

# NEWS RELEASE

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From the Brodhead Watershed Association

**FOR IMMEDIATE RELEASE**

Tuesday, November 15, 2016

## BWA expands with executive director



Brodhead Watershed Association has hired an executive director.

Robert Heil Jr. of Hamilton Township will begin Jan. 2, 2017, in the full-time position.

As executive director, Heil will be responsible for the overall management of the nonprofit environmental group, which was formed in 1989.

He will create and implement events, outreach and education strategies for BWA, which is dedicated to protecting and preserving water resources and the environment of the Brodhead watershed. Heil will also manage public fundraising and grant requests for the nonprofit. He and the BWA board will also address local water quality issues as they occur.

Among Heil's qualifications is his lifelong love of the Pocono environment.

Bob Heil grew up and still lives in the Saylorburg area of Hamilton Township. He joined the BWA in 2013 while helping to coordinate the Lake Creek tire cleanup, and soon after became a Streamwatcher – BWA's water quality monitoring program. In 2015, he joined the BWA Board of Directors.

He has a bachelor's degree in biology from Penn State and a master's in biology from East Stroudsburg University. Recently retired from an environment-based career in New Jersey, Bob is an avid Nittany Lions fan and spends his free time outdoors as much as possible.

"I am very honored to have been chosen for this position with Brodhead Watershed Association. My experiences with BWA has shown me that it is a strong organization, with dedicated members and volunteers as well as great business and municipal partners," Heil stated.

"Looking forward, whether it is existing functions such as Streamwatchers and native plant sales, or some of our newer endeavors like the ForEvergreen project and William Penn Foundation-sponsored outreach activities, I see an exciting future for BWA, and I am excited about leading this organization to achieve our goals," he said. The executive director's salary will be paid for in part by a grant from the William Penn Foundation.

"BWA's work protecting drinking water for thousands of people is so important," BWA President John Smith said. "With his work experience, education and unflagging enthusiasm, Bob will bring a bright new chapter to BWA's ongoing efforts to protect water quality here in the Brodhead watershed, and for all our neighbors downstream."

For information, call 570-839-1120 or email [info@brodheadwatershed.org](mailto:info@brodheadwatershed.org).