

## Local Schools



TOP

# Three Rivers Endowment Trust selects Keith Holloway as new chair

JULY 27TH 2018 BY DEE LOFLIN

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Poplar Bluff, Missouri - The Three Rivers Endowment Trust has selected its officers for new fiscal year. Leading the organization as its chair is Keith Holloway, whose term begins July 1 and runs through June 2019.

He and his family live in the Cape Girardeau area, where Holloway owns Professional Packaging, a regional pallet brokerage. His wife, Kathy Bess Holloway, is the General Manager at Bluff City Beer; the couple have two sons, Joda and James.

“Keith and his family have close ties to Three Rivers College, dating back to the initiative to bring a junior college to Poplar Bluff,” said Michelle Reynolds, Executive Director of the Endowment Trust and Director of Development at Three Rivers College. “He is a longtime supporter of both Three Rivers College and the Endowment Trust, and I know we will continue to thrive under his leadership.”

Holloway grew up in Poplar Bluff, and both he and Kathy have deep connections to Butler County and Three Rivers College. Holloway’s father, James A. “Bud” Holloway, served on the first Board of Trustees for the College and was instrumental in promoting the establishment of the College. The Holloway and Bess families (also including Herschel Bess, Joda Bess, Buddy Bess, and their families) have provided much financial support for TRC through the years.

“Three Rivers is a great asset to our region, offering affordable, top-notch education to so many and supplying opportunity for good jobs to our citizens,” said Holloway. “I have enjoyed working with the Endowment Trust and have been inspired by the generosity of the community. On behalf of the Trust, I also appreciate the College’s administrators, educators, and staff for their financial support of our group, and their overall contributions.”

Holloway has served as a Board Member of the National Wooded Pallet and Container Association and president of the Butler County Board of Realtors. He was the recipient of the State and National Award of the Missouri and United States Jaycees when he was an officer of the Poplar Bluff Jaycees in the mid-1980s. While living in Poplar Bluff, Holloway taught a real estate continuing education course and attended management courses at Three Rivers and was the recipient of the Raiders Booster Award when he was a member of the Three Rivers Booster Club.

Regina Griffin of Doniphan, a Three Rivers alumni who works in the insurance business, preceded Holloway as chair. Other officers for the upcoming year are secretary Allen Brooks and treasurer Christy Frazier-Moore, both of Poplar Bluff.

The Three Rivers Endowment Trust formed in 2010 as a 501(c)(3) not-for-profit organization, designated by Three Rivers College to receive and manage gifts on behalf of the College. It acts as a trustee for donations to assure that gifts are distributed in the manner specified by the donor.

In addition to accepting annual gifts, pledges, and planned gifts, the Three Rivers Endowment Trust is involved in activities throughout the year, including a Trivia Night, the "Day at the Ballpark" with the St. Louis Cardinals, an annual golf tournament, a benefit run, and other activities. It awards thousands of dollars in scholarships annually.

Stepping off the board this year are Rebecca Wilcox of Doniphan, Natalie Riley of Dexter, Michael Hackworth of Piedmont, and Dr. Richard Logan of Charleston.

For more information on the Three Rivers Endowment Trust and ways to support Three Rivers College, visit [trcc.edu/development](http://trcc.edu/development) or contact Michelle Reynolds at 573-840-9077 or [michellereynolds@trcc.edu](mailto:michellereynolds@trcc.edu).

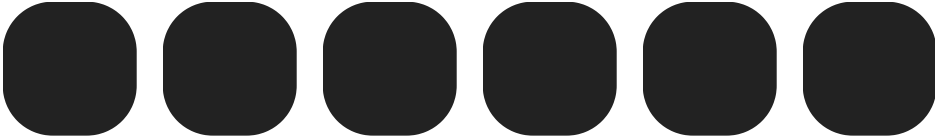
Three Rivers College is committed to contributing to the quality of life in Southeast Missouri with quality, affordable higher education opportunities and community services that support and encourage the economic, civic, and cultural vitality of the region. For

more information about college and workforce programs and upcoming events, visit [trcc.edu](http://trcc.edu).

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