



PRESS RELEASE

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Jesse Purcell Named Chamber & Tourism Director of the Hardin County Chamber and Business Alliance

Kenton, OH – Today, the Hardin County Chamber and Business Alliance held a press conference to name Jesse Purcell as its new director of the chamber and tourism divisions of the organization. She will start her position on January 2, 2017.

Alliance president & chief executive officer Jon Cross made the announcement and introduction, with the hiring appointment recently approved by the Alliance Board of Directors.

“We are pleased to welcome aboard a local native with impressive leadership skills and management experiences,” said Cross. “In her new role, Jesse will help us hit the ground running by directing our membership services, programs and events, promoting year-round tourism efforts to advancing the growth and mission of the Alliance organization.”

As part of her division responsibilities, Jesse will oversee the programs and organizations under the umbrella of the Hardin County Chamber & Business Alliance. These include the Hardin County Ambassadors, Hardin County Safety Council, newly formed Women L.E.A.D. program, in-which Jesse served as a co-founder and co-chair, and the recently announced Young Professionals Alliance.

"I am excited and grateful for this opportunity to serve my community," said Purcell. "Great strides are being made in Hardin County and I feel fortunate to help advance these efforts through the important work being done at the Hardin County Chamber & Business Alliance."

Jesse recently served as a community manager for the American Cancer Society and the Making Strides Against Breast Cancer programs. In addition, she brings nearly fifteen years of experience in building successful fundraising campaigns, recruiting and retaining volunteers, and stewarding strong business partnerships with career experiences from the nonprofit, retail, business and manufacturing industries. She also brings about relevant experience in developing membership growth and retention best practices by volunteering with area chamber of commerce organizations in Northwest Ohio.

Jesse is a graduate of the University of Northwestern Ohio and resides with her husband and children in Kenton.

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