

FOR IMMEDIATE RELEASE
September 26, 2014



Founded by Charles R. Wood and Paul Newman
Double H Ranch
97 Hidden Valley Road
Lake Luzerne, NY 12846

Contact: Kate Gedney
Development/Communications Assistant
kgedney@doublehbranch.org
518.696.5921 x239

Double H Ranch's CEO/Executive Director to be honored with *Nonprofit Executive Leadership Award*

LAKE LUZERNE, NY – (September 26, 2015) – Max Yurenda, CEO/Executive Director of the Double H Ranch, has been selected as the 2014 recipient of the *Nonprofit Executive Leadership Award* from the Tech Valley Nonprofit Business Council (TVNBC). The Nonprofit Executive Leadership award honors a nonprofit executive who exemplifies the knowledge, skills and leadership necessary for effective nonprofit management and takes an active leadership role in creating or supporting the development of Tech Valley.

About Max J. Yurenda, CEO

Mr. Yurenda has been CEO at the Double H Ranch since its inception in January 1993. In this capacity, Mr. Yurenda is responsible for daily operations, ensuring financial stability, managing and directing staff, implementing strategic initiatives and is responsible for Board development and regulatory compliance with local, county and state authorities. During his tenure, Mr. Yurenda has been responsible for improving the infrastructure at the camp, improving the retention of staff, volunteers, and medical personnel, strengthening community involvement at the ranch, leading the effort to create a more comprehensive and diversified fundraising program, establishing strong partnerships with local hospitals and volunteer health organizations, and setting the stage for the Ranch to build its capacity and strengthen its position for the long term. Mr. Yurenda has also played a key role in providing technical assistance for the global family of Paul Newman camps. Prior to joining the Double "H" Ranch, he served as a Treatment Team Leader at the Wilton Developmental Center/Office of Mental Retardation and Developmental Disabilities Services Office from 1981. He previously was employed at the Buffalo Psychiatric Center in Buffalo and at the Virginia Recreational Services Section in Richmond, Virginia. Mr. Yurenda received his Bachelors of Science in Education degree from the State University of New York College at Cortland.

About the Tech Valley Nonprofit Business Council

The Tech Valley Nonprofit Business Council – a joint initiative supported by the Albany-Colonie Regional Chamber and the Chamber of Schenectady County – collaborates with the business community to enrich quality of life, create a healthy and robust economy, engage the public in advancing nonprofit missions and increase public appreciation for the role nonprofits have in the development of Tech Valley. The goal of the TVNBC is to raise awareness of the contributions being made by nonprofits to the region, and provide networking and program opportunities for both nonprofit and for-profit on topical areas of interest to both.

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Mr. Yurenda will be honored at the Tech Valley Nonprofit Awards luncheon to be held on Friday, November 21, 2014 from 11:30 a.m. – 1:30 p.m. at Albany Marriott Hotel. Tickets to attend the event are \$49 per person and may be purchased on the Albany-Colonie Regional Chamber's website at acchamber.org.

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The mission of the Double H Ranch is to provide specialized programs and year-round support for children and their families dealing with life-threatening illnesses. Our purpose is to enrich their lives and provide camp experiences that are memorable, exciting, fun, empowering, physically safe and medically sound. All programs are FREE of charge and capture the magic of the Adirondacks. For more information on the Double H Ranch visit www.doublehranch.org or call 518-696-5676.