



**FOR IMMEDIATE RELEASE**

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## **Camp Fire USA Names Cathy Tisdale as National CEO**

**Kansas City, MO. (June 7, 2010)** - After a nationwide search, the Board of Trustees of Camp Fire USA has selected Cathy Tisdale as the next Chief Executive Officer of the national youth organization dedicated to building caring, confident youth and future leaders. Prior to joining Camp Fire USA, Ms. Tisdale held several senior leadership positions in nonprofit management with significant experience in building and leading organizations and teams to achieve mission, strategy and impact. Ms. Tisdale will officially join Camp Fire USA on June 17, 2010.

“We have great confidence in Cathy’s leadership,” said Glenn Cravez, chair of the Camp Fire USA board of trustees, “and we are pleased to have her take the helm as our new CEO. As Camp Fire celebrates its centennial in 2010, we are already looking ahead to the next one hundred years. Cathy brings the experience and expertise needed to successfully position our 100 year old organization in the modern, innovative light that is reflective of our 21<sup>st</sup> century programs that serve our nation’s youth.” He went on to say that “Camp Fire USA has made great strides under the interim leadership of Pamela Wilcox and we want to thank her and the entire national staff for their outstanding work and for helping to chart our course. The board is confident that Cathy will now take the organization to the next level in achieving its mission to youth.”

“At a time when Americans have never felt more polarized politically or challenged economically, Camp Fire USA offers youth fun and engaging ways to develop as leaders and good citizens,” said Tisdale. “I am honored to be named as the CEO of an organization with a 100 year old tradition of fostering leadership and service among America’s young people.”

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Ms. Tisdale developed a broad range of nonprofit management expertise during her 28 year career at American Red Cross, serving at both the local and national level, and most recently as a Vice President for three years at Girl Scouts USA Corporate Headquarters in New York. Cathy offers a track record of achievement at both the nonprofit affiliate and headquarters levels and has served in geographically and demographically diverse markets. Throughout her career, she has held leadership positions focused on strong partnerships with board and staff to direct strategy, increase efficiency and effectiveness, and achieve measurable increases in philanthropic support, program revenue and growth.

Camp Fire USA, with national headquarters in Kansas City, MO., provides all-inclusive, coeducational programs in hundreds of communities across the United States. Founded in 1910, Camp Fire's outcome-based programs include youth leadership, self-reliance, after school groups, child care, camping and environmental education. As Camp Fire USA celebrates its 100<sup>th</sup> anniversary, its mission "**building caring, confident youth and future leaders**" has never been more relevant and its services to children and families have never been more needed.

For more information about Camp Fire USA visit [www.campfireusa.org](http://www.campfireusa.org), or email [info@campfireusa.org](mailto:info@campfireusa.org)

PHOTO: Cathy Tisdale

