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## **You Gotta Believe (YGB) Expands Board to Support its Growing Organization**

### ***Media Industry Veterans Join Non-Profit's Leadership Team as Board President and Treasurer***

CONEY ISLAND, NY – **You Gotta Believe** – the only organization in the NYC Metro area that focuses exclusively on finding permanent families for young adults, teens, and preteens in the foster care system - has announced a major expansion of its Board of Directors that will bring a wealth of experience to its team as its mission grows.

YGB has named Gretchen Beidl, a cable industry veteran, as Board President, and Daniel Taitz, Chief Operating Officer of Penthera Partners, as Board Treasurer. They join Board Vice President, Joan Siegel, Senior Division Director at Good Shepherd Services, and Board Secretary, Sabrina Glaser, Counsel at Ropes & Gray, LLP, on the Executive Committee.

Other recent additions to the Board include Bob Benson, Jr., Manager at Deloitte, and Victor Verazain, Vice President at GE Capital. Please visit YGB's [website](#) for more information on its mission and information about our leadership directors, including best-selling author Regina Calcaterra.

A sales and marketing executive, Ms. Beidl has spent much of her career helping to launch new businesses. She has also served as CEO and founder of a small business, The Wallypop Factory, which made healthy snacks for kids. Prior to launching her own business, Gretchen held various positions in the television industry -- as Executive Vice President, Affiliate Sales & Marketing at Sundance Channel, Senior Vice President, Affiliate Sales at Oxygen Media, Account Manager, Affiliate Sales at Comedy Central and at American Movie Classics where she helped launch the sister network, Romance Classics (WE: Women's Entertainment).

Gretchen and her husband became parents to two teenaged daughters through YGB. "You Gotta Believe changed our lives," she said. "Their support is what enabled us to be parents to our two remarkable young women. I have seen lives changed as teens are connected to parents through the efforts of You Gotta Believe and I am honored to be a part of the mission."

Dan Taitz is currently Chief Operating Officer of Penthera Partners. Previously, Dan spent 15 years in the media industry and before that was a partner at a New York law firm. Dan is known for transformative work with some of the biggest media brands, including serving as interim CEO for Martha Stewart Living Omnimedia Inc., Senior Vice President of Business Affairs at Univision Communications Inc., and General Counsel and Chief Administrative Officer at Oxygen Media Corp. where he negotiated the \$1 billion sale of Oxygen to NBC Universal and led the company's transition team.

“Raising four children has taught me that the value of family does not end when a child turns 18 or 21,” commented Dan. “I am so grateful for the opportunity to support the YGB mission and its team that seeks to give every child in foster care the chance to be part of a family.”

YGB is strengthening its Board at a time when its services are needed more than ever to help the large numbers of older youth in the foster care system. YGB provides permanency solutions as the primary strategy used to meet the needs and secure the futures of foster youth facing the terrifying prospect of aging out and running an extremely high risk of homelessness and other dire outcomes. Each year nearly 25,000 youth age out of care in the United States, including more than 1,000 in the NYC Metro area.

Founded in 1995, YGB is one of a few organizations in the U.S., and the only one in the NYC Metro area, that focuses exclusively on finding permanent families for young adults, teens, and preteens in the foster care system. Since its inception, it has helped find hundreds of forever homes for youth in foster care and provided pre and post placement training and support to families, and provided training and capacity building services to foster care providers locally and nationally.

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