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Naples Children Foundation Welcomes Additional Business and Community Leaders as Trustees and Honorary Trustees

NAPLES, FL (May 26, 2026) – The Naples Children Foundation (NCF), the founding organization of the Naples Winter Wine Festival, is pleased to announce that it has added Debbi and Greg Butz, Lily and Arsen Ustayev, and George A. Wilson as Trustees. In this role, each of these business and community leaders will help support the organization's vision of making a profound and sustaining difference in improving the lives of the most vulnerable children in Collier County.

NCF also announced that it has welcomed Carly and Jim Schwartzel as Honorary Trustees in recognition of their more than five years of contributions and support to the organization.

"Our Trustees are at the core of NCF's success, giving generously of their time, treasure and talent to support our mission of fueling transformative change for Collier County's most vulnerable children," said Bill Beynon, NCF Chairman of the Board. "We are delighted to welcome this group of civic and corporate leaders in helping us build a brighter future for every child we serve."

Debbi and Greg Butz are relatively new to NCF, but are looking forward to getting actively engaged in the community. Debbi began her career at Scott Paper Company, where she was part of a team that launched one of Scott Paper company's most successful products, Jumbo Roll Tissue, which is now globally deployed. She launched, built and ultimately sold a business that specialized in new product and market research. Currently, Debbi is a co-owner in a private business that specializes in providing affordable and safe housing. She earned her Bachelor of Science degree from Miami University.

Greg Butz is a seasoned executive in the telecommunications industry, most notably with Comcast Corporation. As President of Comcast Consumer Products Group, Greg managed a vast product portfolio exceeding \$45 billion, including Xfinity Internet, Mobile and Entertainment. Previously, as President of Comcast Xfinity Mobile, Greg was instrumental in launching this new business unit and was President of a joint venture between Comcast and Charter that enabled Charter's entry into the wireless market. Greg holds a Master of Business Administration (MBA) from Harvard Business School and a Bachelor of Science from Miami University, where he and Debbi established a foundation to help cover tuition for students in need.

Lily and Arsen Ustayev are entrepreneurs and philanthropists with a strong commitment to healthcare and community impact. Arsen is the Chief Executive Officer of CareChoice Company Inc., where he oversees a growing network of senior care services across multiple states.

Together, Lily and Arsen have played an active role in expanding access to quality care for seniors while building a family-centered business. The couple is engaged in philanthropic efforts focused on supporting families, children and healthcare initiatives, including involvement in charitable events benefitting the Naples community.

George A. Wilson is an attorney who is admitted to practice law in Florida and Ohio. He has practiced in the areas of estate and tax planning, charitable giving and trust and estate administration in Naples since 1980. George is certified by the Florida Bar as a specialist in Wills, Trusts and Estates. Prior to founding Wilson & Johnson, George was a partner at Cummings & Lockwood. A frequent speaker on topics related to estate planning, George authored a chapter on "Domicile and Avoiding Ancillary Administration" in a text published by Callahan and Company and a multi-volume estate planning treatise titled "Estate and Personal Finance Planning."

George is a member of the Taxation and Real Property and Probate sections of the American Bar and Florida Bar Associations. An honors graduate of the University of Cincinnati, he received his law degree from the University of Toledo Law School and a Master of Laws in Estate Planning from the University of Miami School of Law. George has served as a director of the David Lawrence Foundation for Mental Health, Moorings Park, the David Lawrence Centers, Step-By-Step for the Developmentally Handicapped and the Greater Naples Civic Association.

Carly and Jim Schwartzel share deep roots in Southwest Florida, having grown up in the area and meeting as students at Bishop Verot High School. Carly went on to earn her degree in Broadcast Journalism from the University of Central Florida, while Jim graduated from Stetson University with a degree in Investment Finance. Together, they have devoted themselves to serving their community through both personal involvement and resources of their businesses.

Jim is the owner of numerous Southwest Florida media companies, including radio and television stations and a publishing company whose titles include *Gulfshore Life* and *The Naples Press*—both generous sponsors of the Naples Winter Wine Festival. Jim played an instrumental role in the 2021 virtual Festival by broadcasting a televised event sharing the mission of NCF. In addition, *Gulfshore Life* helps to publish *Salut!*, the annual publication of the Naples Winter Wine Festival.

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About Naples Children Foundation

The Naples Children Foundation, the founding organization of the Naples Winter Wine Festival, creates transformational change and improves educational, emotional and health outcomes for vulnerable children in Collier County. Through its annual grants and strategic initiatives, NCF has impacted nearly 90 of the most effective nonprofits in the local community, providing 385,000 children with the services and resources they need to succeed. Through bold investments, collaborative partnerships, and data-driven solutions, NCF supports programs that ensure every child can thrive. NCF's unique approach, which bridges public and private resources, has become a blueprint for how to transform a community—one issue at a time.

About Naples Winter Wine Festival

The Naples Winter Wine Festival (NWWF), one of the world's most prestigious charity wine auctions, offers a weekend of unforgettable memories. Guests enjoy world-class food and wine during intimate dinners in elegant, private homes and other landmark settings across Naples and are invited to bid on once-in-a-lifetime travel and wine experiences during an electrifying live auction. Since its inaugural event in 2001, the NWWF has raised more than \$366 million, making a profound difference in the lives of hundreds of thousands of children in Collier County.

For additional information on the Naples Children Foundation or the Naples Winter Wine Festival, please contact Lisa Juliano at lisa@napleswinefestival.com or 239-514-2239.