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Kersten Rettig Named Dallas CASA Director Of Development

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Kersten Rettig*

Kersten Rettig is a woman of her word. When she announced she was leaving Highland Park Village as its Chief Marketing Officer, she said she was going to take some time off to catch her breath. But she added that the next chapter of her life was going to be in the non-profit sector along the lines of working with those in need.

Word just arrived that Kersten has been named Director of Development for [Dallas CASA \(Court Appointed Special Advocates\)](#).

While it may seem like a 180-degree turn from her days in luxury retailing at the Village and as Director of Corporate Public Relations for Rosewood Hotels & Resorts, it shouldn't. As Kersten put it, "The opportunity to lead Dallas CASA's development group is a perfect match with where my heart leads me. Anyone who learns about the impact Dallas CASA volunteer advocates have on the lives of abused children will understand why I am so proud to be joining this impressive organization at such a pivotal time in its 35-year history."

That pivotal time is Dallas CASA's "\$37M campaign to ensure that all abused and neglected children living in protective case in Dallas have CASA volunteer advocates by the year 2019." Launched in 2013 with Campaign Chair **Jim Lozier** and Vice-Chair **Christie Carter** at the helm, "the campaign has raised \$34.8M."

With \$2.2M to go, Kersten has been brought on board for that final "Oomph!"

MySweetCharity

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