
NEWS RELEASE

From the Brodhead Watershed Association



Friday, March 9, 12

The Brodhead Watershed Association, as part of its commitment to expand its range of programs and educational activities, has hired a former president as executive director. Theresa Merli of Swiftwater has served on the board of directors of the BWA for 10 years, including stints as secretary, office administrator and president. She is a former Monroe County Commissioner (2008-2011) and served as a Paradise Township Supervisor (1998-2002) and as township auditor there (2003-2009). She is a member of the League of Women Voters and served as secretary for three years.

For many years, Merli was a small business owner with her husband, Chris Merli. Together, they owned and operated a successful construction company in Belmar, N.J., and in 1984 they purchased and operated The Antlers Lodge and Cottages in Swiftwater. After selling their business, Merli pursued a career in the manufacturing industry, working for Weiler Corp. in Cresco for nearly 10 years and then Econ Plastics (of Philadelphia) at a satellite office in Pocono Lake for nearly 7 years.

"I see this is the opportunity of a lifetime. I cannot adequately express how psyched I am to be in a position to fully devote my time and efforts to supporting the work of the Brodhead Watershed Association," Merli said. "I intend to match the commitment and enthusiasm of the members to their mission: to assure that the existing community asset of the high quality water resources of the Brodhead watershed will remain healthy for future generations. I plan to do this through stepped up community outreach, encouraging the participation of ALL residents and visitors in the protection of an asset we all treasure: clean, plentiful water resources."

"With our rapidly expanding agenda of community outreach, education and involvement in actions that protect the sustainability of our waterways, we felt that it was time to take this step, which will help the organization grow and become more effective in the community," President Rob Sedwin said. "We are serious about carrying out our mission of protecting the water resources of the Brodhead watershed and connecting residents and visitors with the pristine waters of the area. Theresa has been an asset to the community on so many levels - we are proud and excited that she has accepted this leadership position," Sedwin said.

"I am very excited about the possibilities for the organization under Theresa's leadership. We have a very committed board of directors and, with Theresa's help, can do so much more to protect our streams and help the region grow in a sustainable way," said Edie Stevens, BWA vice president.

"BWA has grown from a very effective volunteer organization with a talented and activist board of directors to an organization that recognizes the need for effective staff in order to help carry its mission forward to the next level," Vice President Gary Bloss added. "Theresa Merli's

appointment as executive director meets this challenge completely and fortuitously. The watershed community can expect more great things to be accomplished by BWA in the years to come.”

The Brodhead Watershed Association is a non-profit environmental organization formed in 1989. BWA is dedicated to protecting and preserving water resources and the environment of the Brodhead watershed and the water quality of the Brodhead, Cherry, Marshalls, McMichael, Paradise and Pocono creeks and their tributaries. In addition, the BWA assists municipalities, residents, businesses and groups with protecting natural resources through education, workshops, seminars, public programs and stream monitoring.

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