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Save the Redwoods League Names Jeffrey Hoelsken As General Counsel

San Francisco, Calif. (December 1, 2022) — [Save the Redwoods League](#) today announced that Jeffrey Hoelsken has joined the organization as general counsel. Hoelsken is responsible for protecting the League’s legal interests and maintaining its operations. He provides strategic counsel to the Board of Directors, senior management and staff. He also acts as liaison with outside counsel in real estate transactions, litigation and organizational governance.



“I am thrilled to welcome Jeff Hoelsken to the League as our general counsel whose leadership and expertise will be essential in the years to come,” said Save the Redwoods League President and CEO **Sam Hodder**. “Jeff has a passion for forest conservation, and he comes to us with a wide range of experience in legal and business management for both nonprofit and for-profit organizations. In addition to the experience and skills he brings in his legal work, he has a high degree of integrity, empathy, strong communication skills and a focus on being a collaborative thought partner to those with whom he works. I am excited about what he will bring to the role of general counsel and to the organization at large.”

“I could not be more excited about joining Save the Redwoods League as its general counsel,” said Hoelsken. “It is an honor to work with such a dedicated and inspired group of professionals, and to support the organization’s critical mission of protecting, restoring and connecting people to the peace and beauty of redwood forests.”

Hoelsken brings more than 20 years of legal expertise to Save the Redwoods League. He most recently held the role of senior counsel for Paragon Legal in San Francisco. Prior to that, he was director of operations and in-house counsel at Warrior Canine Connection, a multi-state nonprofit service dog organization focused on veterans with disabilities. His previous roles have included litigating complex construction and environmental cases, acting as general counsel in the renewable energy sector for Foundation Windpower and Solar Universe, and serving as executive director of Sunrise Horse Rescue.

Hoelsken is a graduate of the University of California Hastings College of the Law where he received his Juris Doctor and was an associate editor on the *West-Northwest*

Journal of Environmental Law and Policy. He also holds a Bachelor of Arts degree from the University of California, Berkeley, where he studied Rhetoric and Conservation and Resource Studies.

To schedule an interview, contact Robin Carr at 415-766-0927 or redwoods@landispr.com.

Save the Redwoods League

One of the nation's longest-running conservation organizations, Save the Redwoods League has been protecting and restoring redwood forests since 1918. The League has connected generations of visitors with the beauty and serenity of the redwood forest. Our 240,000 supporters have enabled the League to protect more than 220,000 acres of irreplaceable forests in 66 state, national and local parks and reserves. For information, please visit SaveTheRedwoods.org.

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