



For Immediate Release

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Cindy Askounis, Chair

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Humane Society of Northeast Georgia Names Allison Mayfield as Executive Director



Allison Mayfield

The Humane Society of Northeast Georgia has named Allison Mayfield, an experienced non-profit leader, as Executive Director of the 107-year-old organization. The announcement was made this week by Cindy Askounis, chair of the board.

Mayfield currently serves as Chief Development Officer of the Brigade Boys & Girls Club, an after-school youth development organization, in Wilmington, North Carolina. As a part of the senior leadership team, she is responsible for all resource development including grants, marketing, media, communications, annual fund, major gifts and volunteer development.

“Our search committee identified key skill sets the Humane Society needs in an executive,” according to Askounis. “Allison has those attributes and many more. Her experience in building teams, communications and developing partnerships is evident by her proven track records at other non-profits. She will be a great addition to the Humane Society team both internal and external.”

Other positions held by Mayfield include Executive Director of the Salvation Army Boys & Girls Club, Aiken, South Carolina; Executive Director of Maia Moms, a transitional home for homeless single mothers, Charleston, South Carolina; and Outreach Director, Seacoast Church, Charleston, South Carolina.

Mayfield earned a Bachelor of Science degree in psychology from Liberty University, Lynchburg, Virginia. She has also earned certificate degrees in non-profit management from Francis Marion University, Florence, South Carolina and executive leadership at the University of Georgia, Athens, Georgia.

“First and foremost, I am a lover of animals,” says Mayfield. “I am excited to bring my experience in non-profit leadership to the Humane Society and at the same time be a part of a cause that I have passion for. I am a

collaborator and look forward to building upon relationships that will add to the solid foundation that is already in place.”

Members of the search committee, in addition to Askounis, included Nicole Brokaw, Carole Ann Daniel, Denise Funk, Dale Herndon, Chuck Keathley, Marci Knauss, Allyson Reeves and Ed Schrader.

Mayfield and her two adopted dogs, Piper and Penelope, will be moving to Gainesville. Her first day at the HSNEGA will be Monday, January 4, 2021.

The Chason Group, an executive search firm specializing in non-profit organizations, was retained by the Humane Society to lead the process. Mayfield is the second placement in the Gainesville community led by the search firm. In 2015, The Chason Group assisted the Community Foundation of Northeast Georgia in identifying Michelle Prater for the president and chief executive officer position.

About the Humane Society of Northeast Georgia.

The mission of the Humane Society of Northeast Georgia is to create a community recognized for responsible pet ownership and humane treatment of animals through offering basic pet wellness and spay/neuter services, public education and place of companion animals. Serving Hall County and northeast Georgia since 1913, the HSNEGA provides vital services to animals and people alike. A private, non-profit organization that receives no public or government funding, HSNEGA receives no monies from national humane organizations (such as the Humane Society of the United States) or county, state or federal government funds. Instead, HSNEGA is supported solely by private donations, grants, bequests, investments and fees for services. The non-profit is a selective admission facility, meaning the HSNEGA takes in healthy animals from owners and other shelters and rescue groups as space allows. The society does not euthanize based on the duration of stay or space. Instead, animals stay with the society until they find a new forever home.