

KOA Announces New Vice President of Human Resources

Press Release Date: June 1, 2022

Yolawnda Henry joins Kampgrounds of America as vice president of human resources.

BILLINGS, Mont. (Jun. 1, 2022) – Kampgrounds of America, Inc. (KOA) has hired Yolawnda Henry as their new vice president of human resources. In her role, Henry will oversee KOA's human resources department functionality, specifically identifying and implementing strategic goals around talent recruitment, benefits management and employee training.

Henry brings a wide variety of human resources experience and expertise to her new position at KOA. For over a decade, Henry served as the chief human resources officer for Alternatives, Inc. in Billings, MT, the parent company for several pre-release centers across the northwest region. Henry's human resources experience also includes tenure within the medical sector.

"Yolawnda brings a wealth of experience to KOA and has already made a notable impact during her short time with us," said Toby O'Rourke, CEO and president of Kampgrounds of America. "Her strengths will support our business growth, fuel positive morale and employee retention, enhance safety and wellness, promote inclusion and enable KOA to attract top talent that align with our mission and values."

Outside of her work at KOA, Henry is a sought-after public speaker, especially on topics relating to diversity, equity and inclusion in the workplace. Henry serves on the Billings Chamber of Commerce Diversity Steering Advisory Board and is a board member of the Yellowstone Valley Chapter of the Society for Human Resource Management.

Henry attended Clark Atlanta University where she obtained a Master of Public Administration in human resources management.

ABOUT KAMPGROUNDS OF AMERICA

[Kampgrounds of America](#), Inc. (KOA) is the world's largest system of open-to-the-public campgrounds with 525 locations across the U.S. and Canada united under the mission of "connecting people to the outdoors and each other." Over the course of 60 years, KOA has been the definitive industry leader in outdoor hospitality. KOA's family of campground brands – KOA Journey, KOA Holiday and KOA Resort – offer sites and amenities designed for every type of camping experience. In addition to unrivaled brand visibility, KOA offers campground owners unparalleled support, marketing, and technology. The company's proprietary reservation software, K2, delivers campgrounds a competitive advantage within the market. Founded in 1962 in Billings, Mont., KOA now serves more than a million camping families each year, who rely on the standards of excellence and unique outdoor adventures for which KOA is known. For more information, visit [KOA.com](#).