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Breathe California of Sacramento-Emigrant Trails is dedicated to healthy air and preventing lung and other air-pollution related diseases by partnering with youth, advocating public policy, supporting air pollution research, and educating the public.



Breathe California of Sacramento-Emigrant Trails Names Kori Titus to Serve as CEO Beginning July 1, 2009

Breathe California of Sacramento-Emigrant Trails is pleased to announce that Kori Titus has been appointed CEO. She will take the reins on July 1, 2009, following the retirement of Jane Hagedorn, CEO since 1976.

“Kori will be outstanding as CEO and I am most happy to pass this wonderful treasured non-profit into her good hands” said Jane Hagedorn, retiring CEO. “I know that with the board of director’s and her continuing leadership Breathe California will continue to thrive.” Titus will only be the 5th CEO in Breathe California’s 92 year history.

Currently Titus serves as Deputy Director. She has been on staff since 1999 and was a volunteer for two years prior to that. Titus has been responsible for numerous areas of the association including overseeing youth programs, nationwide efforts designed to find solutions to the problem of tobacco use in entertainment productions, clean air advocacy and education, direct mail campaigns and communications activities of the association. She has 22 years of marketing and management experience in a variety of industries ranging from non-profit to information technology to hospitality. She holds two degrees from the University of California at Davis – an AB in Rhetoric and Communications and a MBA from the Graduate School of Management.

“The board of directors is delighted to work with Kori as we move into this next phase for our organization,” said John Lindow, President. “We are also appreciative that Jane will be continuing with us as a policy consultant to work on the many important air quality policy issues facing our region.”

Hagedorn is retiring after 33 years of service to Breathe California as CEO. Under her leadership, the Association was the principal mover in Proposition 99, California’s successful tobacco tax initiative that has reduced smoking by 42%, and has successfully developed tobacco control programs now nationally replicated. The organization also led the way in development of innovative clean air strategies including bringing light rail to the Sacramento area, creating the nationally regarded Cleaner Air Partnership with the Chamber of Commerce, and pioneering clean air initiatives during her tenure.

Some of Hagedorn’s other public service activities have included Board leadership roles on the Tahoe Regional Planning Agency, Arden Park and Recreation District, Sacramento County Planning Commission, Friends of Light Rail, Planning and Conservation League, Sacramento Tomorrow Coalition, the Sacramento Symphony, and Valley Vision. She was the founding President of the Sacramento Tree Foundation and the statewide California Oak Foundation. She has co-authored two books on historic preservation and on preservation of native oaks in the Central Valley. She is an American Leadership Foundation Fellow. She has also taught non-profit management at the University of California Davis Graduate School of Management’s MBA program, where she met Titus as one of her first students.

“From the moment I met Jane as a professor I was awed by her extraordinary leadership skills,” said Titus. “Working at her side for the last decade has been both a privilege and a wonderful learning experience for me. I am honored by the opportunity to continue her work to make the region a healthier place for us all.”

Breathe California of Sacramento-Emigrant Trails promotes cleaner air, healthier lungs and a tobacco-free tomorrow. Originally founded in 1917, the organization that is today Breathe California of Sacramento-Emigrant Trails is an independent non-profit that spends 100 percent of every dollar raised or donated in its home community to improve the health of our region’s residents. For more information, call (916) 444-5900, or visit **www.sacbreathe.org**.