



KATHLEEN HORTON

Food Bank of South Jersey Inc.

Years as company's CFO: 2

Education: Bachelor's in accounting from Rutgers University-Camden

An estimated 45 million Americans may have experienced food insecurity in 2020, according to a report from non-profit Feeding America. Compare that with food insecurity statistics from 2019, when the number was around 35 million — the lowest rate in more than 20 years — and it paints a stark picture. With unemployment levels soaring in 2020, food banks — including the Food Bank of South Jersey — saw an unprecedented number of people seeking help.

Ensuring operations continued wasn't only essential to business, but to the greater community. In 2020 alone, the Food Bank distributed more than 22.5 million pounds of food to those in need, or an estimated 18 million meals. That was a roughly 7.5 million pound increase in distribution compared with 2019.

It was thanks in part to financial guidance from CFO Kathleen Horton that things stayed on track, ensuring departments had the resources they needed to continue serving the community. Their work earned the Food Bank of South Jersey the highest rating from Charity Navigator, but more importantly, gave people hope when they needed it most.

Her guiding philosophy as a CFO: To understand the operation's, employees' and customers' needs. Networking is key to remaining current and open to new ideas and strategies. I spend less time on finance functions and more time communicating with stakeholders.

Her go-to negotiation tactic: Understanding my bottom line before beginning the negotiation and ensuring that I have done my research to inform my decision.

Her biggest takeaway from the pandemic as a CFO: To be able to pivot at a moment's notice. We had just updated our strategic plan and in March everything changed.

How she'll gauge success in 2021: The pandemic has highlighted food insecurity in America, however food insecurity has always been a crisis in America. Our success can be measured if we can continue the conversation in 2021 at a national level of food insecurity and the root cause, poverty, unemployment/under-employment and inconsistent access to healthy food.

Her proudest accomplishment as CFO: I led the team to allow the Food Bank to move from old technology to new technology, upgrading accounting and inventory software, hardware and infrastructure. This allowed our employees to work from home securely and efficiently. We didn't miss a beat!

Something she does for fun: Spending time at the beach, long walks and reading books.



DONALD KATES

Salus University

Years as company's CFO: 13

Education: Bachelor's in accounting from Penn State University

Founded in 1919 as the Pennsylvania College of Optometry, Salus University has undergone a number of transformations in the last century. Growing to include a large array of medical fields, the Elkins Park school received university status in 2008 and was renamed. With all those changes came a need for financial acumen.

In the role for the last 13 years — for 16 years previously, he served as the controller — Donald Kates has overseen some dramatic changes. Among his initiatives was refinancing the university's bonds, which meant lower interest rates and increased savings and cash flow. Kates also helped secure Redevelopment Assistance Capital Program grants of more than \$2.2 million, funding that went toward renovations to classrooms and clinical skills labs, plus the construction of a patient assessment simulation lab. He led financing for the renovation of the 70,000-square-foot optometric clinic, as well.

His guiding philosophy as a CFO: Listening is key to all effective communication.

His go-to negotiation tactic: I chose a career in higher education, so negotiation to me is all about compromise.

His proudest accomplishment as CFO: Being part of, and contributing to, the transformation of a single purpose optometry college into a multi-disciplinary health science institution.

Something they do that's good for the bottom line and the community: Close to home and across the globe, our students, faculty and staff pursue projects to advance the world of health, wellness and public service. Locally, our clinical facilities provide quality vision, hearing and speech-language screenings, patient education and care to local school districts in need. Providing these services at general community and health events gives our students, staff and faculty the opportunity to give back to the communities in which they live and in turn help the community at large. Our community outreach activities often have the biggest impact in getting the word out about who we are and what we do, which assists in the recruitment of students and is ultimately good for the bottom line.

How he'll gauge success in 2021: Life during the pandemic created a new environment that we had not previously experienced. 2021 will be measured by how we learned from these experiences and in turn come together again as a society and university.

Something he does for fun: Biking, hiking, running, doing crossword puzzles and spending time with my family.