



**FOR IMMEDIATE RELEASE**

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**HERITAGE ALLIANCE NAMES VANESSA BECHTOL PROGRAMS MANAGER**

The Santa Cruz Valley Heritage Alliance is pleased to announce the recent hiring of Vanessa Bechtol as Programs Manager. Vanessa joined the Alliance on January 8<sup>th</sup> as the first staff position for the non-profit 501(c)3 organization.

Vanessa joins the Alliance with several years experience working with landowners, community leaders, and elected officials in the shared pursuit of preserving southern Arizona's rich natural and cultural heritage. Vanessa holds a Bachelor of Arts in Latin American Studies and Master of Science in Planning from the University of Arizona.



As Programs Manager, Vanessa will be responsible for implementing nature and culture heritage projects and programs, managing community relations' activities of the Alliance, and working closely with the Board of Directors to obtain congressional designation of the Santa Cruz Valley as a National Heritage Area.

Paula Schaper, President of the Santa Cruz Valley Heritage Alliance and member of the organization's hiring committee comments, "Vanessa's previous experience as Project Director for the Arizona Open Land Trust was a real plus because it allowed her to cultivate positive working relationships with landowners, non-profit organizations, and county officials throughout Pima and Santa Cruz counties. Her skill set, which includes marketing, public outreach, land planning and conservation, will help accelerate our status as a National Heritage Area and enhance our programs, preserving and celebrating our natural and heritage resources."

The mission of the Santa Cruz Valley Heritage Alliance is to connect people to the cultural, historic, and natural treasures of the Santa Cruz Valley through education, preservation and promotion of its unique resources. The Alliance is currently working with Arizona's legislators in Washington, D.C. on the passage of a bill to designate the Santa Cruz Valley as a National Heritage Area. For more information, contact Vanessa Bechtol at (520) 429-1394 or [vanessa@santacruzheritage.org](mailto:vanessa@santacruzheritage.org) or visit us on the web [www.santacruzheritage.org](http://www.santacruzheritage.org)

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