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FIND Outdoors Unveils New Organizational Structure

Pisgah Forest, NC – FIND Outdoors, a 48-year-old nonprofit based in Pisgah Forest, NC, announces a restructuring of current staff to coincide with their recent rebranding efforts and new website, both of which were unveiled in 2020.

“The new organization name, FIND Outdoors, encompasses our overarching mission that we connect all people to our public lands through Forest Inspired Nature Discovery,” FIND Outdoors President and CEO, Natalie Britt explained. “Our name and structure is new. However, our organization and passion for our work has been going strong for almost 50 years.”

Restructuring was an extremely important step in allowing FIND to operate at the highest standards of nonprofit status. Beth Hooper, formerly the Director of Visitor Centers and Sales, will transition to Chief Operating Officer and oversee all managed sites for FIND outdoors. This will include the Cradle of Forestry, campgrounds in three states, Anna Ruby Falls and Brasstown Bald Recreation Areas, The Northwest Trading Post along the beautiful Blue Ridge Parkway and the Pisgah Visitor Center at the entrance to Pisgah National Forest. Combined, these sites encompass three states, four National Forests and nine Ranger Districts and see upwards of 850,000 eager visitors each year.

Hooper’s seven years of relevant and ongoing experience leading the sales team and visitor centers made her the clear choice in taking the helm at the new position and brought a passion for getting FIND’s message to visitors. “It’s such an exciting time for FIND,” exclaimed Hooper on the restructuring. “To have a uniform management structure means that our visitors and partners will know exactly what to expect in regards to our exceptional services and educational offerings.”



Visiting one of FIND's gift shops at locations such as the Cradle of Forestry, Pisgah Visitor Center or even Northwest Trading Post, you'll get a sense of the expertise and meticulous nature that Hooper devotes to her craft.

Adam DeWitte, the former Director of Education for the nonprofit, will advance to Vice President of Development and Communications along with Hooper's transition. In his new position, DeWitte will oversee all small and large-scale donations, grants and projects to improve managed sites, and has a hand in all aspects of FIND Outdoors communications to the public. As a 14-year veteran of the nonprofit, DeWitte's knowledge of every site, coupled with the benefit of advancing the educational platform for FIND over years made him a valuable resource in pushing the message and passion of the organization to the public.

DeWitte explains, "Effective communication, whether verbally or written, was always my strong suit in my tenure with our organization. I'm thrilled to be able to morph that passion into something that can truly make a difference for us."

CFAIA was initiated in 1972 to promote the Cradle of Forestry in Pisgah National Forest, but over time the mission expanded well beyond the Cradle of Forestry Site. Today, FIND Outdoors serves more than 850,000 visitors and operates campgrounds, visitor centers and sales outlets in western North Carolina, north Georgia and southern Indiana. The managed sales outlets stock their shelves with forest and trail-related items, maps and information with a strong focus on supporting local crafters and artists. Locally, FIND Outdoors also offers guided tours and programs that educate forest users on forest safety and management, wildlife and the history of the southern Appalachians.

About the restructuring, Britt concluded, "This is not just a job for these two FIND family members. They work tirelessly to ensure that their passions and their drive are focused on ensuring FIND's legacy in providing connections between our visitors and our incredible public lands. I'm so happy for both of them!"

About FIND Outdoors

FIND Outdoors, formerly the Cradle of Forestry in America Interpretive Association, is a 48-year-old 501(c)3 nonprofit based in Pisgah Forest, NC. We serve over 850,000 visitors annually with a mission that promotes educational, recreational and interpretive opportunities about forest and water resources, natural history and the Cradle of Forestry in America. FIND Outdoors proudly manages campgrounds, visitor centers, sales outlets and educational facilities in four National Forests in North Carolina, Georgia and Indiana and the Northwest Trade Post on the Blue Ridge Parkway. FIND accomplishes its mission by providing exceptional outdoor experiences through partnership opportunities for the health, safety and education of all visitors to local and regional public and private lands.