



**For Immediate Release**  
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## **Bob Hope USO Appoints Three New Board Members**

### ***Organization Taps New Talent as Military Service Support Grows***

Long Beach, CA –Bob Hope USO, the premier Central and Southern California non-profit organization dedicated to strengthening America’s military by keeping 250,000 service members and their families connected to family, home and country, today announces the election of three new Directors to its Board. The new appointments are Glenn Freed, Ph.D., Chief Investment Officer at Lourdmurray, Michael Friedland, partner at Knobbe Martens and Don Haisch, Chief Accounting Officer in the Real Estate Debt Group of Ares Management.

Bob Hope USO board members are responsible for the fiduciary oversight and funding resources of the organization. Together with a small staff and over 750 volunteers Bob Hope USO ensures that our troops are supported every day of the year from worldwide deployments to family support programs and community events.

"As Bob Hope USO continues as the fastest growing USO operation in the country, our board is growing as well, to ensure we have the talent and resources to provide additional support to service members and their families from the very first day they are in uniform until their transition into the civilian world," said Adam Michaelson, Chairman of the Board at Bob Hope USO, and Senior Vice President, Chief Marketing Officer at Farmers & Merchants Bank. "Each of these individuals bring an insightful perspective and a deep commitment of service to our board. And the timing couldn't be better, as we continue our \$5 Million capital campaign to finance our move into our new state-of-the-art USO center in the famous Theme Building at LAX later this year. We are honored to have them join us."

Dr. Glenn Freed, CPA, is the Chief Investment Officer at Lourdmurray. He has over 30 combined years of work experience in wealth management, asset management, accounting, research, education, and tax advising. Dr. Freed has served as Chief Executive Officer and Chief Investment Officer of Vericimetry Advisors LLC, an investment management firm he founded in 2011. Before joining private industry, he was Associate Dean of

the Leventhal School of Accounting and Academic Director of the Master of Business Taxation Program at the University of Southern California.

Michael Friedland is a Partner at Knobbe Martens. A Harvard Law School graduate, Friedland has more than two decades of expertise in intellectual property law. Friedland taught at Whittier College of Law and served as a JAG officer with the California State Military Reserve. He currently serves as a Reserve Sergeant with the Orange County Sheriff's Department. Friedland received his undergraduate degree from the University of California, Berkeley.

Don Haisch, CPA, is Principal and Chief Accounting Officer, Real Estate Debt in the Ares Finance Department. Prior to joining Ares in 2014, Haisch was a Senior Vice President in the Finance Department of CBRE. Haisch is a 2004 graduate of the UCLA Anderson MBA program and attended Western Illinois University as an undergraduate.

The new Board directors join a distinguished group of leaders from across the Southland, including Board officers Chairman Adam Michaelson, CMO Farmers & Merchants Bank, Vice Chairman, Alysia Vanitizian, Founder, Eagle & Lion Executive Talent Coaching, and Board Secretary, Major General Stephen Sargeant, USAF (ret) CEO, Marvin Test Solutions.

### **About Bob Hope USO**

Bob Hope USO strengthens America's military by keeping them connected to family, home and country throughout their service to the nation. We provide USO services and programming to current members of the military and their families across 50,000 square miles of Southern and Central California. Bob Hope USO is an independent 501(c)3 non-profit organization operating under a charter from USO, Inc., providing morale and recreational services to members of the U.S. Military. Although Congressionally chartered, Bob Hope USO is not a government agency and relies entirely on contributions from patriotic Americans and philanthropic corporations and organizations. Please visit, <http://www.bobhopeuso.org> for more information.

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