



FOR IMMEDIATE RELEASE
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- Kinnickinnic River Land Trust Welcomes New Executive Director –

River Falls, WI - The Kinnickinnic River Land Trust (KRLT) Board of Directors announced today that they have named Nelson T. French as their new Executive Director. “We are pleased to have someone with Nelson’s skills and abilities join our organization,” said KRLT Board President Jack Kenefick. “He is a proven leader with over twenty-eight years of experience in non-profit leadership and management, government affairs, public policy development, community-based partnership development, and watershed protection efforts.”

“I am thrilled to be joining the Kinnickinnic River Land Trust,” said French. “I look forward to continuing our work with the community to protect the natural resources and scenic beauty of the Kinnickinnic River Watershed.”

French most recently served as Director of Legislative Affairs at the Minnesota Pollution Control Agency (MPCA) from 2002-2007, where he was responsible for the overall direction, leadership and management of the agency legislative affairs.

Mr. French served as Executive Director of Friends of the Minnesota Valley from 1997-2001, where his activities included executive leadership and working with business, government and private individuals to create innovative conservation strategies and partnerships.

French also served as Vice President/State Director of The Nature Conservancy of Minnesota from 1991-97, and as Director of Government Relations from 1987-91. While with The Nature Conservancy French worked with all levels of government to increase state resources devoted to the protection of biological diversity in Minnesota and played a key role in working with the local community to develop the Cannon River Watershed Partnership, a model local non-governmental conservation organization.

Prior to coming to The Nature Conservancy, from 1979 to 1986, French was Executive Director of the Project Environment and Project Environment Foundation (now Minnesota Center for Environmental Advocacy).

Nelson was born in Duluth, Minnesota and raised in Hibbing, Minnesota. He attended Coe College in Cedar Rapids, Iowa, majoring in general science with a focus in biology and chemistry. He and his wife Marilyn have lived in Richfield, Minnesota for 25 years, is married and have one son.

The KRLT was founded in 1993 as a local land trust with the goal of preserving the natural resources and scenic beauty of the Kinnickinnic River. Based in River Falls, WI, the organization works in cooperation with landowners, private organizations, and government units to conserve the resources within the watershed. KRLT is a 600-plus member, 501 (c) 3 non-profit organization.

For more information about the KRLT visit <http://www.kinniriver.org> or contact the staff at 715.425.5738.