



FOR IMMEDIATE RELEASE
November 17, 2017

CONTACT: Stacey Dicke, Parks and Recreation Director
110 Golf Course Rd.
New Braunfels, TX 78130
830.221.4354
kheiden@nbtexas.org

City Names Recreation Center Manager

New Braunfels, TX - The City of New Braunfels has announced that Ms. Kelsey Heiden has been selected as the new Recreation Center Manager.

“Kelsey has over 11 years of Parks and Recreation experience here in New Braunfels. She has built a career path that ultimately led to her serving as the department’s Marketing Coordinator since 2012,” said City Manager Robert Camareno. “She has a passion for recreation and fitness and a unique gift for the importance of customer service and community engagement. Kelsey is a tremendous asset to our organization and I look forward to her leadership in this new role.”

Kelsey earned her undergraduate degree from Texas State University in Recreation Administration and is a Certified Parks and Recreation Professional (CPRP). She is currently enrolled at Southern New Hampshire University completing her Masters Degree in Business Administration with an emphasis in Public Administration. She was named the Texas Parks and Recreation Society Central Region Young Professional of the year in 2015 and was named Employee of the Year in Parks in both 2011 and 2014.

She has just been selected to participate in the 2018 Texas Recreation and Park Society (TRAPS) Academy of Leadership Development. The 2018 class is comprised of 12 individuals, who were selected via an application process and committee review. The TRAPS Academy of Leadership Development was created to build a community of professionals committed to effective leadership, while engaging in a culture of lifelong learning, creative thinking, and achieving the highest level of respect and recognition. Educational events will be held over a course of a year where Mrs. Heiden will receive training on a multitude of topics from financial success and problem-solving to insightful and intentional leadership.

“As a native of New Braunfels, I am extremely excited about this new opportunity to serve the citizens of my hometown,” said Heiden. “I’m looking forward to establishing a reputation for exemplary customer service and quality recreation opportunities at Das Rec, while continuing the department’s pursuit of excellence.”

In her new role as Recreation Center Manager, Ms. Heiden will manage and coordinate the comprehensive administrative and operational activities of the center including programs, special events and activities.

###