



FOR IMMEDIATE RELEASE

January 23, 2017

Camps in Common, Non-profit Operator of Oakland Feather River Camp, announces New Executive Director

OAKLAND - After a thorough and extensive national search, the Board of Directors of Camps in Common, the non-profit operator of Oakland Feather River Camp, is pleased to announce that Mark Olson has been selected as the organization's next Executive Director.



With a strong background in camp and non-profit programming, marketing, fundraising and operations, Mark will provide Camps in Common and Oakland Feather River Camp with strong leadership and growth. Board Chair, Mike Moran, shares: "Mark's background in organizational management, strengthening operational discipline and developing camp marketing and fundraising programs are a great match for the needs of CIC and OFRC. The board is excited to have Mark as our next Executive Director and his leadership will be vital as we work to serve more Oakland families and take CIC and OFRC to the next level."

Mark says of his new position: "I'm thrilled to join the Oakland Feather River Camp family and jump into the role as Executive Director of Camps in Common. I look forward to meeting with campers, our City of Oakland partners, donors and supporters and getting to know everyone's camp story. I am eager to work together with the board, staff, campers, community and city partners to make sure that OFRC and CIC continue to play a unique and vital role for the Oakland community."

Mark joins the team having most recently served as Interim Associate Executive Director of YMCA Camp Pentalouan, a \$1.2 million budget year-round summer camp, outdoor education center and conference and retreat facility in Montague, Michigan. There, he managed a major staff restructuring process to provide more appropriate staff attention to Pentalouan's major programs. He also led an organizational analysis that reviewed all programming and program marketing through analysis of past and current efforts and applying best practices to ensure quality programming and increased enrollment. Prior to that role, he was Financial Development Director of the West Cook YMCA, back in his hometown of Oak Park, where he was responsible for the \$4.1 million budget organization's fundraising and development programs and a member of the Sr. Leadership Team of Directors, which set strategic direction for organization.

Mark grew up in the diverse suburb of Oak Park, Illinois. His family would annually go camping in state and national parks across the country and when he was nine, attended Summer Camp in Michigan for the first time. Every year following to this day has involved summer camp in some capacity; camper, staff, volunteer or director. Mark first got involved in alumni development and fundraising during undergrad at Carleton College in Northfield, Minnesota. Carleton has consistently topped the list of alumni giving rates and after spending multiple years running Pentalouan's summer programming, he used what he had learned at Carleton to develop the position of Alumni & Development Director and built a strong development, alumni relations and marketing program.

Our mission is needed now more than ever. We are confident that in Mark Olson we have found the right leader to help us all write the next chapter of Oakland Feather River Camp's future. Please join me in providing him a warm Oakland Feather River Camp welcome!

Mark can be reached at mark@featherrivercamp.com.

Our mission is to promote and celebrate connections between nature, family and community at Oakland's Feather River Camp in the Plumas National Forest. We create unique opportunities to advance environmental awareness, cultural diversity, and youth empowerment.

Operated by Camps In Common, a non-profit corporation Tax ID # 43-1993846
PO Box 11061 Oakland, CA 94611 Phone 510.336.2267 Fax 510.601.1595 www.FeatherRiverCamp.com info@FeatherRiverCamp.com