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Atlanta Powerhouse Couple Takes On \$650K Challenge PADV announces co-chairs for major fundraiser

ATLANTA, November 9, 2009 - While most would shy away from a major fundraising effort in the current economy, an Atlanta husband and wife team are embracing the challenge to raise \$650,000 for Partnership Against Domestic Violence through its annual *Hearts with Hope* in February 2010. Long-time supporters of PADV, Susie Trotochaud, community philanthropist and volunteer, and Scott Dorfman, president and CEO of Innotrac, have donated more than \$130,000 to PADV over the years and have now stepped up their commitment to ensure another successful fundraiser. The gala will be held on February 20, 2010, at the InterContinental Buckhead Hotel. The year 2010 also marks PADV's 35th anniversary.

Hearts with Hope raises more than half of PADV's general operating budget annually. With these funds, PADV provides quality programs and services in support of Atlanta-area battered women and their children. Last year in spite of a weak economy, PADV raised an impressive \$618,000 at the annual *Hearts with Hope*, its signature fundraiser and stewardship event. With the selection of Trotochaud and Dorfman, PADV ended its vigorous search for new co-chairs willing to raise significant revenue in a tumultuous economy.

Trotochaud and Dorfman first got involved with PADV in 1997 when looking for a charity to support. Both have served on the board of directors at various times and continue to support the agency financially. During a recent *Hearts with Hope* Host Committee reception held at their home, Trotochaud spoke about how their initial involvement with PADV changed their lives. "I could not believe how many women were affected by domestic violence," said Trotochaud. "When people found out about our involvement with PADV they'd share with us that they were being abused and would ask for help. Once you get involved with PADV you can't help but become an outspoken advocate for such an important cause."

Even though Dorfman rolled off the board in 2004, his legacy to PADV was the adoption of a guiding principle: operate the organization as if it's a for-profit agency. "PADV's best management practices enable the group to serve a critical need in our community effectively and efficiently," said Dorfman. "Susie and I know it will be a challenge to raise \$650,000 during these tough times, but we and the host committee are committed to asking folks to dig a little deeper to ensure PADV can continue to provide lifesaving services in our community."

"Susie and Scott are family to PADV," said Cathy Willis Spraez, president and chief executive officer of PADV. "Because of their proven leadership in philanthropy and unsurpassed commitment to PADV they are the best choice to serve as co-chairs for *Hearts with Hope* in an uncertain economy."

Trotochaud and Dorfman are joined by a host committee of executives including: Kelly Barrett, Genevieve Bos, Anne Bowen-Long, Andre De Winter, Melinda Ennis-Roughton, Ann Franks, Tom Franks, Chris Hagler, Joy Jarrett-Shealy, Michelle Johnson, Rena Kilgannon, Debbie Levine, Councilman Ceasar Mitchell, Sarah O'Brien, Trish Roberts, Natalie Ross, Sheryl Sellaway, Keith Shurbutt, Suzanne Sitherwood, Susan Tillery, Michelle Tondi, Jacqueline Welch, Malika White and Wilson White.

More than 600 people are expected to attend the *Hearts with Hope* 2010 event. The black-tie optional event includes a cocktail hour/silent auction, dinner/live auction, and entertainment. Tickets to the event are \$250 per person and sponsorships range from \$2,500 to \$75,000. For information or tickets, visit padv.org or call (404)870-9616.

In Georgia, one in four women will experience domestic violence. Consider these facts:

- In 2008, there were 111 domestic violence related homicides in Georgia.
- Between September 2008 and August 2009 there have been 68 domestic violence deaths in Georgia.
- Last year, PADV served more than 600 women and children in its two shelters and fielded more than 12,000 crisis line calls.

Background on Susie Trotochaud and Scott Dorfman

Susie Trotochaud is a community volunteer active in the areas of education and assisting those in crisis. Currently, she sits on the boards of the American Red Cross, the Atlanta Speech School and the Atlanta Academy. Trotochaud is also involved in leadership with the Tiffany Circle of the American Red Cross and acting as Parents' Association President for the Atlanta Academy. Her other roles include working as a Volunteer Advocate for Cochlear Americas and assisting parents of children with hearing loss and autism through Parent to Parent of Georgia.

In the past, Trotochaud has been active with many organizations including Partnership Against Domestic Violence, the Alexander Graham Bell Association for the Deaf and Hard of Hearing, Literacy Volunteers of Atlanta, Children's Healthcare of Atlanta, and the American Cancer Society.

Trotochaud's employment background is in marketing management and her education includes an ABJ from the University of Georgia and an MBA from Georgia State University.

Scott Dorfman is the founder, chairman, & CEO of Innotrac Corporation (NASDAQ: INOC), a full-service provider of customized, technology-based marketing support services. Innotrac was founded in 1984 and employs over 1,500 with approximately \$130 million in revenues. In this role, Dorfman manages the executive committee and sets the planning, long-term marketing, financial, sales and production goals for the company. Dorfman is a long-time Tocqueville Society Member of the United Way and past member of the board of directors of Partnership Against Domestic Violence (PADV). He has sat on the board of directors for Chatham Capital and Market Velocity, Inc. He served on the board of visitors for Emory University from 2004 to 2007. He currently is on the board of advisors for Fulcrum Capital. Dorfman received a BBA from The University of Georgia in 1979.

About Partnership Against Domestic Violence

For more than thirty years, PADV, the largest domestic violence agency in Georgia, has provided professional support, safe shelter and empowering advocacy to battered women and their children in metro Atlanta. PADV transforms the lives of thousands of domestic violence survivors and their children in metro Atlanta annually through violence prevention, emergency intervention and long-term advocacy. Operating the only state-certified domestic violence shelters in Fulton and Gwinnett Counties, PADV also offers a 24-hour crisis line, long-term housing, support groups, legal advocacy, corporate and community education and a teen dating violence prevention program. To learn more about domestic violence and PADV programs and services, please visit padv.org or call 404-870-9600.

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