

**For Immediate Release**

Contact:  
Christopher M. Kocher  
President  
[ckocher@wildlandspa.org](mailto:ckocher@wildlandspa.org)  
610-965-4397, ext. 23



### **Wildlands Conservancy Adds Two New Members to its Team**

(Emmaus, Pa., July 29, 2008) – Wildlands Conservancy is pleased to welcome Nancy Nystrom Stansbery as the new chief development officer and Adam Keller as Real Estate Manager.

**Nancy Nystrom Stansbery** - Stansbery joins the Wildlands Conservancy team with over ten years of experience in fundraising and development. Stansbery's main responsibilities will be the organization, execution, and supervision of a comprehensive fundraising program that secures significant financial support from individuals, corporations, government and foundations. The chief development officer will achieve the organization's broad conservation goals by overseeing Wildlands Conservancy's membership program, external communications and marketing pieces, major fundraising events, the cultivation of all major gifts, the coordination of grants-writing efforts, and the database-management operation.

"I anticipate our development efforts to reach new levels with Nancy's leadership role," says Christopher Kocher, president of Wildlands Conservancy, "She brings a wealth of knowledge and skills to the team and we look forward to her help in furthering our efforts to achieve our mission each day."

Stansbery joins the development staff with a background rich in development. Most recently, she worked at Moravian College and has been actively involved in the local community through a variety of volunteer activities. Previous to her work at

Moravian, she was the director of capital giving/major gift officer at Saint Andrew's School, the director of development at the Sheridan School, and was the deputy director of development at the League of Conservation Voters. Stansbery graduated from The College of Wooster with a Bachelor of Arts degree in history.

**Adam Keller** - As real estate manager Keller will be responsible for the encouragement, development, and negotiation of any real estate transactions conducted by Wildlands Conservancy. He will assist with contacting landowners, maintaining land project records, and securing assessment information and other important land transaction documentation.

“Adam's extensive background in the real estate field makes him the perfect candidate for this position,” says Amanda Stein, director of land conservation and planning, “The knowledge he brings will help our department be able to make more of an impact in the local community.”

Keller comes with a wealth of experience in real estate transactions and property management. Prior to his arrival at Wildlands Conservancy, he was the conservation specialist with the Berks County Conservancy. There, Keller worked with a diverse set of partners to negotiate and complete conservation, trail and scenic easements. He also prepared grant applications, prepared easement baseline documentation, and organized and delivered appropriate tax information.

Keller also worked previously for PPL Corporation. At PPL, Adam was the real estate supervisor where he was responsible for the supervision of the company's real estate holdings. Keller shepherded many complex deals with multiple parties during his time with PP&L.

Keller graduated from Dickinson College with a bachelor of arts degree in economics.

###

## **About Wildlands Conservancy**

Wildlands Conservancy is dedicated to saving the natural treasures of the Lehigh Valley and the Lehigh River valley for current residents and future generations. Its mission is to preserve, protect, restore and enhance the land, water, ecological and recreational resources of the Lehigh Valley and the Lehigh River valley. Established in 1973, the Conservancy collaborates with partnerships throughout the Commonwealth of Pennsylvania to achieve its goals. As a non-profit, member-supported organization, the Conservancy has protected more than 46,000 acres of critical farmland and wildlands in 18 counties of eastern Pennsylvania. For more information, please visit

[www.wildlandspa.org](http://www.wildlandspa.org).

#####