

## PRESS RELEASE

### FOR IMMEDIATE RELEASE

#### **GIRL SCOUTS OF GREATER LOS ANGELES NAMES NATALIE FARRAR ADAMS AS NEW CHIEF EXTERNAL RELATIONS OFFICER**

**LOS ANGELES, Jan. 12, 2017** – Girl Scouts of Greater Los Angeles, the largest girl-serving non-profit in Southern California, announced today that Natalie Farrar Adams has been named as the organization's next chief external relations officer. Adams, who currently serves as Scripps College's director of parent engagement and The Scripps Parent Fund will join the company on Feb. 6.

"After a comprehensive search process, we are pleased to have found the best individual to assume this role," said Lise Luttgens, chief executive officer of Girl Scouts of Greater Los Angeles. "Natalie brings the perfect leadership skills and management approach to the CERO position at GSGLA. She is an effective communicator, results-oriented team builder, and a leader who values strong constituent relationships. Her passion for girls and women, coupled with her commitment to underserved communities, will allow us to continue the momentum we have built in our first eight years."

The selection of Adams caps a search process facilitated by Morris & Berger, an executive search firm with a specialty practice that reaches across the nonprofit sector.

"I am thrilled to join Girl Scouts of Greater Los Angeles," said Adams. "It is an honor to join an organization dedicated to young girls' personal growth and leadership development. I look forward to working with the team to meet ambitious goals that will support the growth of serving all of Los Angeles' diverse communities."

Adams, a Girl Scout alumna, began her lifelong career in nonprofit and education as vice president of resource development at United Way of Tri-State and Harlem RBI (Reviving Baseball in Inner Cities). She has consistently demonstrated a talent for community outreach and fostering a culture of philanthropy within organizations. Before coming to Scripps College, she served as senior development and communications officer for Descanso Gardens. In her current role at Scripps, she leads staff in parent-focused communications, fund development, volunteer management, events management, and donor stewardship. There, she participated in a \$175-million, seven-year campaign and oversaw a strategic giving program in her first year in the role that brought a 10% increase in annual giving by engaged parents.

She holds a Bachelor of Arts in English and Studio Arts from Loyola Marymount University and a Master in Public Administration from New York University.

#### **About Girl Scouts of Greater Los Angeles**

Girl Scouts of Greater Los Angeles, a 501(c)(3) nonprofit, serves more than 40,000 girls in partnership with more than 20,000 volunteers from the diverse communities of Los Angeles County and parts of Kern, San Bernardino, and Ventura counties. Girl Scouts of Greater Los Angeles is the largest girl-serving nonprofit agency in Los Angeles. Through the council's programs in entrepreneurship, life skills, outdoor, and STEM (science, technology, engineering, and math), Girl Scouts prepares girls to practice a lifetime of leadership. To join, volunteer, reconnect, or support, visit [www.girlscoutsla.org](http://www.girlscoutsla.org) or call 213-213-0123.



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