



BEECH ACRES CEO JIM MASON TO RETIRE AFTER 42 YEARS OF SERVICE

Cincinnati, Ohio – Jim Mason, who led Beech Acres Parenting Center through an incredible evolution of purpose and programs focused on strengthening families so children can achieve their unique potential, will retire from his role as president and CEO in June 2021 after 42 years of service to the agency.

“I am very grateful for what we’ve accomplished together as staff, board, donors, and community partners,” Mason said. “And I am very enthusiastic about life’s next chapter with my wife, Debby, our three terrific kids, their spouses, and eight fabulous grandkids. I look forward to lots of fun with family and friends, while embracing new opportunities for meaning and contribution. I leave a financially strong organization with a mission-driven, innovative staff and board as the solid foundation for a new CEO to co-create new levels of impact I can’t even imagine,” Mason said.

Long ago anticipating modern society’s complex and rapid changes, Mason led the former General Protestant Orphan Home through its evolution from a 19th century orphanage to the 21st century parenting center it is today. Each of several transformations under his stewardship had the effect of deepening and expanding its mission, while shifting the approach from fixing children’s deficits to building on their strengths.

It was his vision that led the creation of Beech Acres’ proprietary Natural Strength Parenting™ model, upon which all of its individual programs are based. Natural Strength Parenting is the embodiment of Mason’s unique philosophy and provides parents and teachers with the tools to intentionally build on their child’s innate strengths by mindfully doing so.

Mason has overseen the expansion of Beech Acres’ reach into the community to achieve greater impact on the lives of parents and children, which has led to solid investments in schools, health care and child welfare. The highly committed and talented team of Beech Acres staff now makes a positive impact on more than 13,000 children, parents, teachers and health care providers in Southwest Ohio each year.

He also partnered with other community leaders to create numerous local, state and national coalitions designed to improve service quality for vulnerable children and their families. His leadership in the community and state of Ohio has been recognized by several groups, including the Ohio Children’s Alliance, NAMI Southwest Ohio, PreventionFIRST, and Vistage International’s CEO Lifetime Achievement Award.

“Jim has committed his professional life to the goal of strengthening families and children,” said Jenny Franta, board chair for Beech Acres Parenting Center. “With that singular focus driving him, he has given us an incredible collection of innovative programs and ideas. Generations of children and parents, many of whom Jim has never even met, can thank him for making such a huge difference in their lives, and as a result, making our community a better place to live for everyone.”

The Beech Acres Board of Directors will immediately begin a search process to identify the next leader of the organization. A job description for the position is available online:

<https://www.loxo.co/job/479850?t=1602171303687>.



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About Beech Acres:

At Beech Acres Parenting Center, we uncover the natural gifts of children by unleashing the power of parents and caregivers. As a contemporary parenting center, BAPC serves over 13,000 people annually through a wide range of services including foster care, kinship care, adoption, behavioral health support in schools, parent coaching and much more. All of our programs are founded in our Natural Strength Parenting™ framework which enables parents to unlock their own potential by building on their unique strengths. For more information, visit www.beechacres.org.

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