

Contact
Jared Mitchem, Singing River Trail Board Chair
Email: jemitchem@gmail.com
Phone: 256-783-9793



FOR IMMEDIATE RELEASE

Singing River Trail Announces Misti Potter as the New Executive Director

Huntsville, Alabama – The Singing River Trail (SRT) Board of Directors proudly announces the appointment of Misti Potter as the new Executive Director of the Singing River Trail. With over 27 years of nonprofit leadership experience, Potter’s career reflects a deep commitment to organizational growth, resource development, and community impact.

“We are thrilled to welcome Misti to the Singing River Trail team,” said Jared Mitchem, SRT Board Chair. “Her expertise in nonprofit leadership, combined with her proven ability to deliver impactful results, positions her as the ideal choice to lead our organization. The board has full confidence in Misti’s vision and dedication to furthering the mission of SRT and creating a lasting legacy for North Alabama.”

Anna Clem, Interim Executive Director, said, “We are excited to have Misti join us in our mission to bring more opportunities to North Alabama. Misti’s passion for community-building will be instrumental in driving the vision of SRT. I am confident Misti’s ideas and expertise will take Singing River Trail to new heights.”

Misti Potter brings a wealth of experience to her new role. As a seasoned leader, she has driven multimillion-dollar campaigns, created award-winning programs, and built community partnerships that strengthened organizational impact across the country, with her primary focus being in Alabama, Tennessee, and Texas. Misti’s dedication to empowering communities has earned her accolades, including being named Boys & Girls Clubs of America’s Regional and National Professional of the Year. She also holds an Ethics in Business Individual Award and Vistage Executive Leadership Award.

As Executive Director of the Singing River Trail, Misti will provide leadership and oversight for the organization’s mission to enhance and expand the 200+ mile greenway system throughout North Alabama. Her experience in resource development, team-building, and strategic operations will be pivotal in fostering community connections and creating opportunities for health, wellness, education, and tourism throughout the region.

“I am thrilled to have the opportunity to join the SRT team during this incredibly exciting time of growth and visionary expansion,” Misti said. “The Singing River Trail provides more than hiking,

biking, and walking trails. We will continue to provide pathways to healthier lifestyles, alternative transportation options, and gateways to business development and entrepreneurial possibilities.”

Misti is a proud alumnus of Athens State University and a past collegiate athlete recruited from Texas, at Beville State College, where she met her husband of now 29 years. Misti and her family live in Limestone County.

About Singing River Trail: Established in 2018, [Singing River Trail](#) is a 200+ mile greenway system that strengthens regional bonds and creates new health and wellness, educational, economic, tourism, and entrepreneurial opportunities for the people and communities in the Tennessee Valley region.

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