



HOME FOR CHILDREN

Executive Administration

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Astor Appoints New Board Chair

Rhinebeck, NY – Larry Weisberg has been elected Chair of the Board of Directors of The Astor Home for Children. Astor provides behavioral and educational services to over 6,000 at-risk children and their families in the Mid-Hudson Valley and the Bronx.

Weisberg has had a 40-year career in advertising, marketing and education. He returned to Dutchess County in 2002 and became involved with Astor in 2004, when he began volunteering at the residential program in Rhinebeck. He joined the board in 2006.

Upon his appointment, Weisberg said, “It’s an honor to work with my fellow board members to support the dedicated staff at Astor. The wonderful work that Astor does with children and families helps make our communities stronger.”

Weisberg’s career includes management positions at Procter & Gamble in Cincinnati, Ohio and Johnson & Johnson in New Jersey. He served as president of Waring & LaRosa, a New York City advertising agency. In addition, from 1993 to 2000, he was a professor at the University of Colorado at Boulder, where he directed the graduate program in marketing communications.

“The Astor family feels very fortunate to have Larry as our new Board Chair. He brings not only a wealth of knowledge and leadership experience to this position, but his dedication to, and compassion for the children and families we serve is at the core of all his hard work on our behalf, and for this we are especially grateful,” said Jim McGuirk, Ph.D., CEO The Astor Home for Children.

A native of the Town of Poughkeepsie and a graduate of the Arlington School system, Weisberg received his BA and MBA from Columbia University in New York City. He and his wife, Melinda, reside in Pawling.

Astor, as it has since 1953, promotes the well-being of children, adolescents and their families through a range of programs that prevent and treat emotional problems and facilitate healthy development. Now serving over 6,000 children and families annually, Astor’s current range of services to families in the Mid-Hudson Valley and the Bronx include: Residential Treatment, Therapeutic Foster Family Care, Early Childhood Programs, and Community Based Mental Health and Educational Services. For additional information about The Astor Home for Children, please visit their website - www.astorservices.org - or contact The Astor Home for Children Foundation at (845) 871-1117.