



Friends of the
Desert Mountains

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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Friends of the Desert Mountains Welcomes New Chief Executive Officer

Palm Desert, CA- The Friends of the Desert Mountains Board of Directors has selected Gretchen Gutierrez as the new Chief Executive Officer (CEO) for the organization. Gutierrez, the former Executive Officer for the Antelope Valley Chapter Building Industry Association (BIA) Southern California, a 501(c)(3) non-profit, assumed the position of CEO, previously vacant, on April 5, 2010.

As the Executive Officer for the Antelope Valley Chapter of BIA, Gutierrez acted as a liaison between the construction industry, local businesses, and governmental communities within the Antelope Valley. In her capacity as Executive Officer she worked on issues such as land use planning, water use management, air quality management and environmental and land use protections.

In her new capacity as the Chief Executive Officer of the Friends of the Desert Mountains, Gutierrez is looking forward to applying her experience in the non-profit sector to continue to advance the Friends' dual mission of acquiring land for conservation purposes in the Coachella Valley, as well as supporting the Santa Rosa and San Jacinto Mountains National Monument located in Palm Desert, CA.

The Friends Board of Directors is excited to welcome Gutierrez to the Friends of the Desert Mountains family, and believes that in her position as CEO she will do great things for the Friends and for conservation efforts in the Coachella Valley.

Friends of the Desert Mountains

Preserving the Coachella Valley desert and mountains for future generations

The mission of the Friends of the Desert Mountains is to acquire and preserve lands in the Coachella Valley and the surrounding mountains and to support education, conservation and research in the Santa Rosa and San Jacinto Mountains National Monument.

Let's be Friends.