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## **Cathedral Arts Project welcomes Florida Blue's Rachel Bechtel to Board of Directors**

The Cathedral Arts Project is pleased to welcome Rachel Bechtel, Florida Blue Vice President of Product Solutions, to its Board of Directors.

Bechtel joined Florida Blue in 2000 and has held several leadership positions, most recently serving as Senior Director of Product Solutions where she was responsible for leading product strategy and development for Employer Markets and Ancillary. Bechtel's other leadership positions include Service Manager and Operations Manager in the Service Organization where she managed a team of Service Advocates and was instrumental in implementing a customer service platform.

"Florida Blue is a longstanding and vital partner in our work to make sure every child has access to an arts-rich education, and I am thrilled to welcome another one of its leaders to our Board" said CAP President & CEO Kimberly Hyatt. "Rachel brings a strategic mindset around how CAP's work is helping to enrich the quality of life in Northeast Florida coupled with a deep appreciation for and engagement in the arts."

Upon moving to Jacksonville from the Washington, D.C., area in 1999, Bechtel founded and became the president of the MOMS Club (Moms Offering Moms Support), an organization designed to reinforce and support mothers who nobly choose to stay at home and raise their children. Today, there are approximately 10 MOMS Club chapters in Jacksonville and the surrounding areas.

Throughout her career, Bechtel has been active in community and professional organizations such as United Way, Community Connections and the Boys and Girls Club of Northeast Florida. She recently served as the Sponsorship Chair for Northeast Florida's Making Strides Against Breast Cancer. Bechtel was selected to participate in the first GuideWell Leadership Academy and was nominated and selected to be part of Leadership Jacksonville class of 2015.

Serving on the CAP Board is a natural fit for Bechtel, who says music has been a presence in her life as long as she can remember. "As a child, my family had the good fortune to own a piano. Having the freedom and the means to play a musical instrument had a multi-layered effect on my life. Our piano room was a place where I could retreat, express my feelings, nurture creativity and build confidence as I learned to play."

**Instruct. Instill. Inspire.**



Bechtel believes strongly in CAP's mission and feels that arts education should not be limited only to those students who are fortunate enough to have the means to pursue it, but should be made available to any student who aspires to create or appreciate the arts.

"Learning to play a musical instrument requires discipline, patience and structure, all of which are valuable tools that children need to advance their individual growth," said Bechtel. "I am proud to be a Board member of the Cathedral Arts Project, which affords students the opportunity to pursue their artistic ambitions by providing the necessary funding to achieve this goal."

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*The Cathedral Arts Project is the leading nonprofit provider of quality, comprehensive and ongoing instruction in the visual and performing arts for elementary and middle school students in Duval County. The driving force behind all CAP programs is the belief that the arts matter – they provide essential skills, like creative thinking, perseverance, teamwork and self-discipline, that benefit all people in all areas of their lives.*

*Too often, certain populations of students do not have access to an arts-rich education because of limited access and resources in their schools, communities or homes. Yet these are the students for which the arts can have the strongest and longest-lasting impacts. CAP needs your support to accomplish its vision for every child in Northeast Florida to have access to a well-rounded, arts-rich education that endows his or her spirit with the imagination, self-confidence and strength of character that inspires great leadership and a will to succeed. Learn more at [capkids.org](http://capkids.org).*