



Peter Cameron to Retire as President and CEO of Veterans Resource Centers of America

SANTA ROSA, Calif. – July 9, 2019 – Veterans Resource Centers of America (“VRC” or “the Company”), a community-based nonprofit that provides housing, behavioral health treatment, case management and a range of other services to veterans in California, Arizona and Nevada, today announced the decision by President and Chief Executive Officer Peter Cameron to retire after 47 years of distinguished service to the organization he co-founded in 1972. Mr. Cameron’s retirement is effective July 12, 2019.

“Peter has been a leading voice on veterans’ issues throughout his distinguished career,” said Jim Larson, Chairman of the VRC Board of Directors. “He’s also a personal friend, and it’s difficult to put into words what he’s meant to this agency and the veterans we serve. VRC wouldn’t exist without Peter, and under his watch we’ve saved lives and helped thousands of veterans get back on their feet. We’ll miss him. For his leadership and service to so many, our gratitude is immeasurable. We wish him all the best in his many adventures ahead.”

A U.S. Army veteran who served in Vietnam from 1966 to 1967, Mr. Cameron has worked on veterans’ issues for nearly 50 years. In 1972, he co-founded Flower of the Dragon (“FOD”), a nonprofit that assisted Vietnam veterans in Sonoma County with the often severe reintegration issues resulting from that war. One of the country’s first community-based organizations serving Vietnam veterans, FOD was recognized by the White House and replicated as a model for community-based services to veterans across the nation. In 1980, FOD was reorganized as Vietnam Veterans of California, Inc., and later renamed Veterans Resource Centers of America. Under Mr. Cameron’s stewardship as President and CEO, the agency grew from a small nonprofit serving veterans in Santa Rosa, California, into a network of 14 resource centers across Northern California, Arizona and Nevada. During his tenure, VRC also expanded its reach to Vietnam, where it has built three elementary schools and supports medical outreach services in the district of Luong Son.

“I’m fortunate to have spent my career doing meaningful work, alongside a remarkable group of people, on behalf of such a well-deserving population,” said Mr. Cameron. “Together, we’ve been able to transform the lives of untold thousands of veterans, many of whom had nowhere else to go. I’m amazed every day by our team’s relentless focus on the mission and their dedication and compassion for veterans. I want to thank our Board, staff and clients for allowing me to serve them over these many years, and the countless donors, volunteers and community partners who have supported the agency and made our work possible. I look back with pride on all the great things we’ve accomplished together, and I have the comfort of knowing I leave VRC in the capable hands of our wonderful team.”

Jason Henry, Chief Operations Officer at VRC, said: “I’ve learned so many lessons from Peter that I will carry with me forever. He inspires compassion, dedication, strength and determination

among those who've been lucky enough to know him. His retirement is hard-earned and well-deserved, and I can't wait to hear about all the adventures he embarks upon as he starts his next chapter."

"Peter is a true leader," said Kendra Barter, Clinical Services Director at VRC. "His passion and determination to improve the lives of our veterans has fostered my own purpose and drive over the course of my 10 years at VRC. We're here to carry on the mission he started. You will be missed, Peter!"

Chris Cabral, Chief Human Resources Officer of VRC, added: "Peter has been a strong influence on my life, both personally and professionally. He is kind, supportive and funny, and he cares a great deal about our staff and mission. We wish him the absolute best!"

Mr. Cameron has been a consultant to The White House, the Department of Labor, the Department of Veterans Affairs, the Action Agency, the Agent Orange Class Assistance Program and various state and local agencies. More recently, he served as Secretary and Board member of the National Coalition for Homeless Veterans. Through a grant from the National Endowment of Humanities, he established the first archival collection of Vietnam veterans' materials at Cornell University, and in 1979 he oversaw the production of the first symposium on Vietnam veterans' issues at Sonoma State University in Rohnert Park, California. In 1989 and 1990, he facilitated and coordinated delegations of Vietnam veterans to the Soviet Union and Kazakhstan to meet with Soviet veterans of the war in Afghanistan.

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About Veterans Resource Centers of America

Veterans Resource Centers of America is a community-based nonprofit focused on the overall wellness and reintegration of American military veterans from all eras. Founded in 1972 by a group of Vietnam veterans, VRC has 14 resource centers embedded in local communities across California, Arizona and Nevada. With a primary focus on housing assistance, behavioral health treatment and case management, the agency takes a holistic approach to addressing the individual needs of each veteran and prides itself on helping veterans help themselves. VRC is certified by the Commission on Accreditation of Rehabilitation Facilities (CARF) and provides the highest standard of care. Find out more by visiting www.vetsresource.org or reviewing our [GuideStar](#) profile.