

John with wife,
Stephanie, and children
Macy and Grant.

Meet
JOHN SHACKELFORD

Eagle Ranch is pleased to announce the appointment of John Shackelford as our new Executive Director to lead the daily operations of Eagle Ranch. John will begin his duties in July, working closely with our Founder, Eddie Staub, to make a seamless transition within the organization.

Learn more about John Shackelford in our video announcement at EagleRanch.org/NewSeason

Prior to joining Eagle Ranch, John spent 10 years at Chick-fil-A headquarters in the corporate marketing department. In his most recent role, he led Chick-fil-A's Brand Planning team, responsible for marketing communications planning, including the promotion of new products. Prior to that role, he was Team Leader for the Sponsorships and Events marketing team, leading Chick-fil-A's national partnerships with ESPN, the Chick-fil-A Peach Bowl, and the Chick-fil-A College Football Hall of Fame.

Originally from Orlando, John graduated from Wheaton College in Illinois with a double major in Business and Theological Studies. While at Wheaton, he was a 4-year varsity basketball player, serving as the team's captain his senior year. Throughout college, and continuing into his time in Atlanta, basketball has been a source of connection for ministering to youth.

John and his wife, Stephanie, along with their two children, are moving to Eagle Ranch from the Grant Park neighborhood of downtown Atlanta. Shackelford has initiated, and volunteered in, several ministry projects reaching children and families. He served on the Board of Directors of Beloved Atlanta and as a community group leader at City Church Eastside.

About Eagle Ranch

Eagle Ranch is one of the Southeast's largest residential children's programs. Children are provided a Christ-centered home, education and counseling in an 18-24 month program that involves the entire family, with the goal of the child returning home. Eagle Ranch serves up to 42 boys and 24 girls, giving the structure, stability and time needed to work through a crisis situation.

Located in Flowery Branch, Eagle Ranch helps children and families in more than 40 counties in North Georgia and Metro Atlanta. Additionally, Eagle Ranch has a variety of outreach efforts designed to educate and support families, therapeutic professionals, children's programs and non profit organizations across the United States and worldwide.



Learn more about Eagle Ranch's new Executive Director by scanning the QR code to the left or visiting us online at EagleRanch.org/NewSeason



Post Office Box 7200 • Chestnut Mountain • Georgia 30502 • 770.967.8500 • EagleRanch.org

A NEW
Season

**EAGLE RANCH TO
WELCOME NEW EXECUTIVE
DIRECTOR THIS JULY**



A New Season at Eagle Ranch

A NEW SEASON IS UNFOLDING
IN THE HISTORY OF EAGLE RANCH
WITH THE APPOINTMENT OF THE
FIRST NEW EXECUTIVE DIRECTOR
SINCE EDDIE STAUB ASSUMED THE
ROLE OVER 36 YEARS AGO.



At its recent annual retreat, the Eagle Ranch Board of Directors unanimously selected John Shackelford as Executive Director to lead the daily operations of Eagle Ranch.

Prior to joining Eagle Ranch, John spent 10 years at Chick-fil-A headquarters in the corporate marketing department. Most recently, he led Chick-fil-A's Brand Planning team. Prior to that role, he initiated national partnerships with ESPN, the Chick-fil-A Peach Bowl, and the Chick-fil-A College Football Hall of Fame.

“We are so impressed with John. He has the experience and insight needed for this key position,” said Mike Callahan, Chairman of the Eagle Ranch Board. “His authenticity and desire to serve others will greatly benefit the Ranch's children and families as well as the staff.”

John will begin his duties in July, working closely with Founder Eddie Staub to make a seamless transition within the organization.

“In addition to the ability to lead, we looked for someone who would bring fresh ideas and build upon the solid foundation of the past 36 years,” said Eddie. “I believe John is that individual for our next season.”

John is looking forward to the next season in his life.

“I am excited and grateful for the opportunity to continue the strong legacy of faith, innovation and leadership at Eagle Ranch,” John said. “Chick-fil-A's commitment to excellence, purpose and servant leadership has helped prepare me to join the Ranch team. The Lord has grabbed hold of my heart toward Eagle Ranch's mission, and I'm honored to lead the organization into this new season.”

Coming Full Circle

John Shackelford will be the first person to fill the Executive Director role since Eddie Staub assumed the role with the founding of Eagle Ranch over 36 years ago. His appointment as Eagle Ranch's new Executive Director was the result of a year-long search and a planning process that was several years in the making. While we looked nationwide, it turns out the perfect candidate was closer than expected.

One day, Eddie Staub was on a call with his friend, David Salyers, who asked how the search was going. Salyers, a 37-year marketing veteran with Chick-fil-A, was Eagle Ranch's first board member and instrumental in helping Eddie in the Ranch's early days.

As they spoke, Salyers asked what type of person we were looking for to fill the role.

“I guess the Lord prompted me – I just thought of John Shackelford. And the more Eddie described what he was looking for, the more excited I got because in so many ways, John is a lot like Eddie. Eddie was always mature and wise beyond his years,” said Salyers. “For a younger man, John has an old soul. I've always thought about John as a great leader, and he's always had a heart to serve. He and Eddie are cut of the same cloth.”

“There is a strong desire to serve God that I've seen in Eddie's life and I've seen in John's life. They are both motivated by mission.”

“The primary characteristic John shares with Eddie is humility. Eddie is smart, charismatic, wise and has so much to offer, but all of that is balanced with his humility. I think the same thing about John. He seeks first to listen. He encourages others. People want to follow John.”

Another benefit to Eagle Ranch, noted Salyers, is John's wife, Stephanie.

“You can hardly tell the Eddie Staub story without talking about Kayanne. Kayanne has been so much a part of the Ranch. John's wife, Steph, has been working on developing young people as long as I've known her. She's going to be a real asset, just as Kayanne has been through the years.”

It seems fitting that the Ranch's first Board member would identify our next Executive Director. And as the story comes full circle, Salyers believes that John's business acumen and community involvement have well prepared him for his new role, but there is a more important motivator behind his career move.

“There is a strong desire to serve God that I've seen in Eddie's life and I've seen in John's life. They are both motivated by mission.”

what's next?

MANY HAVE ASKED EDDIE WHAT HE'S GOING TO DO WHEN THINGS SLOW DOWN. “THAT MIGHT BE A WHILE,” IS HIS ANSWER.

In addition to helping John Shackelford transition into the role of Executive Director, Eddie Staub will launch The Wings Center and continue in a leadership position at the Ranch as its founder.

*Opening in Fall 2021,
The James W. Webb
Wings Center offers
services designed to
strengthen relationships,
expand knowledge and
refresh the soul.*



The Wings Center, opening in the fall, will provide the excellence of care that has been associated with Eagle Ranch for over 36 years. Located next to Eagle Ranch's residential campus, the new center's services include out patient counseling, retreats and training for individuals, families and organizations. The center enables us to extend our reach throughout the North Georgia and metro Atlanta community and beyond. The 10,000 square-foot facility will offer services reaching more children, families and others who need support and renewal.

Eddie's longer-term plans include continuing his work with Eagle Ranch's Wings Initiative, providing counsel and mentorship to people who are starting or retooling children's programs and other non profits. To date, the Wings Initiative has assisted more than 1,000 organizations.

Find the latest on The Wings Center at EagleRanch.org/TWC