



Merica Whitehall

Qualifications Summary

Merica Whitehall brings over 25 years of experience empowering teams; strengthening organizational operations; improving financial performance, planning infrastructure reinvestment, and planning and implementing long-term strategy.

Professional History

Valtas Group	Consultant	2022 – Present
Fontenelle Forest	Executive Director	2016 – 2020
Nature Consortium	Executive Director	2014 – 2016
Seattle University College of Arts & Sciences	Adjunct Professor	2008 – 2014

Accomplishments

- Led team of 77 employees and complex operations in Bellevue, Omaha, and Elmwood, Nebraska.
- Measured and quantifiably improved staff engagement using Gallup Q12 and improved organizational culture, productivity, profitability, and employee retention.
- Managed \$2.5M annual operating budget and \$17M in assets.
- Increased annual earned income more than 300% through innovative and creative partnerships and programs: \$170k (2016) to \$530k (2019).
- Reduced pre-existing line of credit balance from \$600k to \$0 and established \$125k reserve fund.
- Completed capital projects and land acquisitions valued in excess of \$5M.
- Served as chief fundraiser to high profile individuals closing cultivating \$1.5M+ total in gifts.
- Increased visibility and garnered national media attention for mission impact stories with content marketing strategy (AP, NYT, Prevention.com).
- Led long-term planning (20-year master plan, 5-year strategic plan, comprehensive trails master plan) to crystalize vision for growth, establish direction, and facilitate buy-in.
- Launched initiatives which increased earned income and membership growth – including Baright Gallery Artist Series, TreeRush Adventures aerial adventure park, live opera and theatre in the forest through creative performing arts partnerships.

Licenses / Education

- Executive Master's in Nonprofit Leadership, Seattle University, WA
- Bachelor of Science – Political Science, University of Nebraska – Omaha, NE

Previous Valtas Assignments

- Interim Executive Director, Hugo House, November 2022 - Present
- Interim COO, Hugo House, August 2022 – November 2022
- Interim COO, YouthCare, February 2022 – August 2022