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AMERICAN CONSERVATION EXPERIENCE ANNOUNCES NEW PRESIDENT AND CEO LAURA HERRIN

Flagstaff, AZ, July 11, 2018–

American Conservation Experience (ACE) proudly announces the selection of Laura Herrin as its new President and Chief Executive Officer. Laura begins her leadership role at ACE on July 16, 2018, succeeding ACE Founder, Chris Baker who is stepping down after 15 years of exceptional service and organizational growth nationwide.

"Laura Herrin has dedicated her career to youth and young adult development and conservation corps programs and has a great track record of accomplishments," said Brad Bippus, ACE's board chair. "Laura has a very obvious passion for ACE's dual mission of on-the-ground environmental work and providing meaningful opportunities for young people. We are delighted to have Laura, with her very impressive skills and many years of leadership experience, take the helm of ACE."



Since 2002, Laura Herrin has been an integral part of the growth and success of one of the most recognized nonprofit industry leaders in youth conservation and outdoor programs, The Student Conservation Associations (SCA). Laura's vision and leadership led to a series of promotions over her 15 years with SCA, encompassing a tenure that included roles as National Director, Innovation Director and culminating in to the position of Senior Vice President. Laura took a leading role to create strategies around revenues, program development, and risk and safety management. In addition, she has been vital in negotiating cooperative agreements, developing new programs and partnerships, and managed a significant revenue budget for SCA. Laura currently advocates for the entire conservation corps industry through her position as Partnership Director with the Corps Network.

"I am thrilled to be joining a talented and passionate team at ACE," says Laura. It is my goal to continue the work of and to build on the foundation that has made this organization a leader in the conservation field. We will continue to focus on being the partner of choice, completing important and needed conservation work, being the program of choice for young people wanting to do this work, and the employer of choice, attracting and engaging a diverse and talented staff."

ACE Founder, Chris Bakers says. "Laura's career has been defined by innovation, perseverance, and commitment to conservation corps. Her resume is robust, but much more importantly, I've always found her to be open, honest, direct, and engaging. The confidence and vision Laura embodies will ultimately inspire change and ACE will continue to thrive."

Laura Herrin is a passionate, dedicated Executive Leader with an exceptional record of launching and building effective programs and consistent revenue growth. ACE is pleased to have her join our growing organization.

ACE is grounded in the philosophy that cooperative labor on meaningful conservation projects fosters cross cultural understanding and operates in the belief that challenging volunteer service unites people of all backgrounds in common cause.

If you would like more information please contact Susie Jardine at 928-226-6960 or email at susie@usaconservation.org.

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