



**FOR IMMEDIATE RELEASE**

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**HILL COUNTRY CONSERVANCY ANNOUNCES NEW CEO**

*Longtime Non-Profit Executive and Advocacy Expert Takes Reins of Central Texas' Leading Environmental and Conservation Organization*

**AUSTIN, Texas – March 29, 2022** – The Hill Country Conservancy (HCC) Board of Directors today announced Kathy Miller as its new chief executive officer. Miller will succeed George Cofer, HCC's founder, who had stepped in to guide the organization on an interim basis, allowing the board to conduct a comprehensive search for its new leader. Miller most recently served as Interim CEO of Waterloo Greenway Conservancy and led the opening of the much-anticipated Waterloo Park last summer.

Miller brings a significant amount of experience and proven track record in non-profit leadership, policy creation and implementation, grassroots organizing and advocacy. Prior to her role with Waterloo Greenway, she was the president of the Texas Freedom Network, a non-partisan, grassroots organization of more than 150,000 community leaders who support religious freedom, individual liberties and public education. Miller also served as the communications director for the Texas Council on Family Violence and National Domestic Violence Hotline.

"The board and search committee could not be more excited to welcome Kathy to the HCC family. We took our time to conduct a thorough national search because we recognized how important it was to get it right. We owed that to our donors, founders, staff and the Central Texas community in general," said Board Chair Brian Ott. "We were incredibly impressed with Kathy's skill set – her leadership, her advocacy expertise and her ability to connect with stakeholders."

With the goal of preserving open space and conserving critical watersheds in the Texas Hill Country, HCC has achieved significant growth over the past two-plus decades.

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The organization secured its first easement in 2004, and by working with community partners, has since grown the region's land conservation portfolio to include more than 14,000 acres of protected Texas land. The organization is also working to complete the 30-mile Violet Crown Trail, a recreational trail system that will run from Zilker Park into Hays County upon completion.

"Every once and awhile, an opportunity comes along that's too good to pass up. For me, that's this role with Hill Country Conservancy. I could not be more grateful to the board for its trust in me," said Miller. "I recognize I have some big shoes to fill following George. What he has done for conservation and environmental stewardship, and for this community, is incredible. It's my privilege and responsibility to advance this legacy, and I am excited to apply my experience and skills to serve the organization's extraordinary mission."

The board of directors approved Miller as the new CEO In February and she officially started on March 14.

"HCC is obviously near and dear to my heart; founding it and leading it has truly been the most significant accomplishment of my professional career," said Cofer. "I have so much gratitude for our founders and generous donors, and all the friends and fans we have made a long the way. There's still much important work ahead of us, and I have complete faith that the organization with thrive under Kathy's leadership."

### **About Hill Country Conservancy**

Hill Country Conservancy is a nonprofit land trust committed to protecting not only the natural beauty and open spaces of the Texas Hill Country but also its economy. Hill Country Conservancy preserves our vital natural resources through conservation, community collaboration and engagement to sustain our region now and forever.

For more information, visit [www.HillCountryConservancy.org](http://www.HillCountryConservancy.org)

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