

## Before Breakfast, A Reception At Station

The night before Friday's serious discussion about ALICE (Asset Limited, Income Constrained and Employed) at the sold-out MetroHartford Alliance Rising Star Breakfast, it was party time at NBC Connecticut, where the United Way and Comcast hosted a reception for CNBC's **Ron Insana** and **John Franklin**, president and CEO of United Way of Northern New Jersey, responsible for the report on Americans living on the jagged edge of the economy.

The two were part of Friday morning's panel discussion but on Thursday they were just a couple of guys who were shown around the studio and who met with a host of people, including the local United Way of Central and Northeastern Connecticut CEO and president **Susan B. Dunn**, and this year's United Way campaign chair, **Mary McLaughlin**, Comcast's senior vice president of the Western New England region.

"ALICE brings me here and people have to realize we have to address it at all levels," said Franklin as he explained the United Way's efforts to nudge legislation and awareness of America's working poor.

And while the subject was a serious one, there was another effort going on, raising money for the United Way.

"We just want to raise more," said an enthused McLaughlin, who said she has grand plans when it comes to the 2014 goal for the area's nonprofit.

"And we can't do it alone, we have to have everyone on board," she said, immediately pitching for contributions even before her chairmanship was officially announced.

Dunn offered a bit of trivia at the party, noting McLaughlin was only the third

woman to head a United Way campaign in more than 90 years.

"**Susan Sappington** and **Donna Young** were the only other women who were ever campaign chairs," said Dunn. "So this is special."



**JOHN FRANKLIN**, left, and CNBC analyst **Ron Insana** at the NBC Connecticut reception.



**SUSAN B. DUNN** of United Way, left, and **Mary McLaughlin** of Comcast.

