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For Immediate Release:

Conservancy Hires Municipal Outreach Coordinator!

Lorri K. Swan has been selected as the Berks County Conservancy's new Municipal Outreach Coordinator. Lorri has joined the staff of the Conservancy to launch a new Municipal Outreach Program. The organization received private support to launch the new program and fill the part-time position.

The Municipal Outreach Program will enable the Conservancy to achieve countless objectives that other conservation organizations and municipal partners share. We wish to expand our efforts to become more proactive at the municipal level and encourage the general citizenry to do the same. Initially, the program will focus on a natural resource identified by the county as a high priority – The Kittatinny Ridge in northern Berks. Lorri's research and contacts with the involved municipalities will enhance our understanding of the needs of the municipalities and broker conservation resources in support of those needs. This could range from tools available for conservation and land protection to improved zoning. Our desire through this effort is to help ready municipalities apply for the County's Natural Lands Program and conservation zoning incentive programs. In addition, we will encourage Natural Resource Inventories and conservation programs to address:

- ◆ Protection of water quality
- ◆ Recreation
- ◆ Green Infrastructure / Ecology
- ◆ Heritage Resources



Lorri, who has more than 27 years of service in municipal government, has held the positions of Director of Business Development and Government Services for ARRO Consulting, Inc.; Manager of West Reading Borough and Assistant Manager/Zoning Officer of Wyomissing Borough. Lorri holds a BS degree in Public Administration from Shippensburg University and a Master's Degree in Public Administration from the Pennsylvania State University. Lorri can be contacted at the Berks County Conservancy at 610-372-4992 extension 101 or lorri@berks-conservancy.org.