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NAPLES CHILDREN  
**NCEF**  
& EDUCATION  
FOUNDATION

**FOR:**  
**Naples Winter Wine Festival**  
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**Naples Children & Education Foundation names James W. Swanson CEO**  
*Florida-based non-profit organization has raised over \$123M since its founding in 2001*

(NAPLES, FL.; February 10, 2014) – The Naples Children & Education Foundation (NCEF) has named Brigadier General James W. Swanson, USAF (Ret.) as Chief Executive Officer. Swanson brings extensive leadership experience to the role, including 32 years of active duty service with the Air Force, followed by high-level positions with the Department of Homeland Security, Military Officers Association of America and most recently, with the American Bar Association’s Washington DC office.

The NCEF was founded in 2001 to improve the lives of underprivileged children in Southwest Florida’s Collier County through strategic initiatives, as well as to provide financial and operating assistance to over 30 local non-profit agencies. It also hosts the annual Naples Winter Wine Festival, which has raised more than \$123 million for the NCEF over its 14-year history.



*Jim Swanson*

“We are delighted that Jim Swanson has joined our team,” said Bob Clifford, Chairman of the NCEF Board of Directors. “He brings a lifetime of service, a proven record of team-building, the ability to lead organizations to high levels of success, and a real passion to make a positive difference in the lives of people. He’s committed to our mission to improve the physical, emotional and educational lives of at-risk children in Collier County.”

“I’m honored and humbled to be selected for this wonderful position,” said Swanson, who assumed his new position in Naples last month. “The chance to join the enormously talented and dedicated philanthropists of the NCEF and contribute to their critically important work was irresistible.”

Swanson’s Air Force career included serving as commander of the worldwide legal operations agency and chief counsel at all levels of command. He deployed to the Middle East on several occasions during his career, and also served in Saudi Arabia as the chief counsel to the commander of all American air forces in the region. His final

military assignment was as chief counsel for the U.S. Transportation Command, serving as senior managing attorney for America's global defense transportation organization of over 200,000 personnel. He was extensively involved in the complex transportation and logistical support for Operation Enduring Freedom (Afghanistan) and Operation Iraqi Freedom.

Since retiring from the military in 2003, he has served in the Senior Executive Service with the Department of Homeland Security, and as general counsel for the Military Officers Association of America, considered the nation's leading non-profit advocacy association on veterans' issues. With the American Bar Association he oversaw a staff of 240 responsible for lobbying, media relations, and grant programs in over 60 developing countries.

For more information about the NCEF, please go to [www.napleswinefestival.com](http://www.napleswinefestival.com).

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