EMERGING LEADERS SPOTLIGHT
Codi Nowacki, Border States Electric

Meet Codi Nowacki, Corporate Operations CSR ecommerce for Border States Electric and proud Emerging Leader.

What motivates you to want to make a difference in your community?
My own background was one of a child growing up in poverty. I was fortunate enough to have a good education, which allowed me to find good work. However, even the ability to be very resilient in life did not protect me from becoming homeless at one point in my life. Without other people working to make a difference in their community, I know I would not be here today. It is my obligation as a human to offer the same back to others.

Tell us about your profession.
I spend most of my day working with customers. I want to find a way to give someone just a few minutes of understanding and compassion - even if it is just one person at time. It is fulfilling to feel like I have made a little difference for someone. Our company is very engaged in United Way, so I get to be around people at Border States who think and feel like I do about our community. This makes my entire career feel very rewarding.

Why is United Way's work important to you?
Instead of being reactive to a problem in our community, United Way's approach is to be proactive. They work to stop things like homelessness, child poverty, etc., BEFORE people are put in those situations. I believe the United Way has found the correct method to reach its Bold Goals and I want to be a part of that.

Share something about yourself that might surprise us.
I spent two seasons working for a carnival. I worked as a ticket girl, and then ran a ring toss booth. It was an amazing adventure I would not trade for the world. And yes, the games are rigged.

What is a piece of leadership advice would you give to an aspiring leader?
Don't aspire to "lead." Instead, focus on learning, and helping others learn. Aspire to find ways to bring everyone around you up. When those around you rise with you, then you are a true leader - not just in title, but in practice.amazing opportunities. Join me!

Why would you encourage someone to join Emerging Leaders?
Consider your friend, a family member you love. Picture them. See their face. Now, put them in a shelter. Homeless, nowhere to turn. You may say, "not possible," but I have been there and friends I know have been there. Your choice to become an Emerging Leader can literally be life and death resource for a person. Your barista. Your cashier. ANYONE can face these challenges in life. Living paycheck to paycheck is a reality for many around you, maybe even people you care about. What happens if there is no safety net for them? For what you might spend on a single lunch you could give to United Way and completely save someone's life. I choose United Way because they are going a step ahead - they are about more than helping fix something - they are making sure it doesn't even break. You won't find a better way to contribute to your community and enrich your life as well.

If you’re an Emerging Leader, we are so glad you’re a part of this network of community leaders! We would love to feature you or someone you know - submit your info here https://bit.ly/3oqoq5k.

If you aren’t yet an Emerging Leader, we invite you to join our year-round network of community-minded professionals like Codi who are working together to give, connect, build skills and volunteer to lead the change for a better tomorrow for our community, visit our website or reach out to our team at emergingleaders@unitedwaycassclay.org.