

For Immediate Release

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WILDLANDS CONSERVANCY NAMES ROBIN FOLKERTS CHIEF DEVELOPMENT OFFICER

(Emmaus, PA, April 16, 2007)– Robin Folkerts, former director of annual giving for the Philadelphia Zoo, has accepted the position of chief development officer at Wildlands Conservancy effective April 16, 2007.

“We are very pleased to welcome Robin to the Wildlands Conservancy family,” says Chris Kocher, president. “Robin brings a great deal of experience, creativity and enthusiasm, which will significantly advance our development efforts, to meet the growing demand the community has placed on our staff, to conserve our precious natural resources.”

As chief development officer, Folkerts will be responsible for the planning, implementation, and oversight of a comprehensive advancement program that secures significant un-restricted and restricted financial support from individuals, corporations, government and foundations to achieve the organization’s broad conservation goals. The chief development officer will also provide leadership for cultivation of all major gifts and related activities; work cooperatively with the president and the board’s advancement committee to support the involvement of the entire

board in fundraising; manage the president's case load of donors; direct the membership-acquisition program; coordinate all grants-writing efforts of the organization; oversee the database-management operation as well as guide the procedural aspects of the organization's receipt-and-acknowledgement functions. She will team with senior program staff to establish fund-raising and marketing goals.

Conservancy employees, Sharon Ettinger, development director, and Sharla Kistler, database manager, round out the current Wildlands development team.

Folkerts comes from a background rich in development experience, particularly in the fields of conservation and animals. Prior to accepting the Wildlands offer, she was the director of annual giving at The Philadelphia Zoo. She has also worked with the Schuylkill Center for Environmental Education as development associate; The Nature Conservancy of Pennsylvania as its campaign coordinator; and major gifts coordinator and the conservation coordinator of Perkiomen Watershed Conservancy. Folkerts graduated from Messiah College with a Bachelor of Science degree in environmental science.

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 45,000 acres of critical farmland and wildlands in eastern Pennsylvania. For more information, please visit www.wildlandspa.org.

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