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FIND Outdoors Team is Expanding

Pisgah Forest, NC – FIND Outdoors, a 49-year-old local nonprofit with a mission of education and public land management, welcomes three new employees to help advance our mission.

“FIND Outdoors is proud to have three new champions in their respective fields as part of our growing endeavors in the communities we serve,” explains Tad Fogel, FIND’s Board of Directors Chair. “We’re very lucky to have the capacity to add them to our family!”

FIND Outdoors will expand retail operations into campground facilities with Richard Coadwell as the Retail Operations Director. Dan Woodall, Regional Facilities and Operations Director, will ensure exceptional visitor experiences at FIND managed facilities in North Carolina. Christy Ralston will serve as the new Manager for the Cradle of Forestry site in Pisgah Forest, NC. Coadwell and Woodall will be based at the FIND headquarters office in Pisgah Forest, while Ralston will be at the Cradle to greet you for the 2021 season.

“The FIND team is such an amazing group of dedicated people,” exclaimed Ralston of joining the organization. “I’m honored to be a part of a powerful mission-minded nonprofit.”

As a backcountry ranger, trail builder and outdoor educator, Ralston felt as if she was coming full circle in her career in the outdoor industry, and that led her to apply for the Manager position at the Cradle of Forestry. “I would like to continue to encourage responsible recreation opportunities for all people that want to utilize our amazing forest,” she concluded.

A similar story can be told with Woodall and his career in the outdoor recreation industry. Having worked with FIND Outdoors previously as the manager of Sliding Rock in Pisgah National Forest, his keen eye for management eventually led him to a position with Adventure

Pisgah, LLC, as the Pisgah Operations Manager for their managed campgrounds within Pisgah National Forest. Woodall's new role will involve recreational operations and procedures in coordination with the US Forest Service.

"Having worked for this organization once before, I am extremely excited to serve as both a steward and liaison alongside the FIND Outdoors team," stated Woodall on his return to FIND.

Finally, Coadwell comes to FIND Outdoors with over 20 years in retail management within the outdoor and apparel industry, mainly from his home country of New Zealand, Europe and the United States. As Retail Operations Director, Coadwell will oversee retail sales of FIND merchandise, forest-related gifts, snacks and more in FIND Outdoors managed sites such as the Northwest Trading Post on the Blue Ridge Parkway, the Cradle of Forestry and The Point in Morganton Point Recreation Area.

"Working at and for all FIND retail sites within three states to expand on current opportunities, including water-based recreation, is exciting," said Coadwell. "We can continue to expand our mission of access to our public lands through these very important and popular means."

"This is not just a job for these three new FIND family members." Stated President and CEO, Natalie Britt recently. "They are all focused on ensuring FIND's legacy in providing connections between our visitors and our incredible public lands."

For more information on FIND Outdoors recreational opportunities in North Carolina, Georgia and Indiana, visit the FIND website at www.gofindoutdoors.org or visit our Facebook and Instagram pages. Go FIND Outdoors!

About FIND Outdoors

FIND Outdoors, formerly the Cradle of Forestry in America Interpretive Association, is a 49-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.