading organizations of all sizes in the public, private, and nonprofit sectors. Dr. Zoll is an Army spouse of over 30 years and her son, an Army reservist, has served in Iraq and Afghanistan.

Dr. Zoll has been CEO of United Through Reading since 2007. Since that time, she has brought the organization to a national stage with appearances on the Oprah Winfrey Show, NBC Nightly News, CNN with Wolf Blitzer and other major media outlets. Most recently, United Through Reading was featured in the March 2017 issue of Reader's Digest. Dr. Zoll's expertise in developing strategic alliances between the corporate and nonprofit sectors has created nationally-recognized collaborations with corporations.

In 2015, United Through Reading received the Library of Congress American Award for Literacy and in 2016, under her leadership, UTR received the inaugural Congressional Medal of Honor Society's Hero Award for Community Service. She lives in Coronado, California with her husband, Jimmie.



AUCTIONEER

Mark Drilling, Stokes Auction Group of Southern California

Mark's talent, enthusiasm and sense of humor grab everyone's attention. As one client put it, "Mark's passion really gets the crowd going!" After having been involved in the auction profession as a young man and working in the industry for over a decade, Mark Drilling attended the Western College of Auctioneering to become an auctioneer. Mark has been serving the nonprofit community for nearly two decades. He is a member of the National Auctioneers Association, the AAA and sits on the board of the Active Auctioneers Foundation.

Mark began his career in the auctioneering business in the early '90s when he took positions at the Puget Sound Auto Auction as the General Sales Manager. It was there that he met Jeff Stokes and Mark Schenfeld, who invited Mark to join Stokes Auction Group. Mark and his family eventually moved back to his hometown in southern California to open Stokes Auction Group, Southern California to pursue his career in the charity auction business. Whether he's working with schools, religious organizations, or helping raise money for medical research, Mark truly feels he's making a difference and that he has the best job in the world. While Mark finds it difficult to pick a favorite event, he does have a special place in his heart for charities benefiting children and the environment.

STOKES AUCTION GROUP

The company, located in Edgewood, Washington and Encinitas, California specializes in supporting non-profit agencies and charitable causes in reaching their fundraising goals. Our team provides seminars, pre-event consulting, on-site support, professional auctioneers, bid spotters, and materials to support your event. We serve groups of all sizes in their efforts to achieve financial success.