



EMBARGOED UNTIL MEDIA INQUIRIES: Wayne Blasius
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CLAYTON FAMILY and DENARK-SMITH, INC. INTRODUCE PERFORMANCE-BASED PHILANTHROPY CONCEPT TO KNOXVILLE

\$50,000 On-Time Completion Bonus Benefits Three Local Charities

KNOXVILLE, Tenn. - Two Knoxville names known for their support of local charitable organizations today unveiled an innovative new approach to corporate giving, one in which a company's business performance directly benefits three of Knoxville's service groups.

The program, announced this afternoon by Jim Clayton and Denark-Smith's CEO Raja Jubran, at the Knox Area Rescue Ministries, marked the start of what they hope will be a trend among Knoxville businesses - finding new ways of tying performance bonuses for exceptional quality work to direct gifts to charitable organizations.

This concept was kicked off by Knoxville-based Denark-Smith, Inc. General Contractors and the Jim Clayton family. Jubran and prominent local philanthropist and businessman Jim Clayton negotiated a \$50,000 timely completion bonus for construction of the family's new home. Terms of the deal stipulated that the bonus would be paid to the charities of Denark-Smith's choosing. The Clayton's took possession of their new home, right on schedule over the July 4th weekend, and Denark-Smith and the Claytons today named Knox Area Rescue Ministries, Knoxville Habitat for Humanity, and Senior Citizens Home Assistance Service as the recipients of the \$50,000 bonus.

"Both Denark-Smith and the Clayton Family have provided years of civic and philanthropic leadership to our community," said Ben Landers, United Way President and master of ceremonies for the announcement. "On the eve of a new millennium, they have challenged other businesses to think outside the box when it comes to supporting our local charities. Jim and Raja forged a Win-Win deal, and we hope other companies and individuals will create this type of Corporate - Community Partnership.

The Claytons and Denark-Smith divided the bonus among the three charities, with \$20,000 benefiting Knox Area Rescue Ministries, \$18,000 for Knoxville Habitat for Humanity, and \$12,000 to Senior Citizens Home Assistance Service. "We agreed on these three agencies because each is involved in providing shelter for people in need; since the bonus came from construction of their house, this seemed very appropriate," remarked Jubran.

Leaders of the three organizations receiving funds were on hand this afternoon, as were civic and business leaders.

"When Raja and I first talked about this idea we began to think about how performance bonuses in general might be a great way to tie business leadership to philanthropy," according to Clayton. "When a good job is tied to a good deed, everyone wins. Denark-Smith's team did a great job on our home. It was an incredibly aggressive schedule tied to my retirement date, and they managed to get it done. The result is that Kay and I got to move in on schedule, and three worthy organizations get to further their outstanding work on behalf of those who need a hand-up in our community. I hope this catches on - we're going to look for other ways we can incorporate performance-based bonuses into our philanthropic efforts."



"At Denark-Smith, we have always believed our people are our greatest asset," stated Jubran. "That's obvious today, as the outstanding effort of our people on this project pays off for these organizations. This couldn't have happened without the diligent work of our entire team and our excellent subcontractors."

About Denark-Smith, Inc.

Denark-Smith, Inc. is one of East Tennessee's premiere commercial, industrial and residential construction firms. In addition to the Clayton's beautiful new home overlooking the Tennessee River, major projects include First Baptist Church - Sevierville, UT's new Burchfiel Geography building, and the Governor's Palace Music Theater at Governor's Crossing. Denark-Smith, with joint venture partner Clark Construction, is building Knoxville's new \$100 million Convention Center as well as the Smokies multi-use baseball stadium in Sevierville. With over 175 salaried and hourly employees, the firm has enjoyed steady, planned growth since its founding in 1985.