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WHISTLESTOP PLANS FOR GROWTH BY EXPANDING EXECUTIVE TEAM; HIRES NANCY GEISSE AS CHIEF OPERATING OFFICER

Geisse to Assume Strategic and Operating Responsibility for Whistlestop Programs and Services

*New Chief Financial Officer and Chief Donor Relations Officer Positions
Added to Whistlestop Executive Roster*

San Rafael, Calif. (January 24, 2019) – [Whistlestop](http://www.whistlestop.org), a San Rafael-based nonprofit that promotes the independence, well-being and quality of life for older adults and people living with disabilities in Marin County, today announced the appointment of Nancy Geisse as chief operating officer. This newly created position comes on the heels of two additional C-level officer positions new to Whistlestop. Jeff Wands was appointed chief financial officer in October 2018 and Yvonne Roberts was named chief donor relations officer in December 2018. All three appointees will leverage their combined expertise to further expand Whistlestop’s services and reach. The organization, along with Novato-based BioMarin Pharmaceutical Inc., recently filed an application with the City of San Rafael to develop a healthy aging campus with affordable housing for older adults in downtown San Rafael.

As chief operating officer, Geisse will have strategic and operating responsibility for all Whistlestop programs and services, including transportation, healthy aging and nutrition. She joined Whistlestop as a consultant in September of 2018 to complete a three-year strategic business plan for the organization’s transportation services division. As a consultant she identified goals and strategies to prepare Whistlestop for growth, as the organization prepares to evolve its transportation services business model to enhance its mission, and ultimately serve more people in need.



According to CEO Joe O’Hehir, Geisse’s appointment to this strategic leadership role will help Whistlestop continue expansion efforts already underway. “We’re taking on housing and healthcare challenges for Marin older adults on behalf of our community,” he explained. “In order to do this, it’s essential we have a solid executive leadership team in place with a high level of experience and a strong desire to improve the quality of life in our community. Right now, we serve 14,000 people. Can we double that in the next 5-10 years? That’s our goal, and in order to reach it, we must have the right infrastructure and the right executive leadership team to take us there. Nancy encompasses all those qualities and more, and we are thrilled to welcome her to the Whistlestop executive leadership team.”

“It’s an honor to work with Joe and the rest of the Whistlestop team to enhance the organization’s growth objectives,” said Geisse. “After serving on the executive team of a variety of companies in the corporate world, I felt a strong desire to use my experience and expertise to be of service in my Marin Community. Whistlestop impressed me as a forward-thinking leader in its field, and I’m thrilled for this opportunity to help continue the organization’s legacy of caring.”

Prior to Whistlestop, Geisse was vice president of strategy and business development at Uppercase Branding. She also served as director of project management at Certain Solar, executive vice president at Trio Energy, and chief executive officer and founder of MedStep Health Services. Geisse also ran a consulting practice, providing strategic, financial and business development services to several companies.

Geisse holds a Bachelor of Science degree in mathematical sciences from Stanford University, where she graduated Phi Beta Kappa, and a Master of Business Administration degree from Stanford Graduate School of Business. She was captain of the Stanford Women's Soccer Team and captain of the United States College National Women's Soccer Team. Geisse, her husband and two children, have resided in Mill Valley, California for 20 years.

MEDIA PLEASE NOTE: To request an interview with Nancy Geisse or Joe O'Hehir, please contact Gus Nodal at gus.nodal@gmail.com or (415) 609-3438.

ABOUT WHISTLESTOP:

Founded in 1954 as Marin Senior Coordinating Council, Whistlestop promotes the independence, well-being and quality of life for older adults and people living with disabilities in Marin County. Whistlestop's Active Aging Center provides delicious meals, educational classes, multicultural gatherings and helpful information and referral services. Whistlestop also provides special needs transportation services through Marin Access, a partnership of Whistlestop, Marin Transit and Golden Gate Transit, and operates Marin's Meals on Wheels program, serving meals to over 250 homebound seniors each week in the Marin community. For more information about Whistlestop and its classes and services, visit www.whistlestop.org.

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