



**FOR IMMEDIATE RELEASE**

**Contact Information:**

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**To purchase tickets:**

<http://levinicc.org/ignite>

**The Path Less Taken: Drug Addict. Convict. Community Leader. CEO.  
Featuring Kevin McDonald, CEO of TROSA  
November 12, 7:30am**

DURHAM, NC (October 24, 2013) – You do not want to miss hearing Kevin McDonald, President and CEO of Triangle Residential Options for Substance Abusers, Inc. (TROSA), share his personal story of overcoming drug addiction, homelessness and prison to lead a \$12 million not-for-profit that has changed thousands of lives in our community. McDonald will speak about how communities build lives and why you might not want to object to having a crack addict in your backyard (hint: your property values may go up...).

This breakfast presentation is the second installment for *Ignite: Local Leaders as Social Innovators*, a new speaking series from [The Jewish Federation of Durham Chapel Hill](#). *Ignite* is a networking and educational forum targeted to members of the local professional community. Through talks and interviews with business and community leaders who have ties to the Durham-Chapel Hill Jewish community, the Federation hopes to provide a unique venue to promote corporate social responsibility, community building and continuing education.

“Meeting with Kevin was a transformative experience,” said Steven Schauder, Executive Director of the Jewish Federation of Durham-Chapel Hill. “Kevin inspires in a way that I have rarely seen. When Kevin shares his life story about going from the streets to the boardroom you leave feeling recharged to help make your workplace and the world a better place. Kevin is a great person for every member of the community to meet through the Jewish Federation’s Ignite Talks.”

As President and CEO of TROSA, Kevin McDonald has committed his life to helping other people change theirs. TROSA is the largest residential substance-abuse treatment program in North Carolina and a model of social entrepreneurship. Since McDonald founded TROSA in 1994, thousands of men and women have graduated from its multi-year program equipped with marketable vocational and leadership skills, an education

and the confidence to lead productive lives. Prior to TROSA, McDonald directed a program for homeless parolees and former gang members in Los Angeles and spent 12 years with the Delancey Street Foundation in California and North Carolina. McDonald has been recognized locally, regionally, and nationally for his work at TROSA.

The Federation thanks [Smith Anderson](#), [Innovation Management](#) and [Nurse Care of NC](#) for their support as contributing sponsors of the 2013-2014 season.

Breakfast will be served at 7:30am with the presentation starting at 8:00am. Tickets cost \$18 and are available at [levinjcc.org/ignite](http://levinjcc.org/ignite). All Ignite events will be held at the [Levin JCC](#), 1937 West Cornwallis Rd., Durham, NC.

#### 2013-2014 Ignite Events

The 2013-2014 series line-up also includes:

- **Kathy Manning, Chair of the Board of Trustees of the Jewish Federations of North America, and Randall Kaplan, local business leader and Chair of the Board of Governors of International Hillel** - January 16, 2014 8:30am-10am
- **Dr. Victor Dzau, Chancellor for Health Affairs at Duke University and President and CEO of Duke University Medical Center** - February 11, 2014, 7:30am-9:00am

#### Friends of Ignite

To support this series and the ability of The Federation to put on more programs like it, *Friend of Ignite* Packages are available for \$250. Friends of Ignite receive one complimentary ticket to each breakfast event (4 total) as well as recognition of their support in the Ignite Talks printed programs. For more event sponsorship opportunities, please contact [sponsorship@shalomdch.org](mailto:sponsorship@shalomdch.org).

For further information about *Ignite Talks: Local Leaders as Social Innovators*, visit [levinjcc.org/ignite](http://levinjcc.org/ignite) or contact Shoshana Israel at [sisrael@shalomdch.org](mailto:sisrael@shalomdch.org) or 919-886-7076.

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#### **About the Jewish Federation of Durham-Chapel Hill:**

The mission of the Jewish Federation of Durham-Chapel Hill is to connect Jews in the local community, to help those in need both here and abroad, and to provide and support programs and services that enable current and future generations to lead more meaningful lives inspired by Jewish values. The Jewish Federation of Durham-Chapel Hill is a 501(c)3 non-profit organization.

<http://www.shalomdch.org>

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