



# Press Release

A publication of the Rural County Representatives of California

**FOR IMMEDIATE RELEASE**

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## **Barbara Hayes Joins RCRC as Chief Economic Development Officer**

**SACRAMENTO, CA – June 07, 2018 –** The Rural County Representatives of California (RCRC) announced today the hiring of Barbara Hayes as Chief Economic Development Officer. With nearly 30 years of economic development experience at both the state and regional level, Hayes will lead the organization's economic development efforts, with a specific focus on developing programs that drive economic opportunity to RCRC's 35 member counties.

"I am pleased to welcome Barbara to the team as we continue our increased focus on rural economic development," said Greg Norton, RCRC President and CEO. "Her experience, background, and successful track record in this space will benefit California's rural counties."

Hayes most recently served as President and CEO of Strategic Excellence, LLC, a consulting firm providing professional expertise in the areas of economic development, management, strategic planning, and governance to organizations, local governments, and professionals. Hayes also served as President and CEO of the Sacramento Area Commerce and Trade Organization (SACTO) for 14 years. During her tenure, more than 200 companies located and expanded in the greater Sacramento area, resulting in the creation of more than 45,000 direct jobs and multiple billions in capital investment.

Hayes received her degree in International Relations and Economics from the University of California, Davis, and currently serves as Chair of the Community Advisory Board at Sutter Hospital's Women and Children's Center in Sacramento. Her official first day was June 04, 2018.

RURAL COUNTY REPRESENTATIVES OF CALIFORNIA

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## **ABOUT RURAL COUNTY REPRESENTATIVES OF CALIFORNIA (RCRC)**

*The Rural County Representatives of California (RCRC) is a thirty-five member county strong service organization that champions policies on behalf of California's rural counties. RCRC is dedicated to representing the collective unique interests of its membership, providing legislative and regulatory representation at the State and Federal levels, and providing responsible services for its members to enhance and protect the quality of life in rural California counties. To learn more about RCRC, visit [rcrcnet.org](http://rcrcnet.org) and follow @RuralCounties on Twitter.*

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