

## Call for Board Member Applications

Chattahoochee National Park Conservancy seeks board members to lead, shape, and champion the vibrant future and stewardship of the Chattahoochee River National Recreation Area.







## Supporting & Enhancing The National Park In Atlanta's Backyard

At Chattahoochee River National Park Conservancy (CNPC), our mission is to enhance the [Chattahoochee River National Recreation Area \(CRNRA\)](#) by building community, enriching lives, and catalyzing support to ensure a sustainable national park for future generations.

Stretching over 48 miles and weaving through 4 counties and 9 cities, the Chattahoochee River National Recreation Area is a rare and remarkable greenspace linking communities, people, and nature throughout Metro Atlanta. It's a place to walk, paddle, explore, and reconnect with what matters.

Since 2012, CNPC has proudly served as the official nonprofit friends group and primary philanthropic partner of the CRNRA. Our partnership with the National Park Service is at the core of everything we do, and it fuels our shared vision for the future of this incredible park. The vital funds we raise directly contribute to keeping this incredible park beautiful and accessible for all who visit. CNPC plays a crucial role in improving trails, restoring wildlife habitats, keeping the river clean, building strategic partnerships, supporting educational programs, and enhancing community awareness of and engagement with our park.

## CNPC BY THE NUMBERS

48  
miles of  
Chattahoochee River

66  
miles of trails across  
15 land units

7000+  
acres of land and  
water

20%  
of Metro Atlanta's green  
space

\$236M  
cumulative  
economic benefit

3  
millions visitors  
annually

4  
Counties (Cobb,  
Forsyth, Fulton, and  
Gwinnett)

9  
cities (Atlanta, Buford, Cumming,  
Duluth, Johns Creek, Marietta,  
Roswell, Sandy Springs, and  
Suwanee)

### Our Values

- ★ **Strong collaboration with the National Park Service.** We maintain a supportive relationship with the Chattahoochee River National Recreation Area.
- ★ **Preservation.** We are dedicated to stewarding the land and river for future generations.
- ★ **Community-Centered.** We harness the depth of community resources and knowledge to advance physical and mental well-being.
- ★ **Partnerships.** We actively cultivate meaningful collaborations to advance shared goals.
- ★ **Inclusivity.** We celebrate our differences and create a sense of welcome and belonging in all our endeavors.
- ★ **Transparency.** We share openly and honestly about our goals, evolution, and progress.

# The Power Of Partnership: Enhancing Our National Park

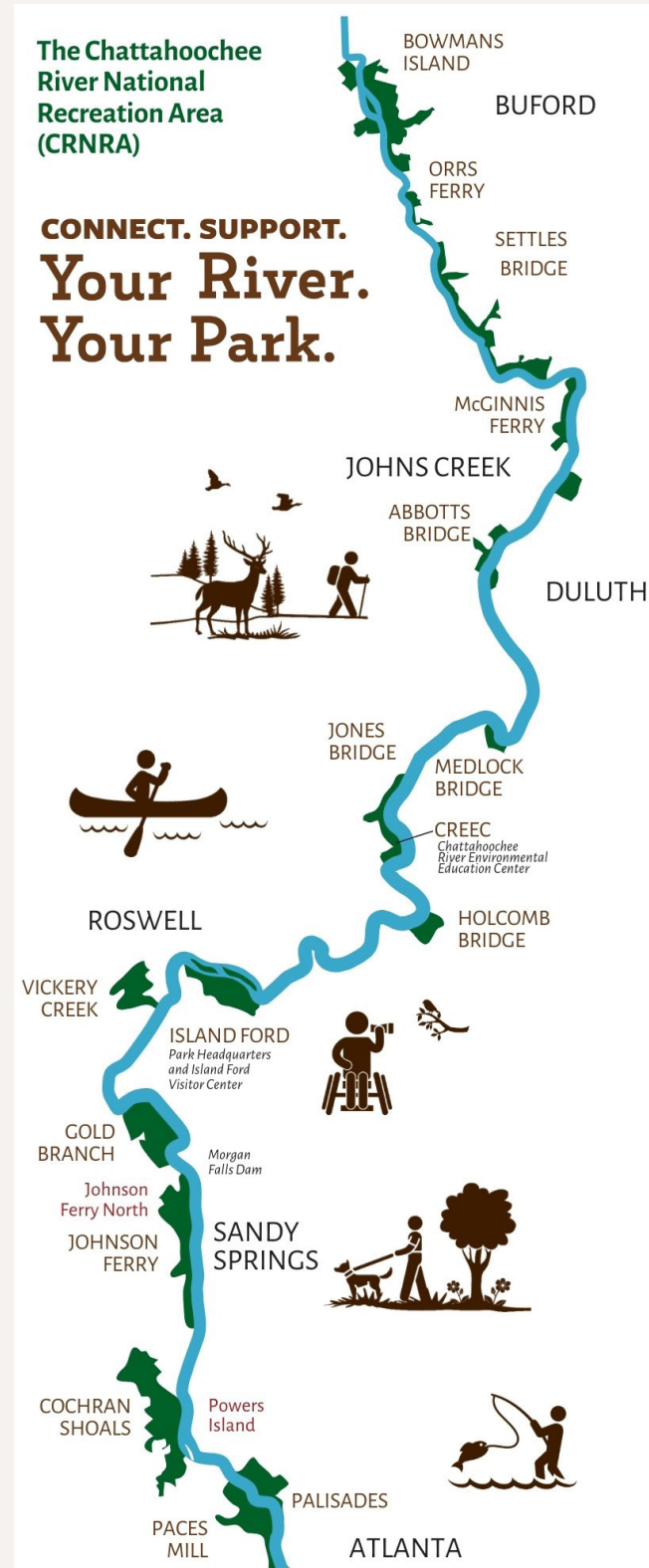
Nationwide, nonprofit park partners are stepping up to protect public lands. Organizations like CNPC are among a movement of more than 200 philanthropic park partners that collaborate with communities, donors, and the National Park Service. In 2023, partners provided more than \$500 million in support to national parks.

What makes CNPC's work possible is partnership. Our ability to act quickly, fund flexibly, and respond to real needs—while honoring the park's mission—has become a model for what nonprofit/National Park Service collaboration can achieve.

This partnership powers impact across the entire park. CNPC has helped restore native habitat at the Island Ford Visitor Center, brought over 600 Title I students to the park through Discovery Days programming each year, and supported public safety through the installation of license plate reader cameras within the park as well as an annual restock of the loaner life jacket station.

A prominent example of our work is our commitment to the park's Comprehensive Trails Management Plan, a vision published in 2022 that reimagines every mile of trail in the CRNRA. This plan transforms outdated and unsustainable trails into a resilient and inspiring trail network that future generations can enjoy. In 2024, CNPC launched the [inaugural implementation of this plan at Island Ford](#), one of the most visited units of the park. This flagship project will add at least 2.2 miles of new, thoughtfully designed trails, rehabilitate existing routes, and decommission nearly a mile of unsustainable trails, helping protect sensitive ecosystems while improving visitor safety and experience. The full implementation of the Trails Plan will add almost 30 miles of new trails in the park.

To learn more about our ongoing projects to enhance the park, visit [chattahoocheeparks.org/projects](https://chattahoocheeparks.org/projects).







## A Call To Leadership

Joining the CNPC Board of Directors is a remarkable opportunity to make a lasting impact on one of Metro Atlanta's most vital natural treasures. Board members contribute strategic leadership to innovative capital projects, programs, and partnerships, directly supporting our efforts to ensure this space continues to thrive as a vital resource.

In addition to the significant impact you'll make, serving on the board offers considerable personal and professional growth within a collaborative, dynamic environment. You will join a group of passionate leaders, engage with leading experts in the conservation field and adjacent sectors, and build invaluable connections with community partners who share your dedication to healthy ecosystems and equitable recreation access. CNPC provides an inspiring platform for you to channel your energy, expertise, and passion for the environment into tangible results that benefit both the land and its people.

This is an incredibly exciting moment for our organization. As we experience internal operational growth and advance our governance, we are positioned to deliver and multiply positive impacts and benefits to our local communities, the millions of recreational users and visitors who cherish the CRNRA, and the diverse wildlife that call it home.

**We're inviting representatives from the diverse communities of Metro Atlanta and along the Chattahoochee River to join our board, helping us build a stronger, more inclusive governance structure.**





## Board Member Attributes

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We are looking for a cohort of four dynamic new members to join our Board of Directors. We invite passionate individuals from all backgrounds to contribute their fresh perspectives and unique skills to shape our vital work. If you are committed to championing the natural beauty and multitude of social, health, and economic benefits of the Chattahoochee River and its surrounding areas, and are deeply dedicated to serving our diverse communities, your voice will bring essential depth and impact to our leadership. Even if you don't meet every criterion, we encourage you to apply to explore unique pathways to board service or other roles in volunteer leadership.

As a CNPC board member, you are expected to:

- ✦ **Be Passionate:** Demonstrate a deep commitment and genuine connection to CNPC's mission.
- ✦ **Dedicate Time:** Actively participate in board meetings, committee work, and philanthropic activities.
- ✦ **Think Strategically:** Demonstrate an ability to work towards long-term goals and advise the organization in its strategic direction and evolution.
- ✦ **Expand Connections:** Broaden our networks, foster relationships, and create opportunities for collaboration with partners aligned with our mission and vision.
- ✦ **Embrace Learning:** Deepen your understanding of the environmental, economic, and social contexts that influence CNPC and NPS's work.
- ✦ **Communicate Effectively:** Exhibit strong communication, active listening skills, and emotional intelligence to build relationships with diverse stakeholders.
- ✦ **Collaborate Respectfully:** Be an effective collaborator, respectful of different opinions, perspectives, and approaches to challenging issues, working professionally and with empathy toward shared goals.





## Candidate Experience

We highly value expertise in fields relevant to our organization's mission, operations, or programs.

**We are particularly looking for individuals who have one or more of the following skillsets or experiences:**

- ✦ Nonprofit governance, public-private partnership, or executive management
- ✦ Organizational leadership, strategy, and high-level planning
- ✦ Fundraising and development networks, skills, or personal wealth
- ✦ Finance, accounting, or investment oversight
- ✦ Capital project management, land use, and planning
- ✦ A knack for networking, making new connections
- ✦ Government relations

**We are also looking for candidates with proven experience in one or more of the following areas:**

- ✦ Community engagement
- ✦ Public health or mental health
- ✦ Marketing and communications
- ✦ Human resources, DEI leadership, or organizational development

**We are looking for board members who can connect us to the following key networks:**

- ✦ Corporate partnerships and institutional philanthropy
- ✦ Communities in the cities along the Chattahoochee River
- ✦ Government relations or public affairs

Prior nonprofit board service and significant individual philanthropic resources are welcome but not required.





## Expectations For Board Service

- ✦ **Board Meeting Attendance:** Regularly attend bi-monthly board meetings and engage actively by sharing ideas, expertise, and thoughtful contributions.
- ✦ **Committee Involvement:** Much of our work is done at the committee level. Board members are expected to join at least one committee within three months of joining.
- ✦ **Strategic Planning:** Contribute to shaping CNPC's future by participating in the creation, adoption, review, and refinement of goals, work plans, and strategies, while monitoring and evaluating organizational initiatives.
- ✦ **Community Engagement:** Serve as an ambassador for CNPC, representing and promoting the organization and helping to build community relations and elevating brand awareness.
- ✦ **Financial Oversight:** Review and approve the annual budget, periodic financial statements, and the annual audit to ensure strong financial practices and accountability.
- ✦ **Human Resources:** Contribute to building a diverse and effective board, support and evaluate the Executive Director, participate in personnel policy decisions, and advocate for an equitable and inclusive organizational culture.



## Fundraising and Development

CNPC relies on philanthropy as a major revenue source, and board philanthropic leadership serves as a crucial foundation for our fundraising efforts.

Board members are asked to actively participate in fundraising to the best of their ability, including routinely donating what they can and supporting donor development. We set annual goals for fundraising and expect 100% board participation in giving every year. Additionally, we ask that board members participate in developing new supporters by identifying, introducing, cultivating, soliciting, and stewarding donors. CNPC leadership will collaborate with each board member to craft a customized plan that considers your time availability, network, interests, and comfort level.

In our commitment to ensuring the best candidates can join our board, we are open to exploring other giving models. We welcome your suggestions and innovative ideas for making philanthropy more accessible and meaningful for all members of our community.

### Time Commitment:

Board service will vary, but a general time commitment of six to ten hours per month is expected. This includes preparation for and attendance at:

- ✦ Six board meetings annually
- ✦ An annual gathering in December
- ✦ Bi-monthly committee meetings
- ✦ Occasional special requests
- ✦ Donor events and other special event attendance as needed

**Events:** We ask that each board member attend a program or event every quarter. We also expect full board participation in our annual Party for the Park fundraiser, typically held each March. We believe board participation in our activities and fundraising events creates a more enjoyable and engaging experience for our members and park users.



**Committees:** The board has six standing committees: Executive, Governance, Nominating, Finance, Audit, and Human Resources. Additionally, there are emerging committees addressing Fundraising and Events—we are seeking to place new board and non-board members on each. Each director is expected to serve on at least one committee.

**Terms:** Selected board members will begin their term in January 2026. Board members are elected for two-year terms and may be reappointed to serve additional one- or two-year terms, if approved by the board.

For more details on expectations for board service and committees, please see the FAQ document at [potrerogroup.com/cnpcboard](https://potrerogroup.com/cnpcboard).





# We Invite You To Connect

Please join us at our upcoming events to learn more about our work and build a deeper connection with the land we strive to preserve and enhance. Visit our website, where we will post new public events and details as they become available: [chattahoocheeparks.org/events](http://chattahoocheeparks.org/events)

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## Upcoming Events

- Community Hikes (year-round)—Tree ID with Trees Atlanta, Bird Walks with BirdsGA, and more
- Paddle the Park (multiple per year; July–September)
- Second Saturday Sweeps (multiple per year; months vary)
- Wildlife Sanctuary Workdays (multiple per year; months vary)
- Annual Member Celebration (October)

Please email Brittany Jones, Executive Director at [brittany.jones@chattahoocheeparks.org](mailto:brittany.jones@chattahoocheeparks.org) if you plan to attend any of the events listed above or have any questions.

## Current Board Membership



- |                              |                            |                         |
|------------------------------|----------------------------|-------------------------|
| ■ Peter Coffman, Board Chair | ■ Steve Spiegel, Secretary | ■ Matt Josey            |
| ■ Graham Dorian, Past Chair  | ■ Greg Esslinger           | ■ Omotunde Oguntinyinbo |
| ■ Ray Steed, Vice President  | ■ Dom Guerrero             | ■ Mark Sauer            |
| ■ Michele Reale, Treasurer   | ■ Alex Hinerfeld           |                         |





## TO APPLY

We welcome your interest, no matter your prior connection to CNPC. Local, regional, and national candidates who reside in, work in, or have deep ties to the Atlanta region and can participate in Chattahoochee National Park Conservancy events and programs are invited to apply. We look forward to welcoming you as an integral member of our governance team.

Interested candidates should apply by **August 25, 2025**, for priority consideration. Visit [potrerogroup.com/cnpcboard](https://potrerogroup.com/cnpcboard) to apply. Submit your resume along with written responses to the prompts. In your responses, please highlight your experiences that align with the position's criteria and how you anticipate making unique contributions to the organization.





## Additional Information

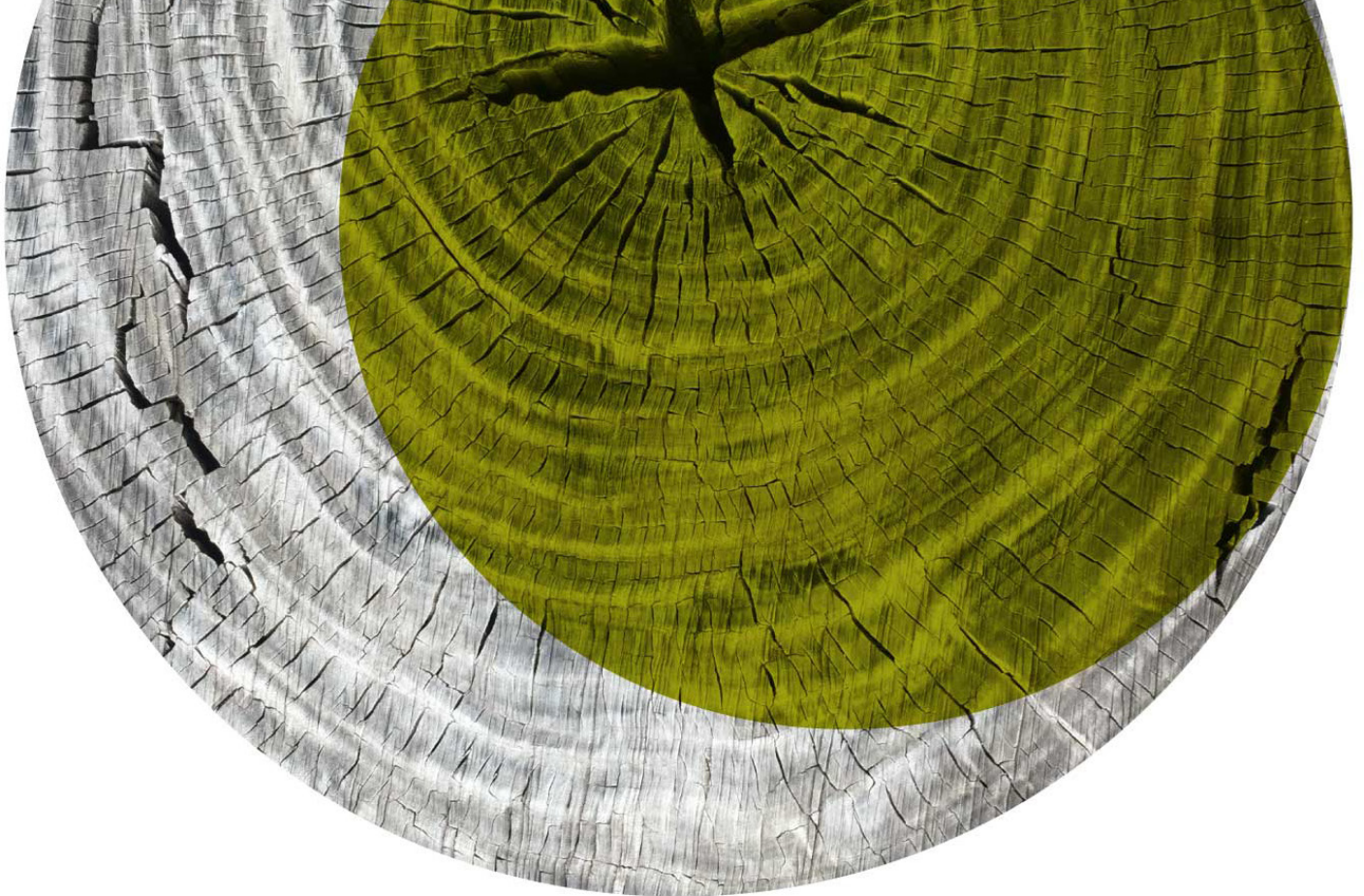
More information on Chattahoochee National Park Conservancy can be found at [chattahoocheeparks.org](http://chattahoocheeparks.org).

**For additional information regarding this opportunity, please contact**

Daniel Student  
Managing Director, Potrero Group  
[dstudent@potrerogroup.com](mailto:dstudent@potrerogroup.com)







Potrero Group is honored to coordinate this search on behalf of Chattahoochee National Park Conservancy. We support innovative leaders and organizations making a difference in the world with strategic planning, facilitation, organizational development, and board and executive search services. We are committed to equitable and inclusive practices in all of our work.

To join our mailing list and be notified of future opportunities, please visit

[PotreroGroup.com](https://PotreroGroup.com)