

FOR IMMEDIATE RELEASE

Boys & Girls Club of Benton County Announces Cheryl Hatfield as New Chief Executive Officer

Benton County, AR – March 12, 2025 – The Boys & Girls Club of Benton County is pleased to announce the appointment of Cheryl Hatfield as its new Chief Executive Officer. Cheryl brings a wealth of experience in leadership, strategic growth, and community impact, positioning the organization for an exciting new chapter of expansion and success.

With over two decades of experience managing multimillion-dollar client portfolios for global brands such as Procter & Gamble, Coca-Cola, and Walmart Inc., Cheryl has a distinguished record of driving growth, improving operational efficiencies, and leading high-performing teams. Her expertise in developing strategic partnerships and implementing innovative solutions has consistently delivered measurable success, including revenue growth, profitability improvements, and expanded market presence.

Beyond her corporate achievements, Cheryl is deeply passionate about youth development and community service. She has dedicated her time as a CASA Volunteer Advocate, served on the board of Big Brothers Big Sisters, and actively supported various nonprofit initiatives across Northwest Arkansas. Most recently, she demonstrated her entrepreneurial skills by successfully launching and managing a small business, showcasing her adaptability and hands-on leadership.

In her new role as CEO, Cheryl is committed to expanding the Club's reach and impact, ensuring that every child in Benton County has access to the resources, support, and opportunities they need to thrive. Her leadership will focus on strengthening programs, fostering partnerships, and enhancing the organization's ability to serve the community. She states, "Leading the Boys & Girls Club of Benton County unites my two passions of business leadership and youth development. As a mother whose sons were Club kids who thrived in these programs, I am deeply committed to extending these transformative services to more local families across Benton County."



BOYS & GIRLS CLUB
OF BENTON COUNTY

PO Box 448
Bentonville AR 72712
Tel: (479) 273-7187

Officers

Drew Collom – President
Stephanie Riffle – Vice President
Louis Greth – Treasurer
Chad Holz – Secretary

Board of Directors

Julie Barber
Lindsay Beddow
Stephen Beringer
Tregg Brown
Courtney Carlson
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McKinney Unit

2801 N Walker
Bentonville AR 72712
(479) 273-7187

HLM Unit

1207 NW Leopard Lane
Bentonville AR 72712
(479) 268-6338

Bella Vista Unit

2260 Forest Hills Blvd
Bella Vista AR 72715
(479) 876-6786

Rogers Unit

409 S. 8th St
Rogers AR 72756
(479) 633-0044

Pea Ridge Unit

1442 N. Davis Drive
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(479) 715-4448

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“We are thrilled to welcome Cheryl Hatfield as our new CEO,” said Drew Collom, Board President of the Boys & Girls Club of Benton County. “Her impressive background in business leadership, strategic growth, and nonprofit advocacy makes her the ideal person to guide our organization into the future. We look forward to working together to continue making a difference in the lives of the children and families we serve.”

Please join us in welcoming Cheryl Hatfield to the Boys & Girls Club of Benton County. Under her leadership, we are excited to embark on this next phase of growth and impact in our community.

For more information about the Boys & Girls Club of Benton County and its programs, visit bgcbentoncounty.org or email info@bgcbentoncounty.org.

About Boys & Girls Club of Benton County: The Boys & Girls Club of Benton County is dedicated to enabling all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens. Through engaging programs and mentorship, the Club provides a safe and supportive environment where children can learn, grow, and succeed.



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