

For Immediate Release
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CCCA Board of Directors Names Gregg Hunter as New President/CEO

COLORADO SPRINGS, COLO. Gregg Hunter comes to Christian Camp and Conference Association as the organization's president and CEO beginning in November. Bob Kobielush is stepping down as president to launch a new entity called Christian Camping Foundation that will work under the overall mission, vision and strategy of CCCA. More information on this venture is available at <http://www.ccca.org/documents/media-pr/090430pressrelease.pdf>.



The CCCA president is a challenging job that calls for a passion and understanding of the camp experience, and the professional skills for leading a dynamic association of camps and conference centers. Steve Altick, chairman of the CCCA board of directors, was quickly impressed that Hunter would be a leader who would be able to handle the membership's diversity and represent the association well at the national level.

Previously, Hunter served as vice president of public affairs at Georgia Family Council, where he spearheaded all aspects of the organization's communications and development efforts, including donor care, fund raising, media relations and strategic communications. While there he also launched an initiative called Preparing the Next Generation, an effort focused on equipping parents to more actively participate in their kids' important life decisions.

Before joining Georgia Family Council, Hunter was vice president of marketing at InScope Technologies, a Virginia-based business and technology solutions provider for commercial clients and the federal government. His diverse background in marketing, communications and development also includes six years at The Boeing Company and five years with Young Life, where he was a member of the President's Cabinet as the organization's senior communications officer. Hunter is also co-founder of Hunter Strategy, a full-service marketing consultancy serving nonprofit organizations and business clients.

In high school, Hunter was involved in Young Life in a small town in Washington state. As a junior he attended Malibu Club in Canada, a Young Life outreach camp where he made the decision to follow Jesus Christ. Because of his personal experience at camp, he is well aware of the power of camping ministries. And as a senior leader of a nonprofit organization for the past several years, he has seen firsthand the struggles that many face, particularly in a difficult economy.

"I am passionate about the value of Christian camps and conference centers, both to the church and to those who have grown up outside the church," Hunter said. "For years at Young Life I had the privilege of telling the dramatic stories of lives changed by a personal encounter with God when kids went to camp. I'm eager to hear more stories from CCCA members about how the

Lord has used them to impact campers for Christ over the years."

"I'm looking forward to serving CCCA members alongside the outstanding team Bob Kobielush has built over the years and helping members accomplish their mission. These are dynamic, and sometimes unsettling, times; business and ministry are changing, and we need to not only be responsive to those changes, but out in front of them. I'm hopeful that by working together we'll create innovative ways to address the changing needs of kids, families, individuals and ministries for a long time into the future and continue to provide relevant and life-changing camp and conference experiences."

Hunter and his wife, Penny, have been married 25 years and have two sons, Zach (17) and Nate (11). As a family, the Hunters have been very active in the cause of social justice. Gregg enjoys fishing, hunting, reading and coaching his sons' sports teams, having logged 17 seasons of soccer, basketball and flag football.