



For Immediate Release  
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## **New Beginnings Counseling Center Welcomes Adam J. Liff to Board of Directors**



(SANTA BARBARA, Calif.) – New Beginnings Counseling Center is honored to announce Adam J. Liff as a new member of its Board of Directors. Liff brings expertise in business relations, real estate management, and nonprofit board work. He has extensive business experience as well as a long history of working to protect vulnerable youth and families.

The addition of Liff to the Board of Directors will help enhance New Beginnings' strategic planning and other long-term agency development efforts. "We are excited to have Adam Liff bring his wealth of national board experience to New Beginnings," shared Diane Pannkuk, President of New Beginning's Board of Directors, "With our recent international attention, he will be an incredibly valuable asset as we continue to advance and improve our services."

Adam J. Liff is retired and is a private investor and child advocate. Liff moved to Santa Barbara from Nashville, TN in 2016. Liff graduated from Indiana University in 1984 with a B.S. in Finance and Accounting and from Tennessee State University in 2007 with a M.S. in Counseling Psychology. Liff's extensive business career included scrap metal and textile recycling, steel making, regulated waste disposal, banking, insurance brokerage services, real estate management and family advisory services.

Liff's recent board service includes the Board of Trustees of National CASA, currently serving as Treasurer, TNCASA, Nashville Jazz Workshop and Foster Care Review Board #7 of the Juvenile Court of Davidson County, TN. Liff has served as a CASA advocate since 1999 and until recently as a trained crisis and suicide phone counselor. Other previous community activities have included Capital Campaign Co-Chair Davidson County CASA, The Oasis Center, The Nashville Ballet, Jr. Achievement, and Congregation Micah.

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New Beginnings Counseling Center provides quality, affordable counseling, shelter, case management and education that strengthens our community and provides our clients with the ability to lead healthy and productive lives. New Beginnings Counseling Center, located at 324 East Carrillo Street, Suite C, Santa Barbara, CA 93101, (805) 963-7777, is a nonprofit 501(c)(3) organization. For more information or to make a donation, please visit [www.sbnbcc.org](http://www.sbnbcc.org).