



Sarah Bradfield Named Executive Director of esp Rome



New Contact Information

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(Rome, Georgia / June 2024) esp, Inc. has named Sarah Bradfield of Rome as Executive Director for esp Rome. She will manage strategic implementation of the organization's programs, operations and fundraising specific to Rome. The announcement was made by esp Chief Executive Officer Laura Hope Whitaker. The Chason Group led the executive search for esp.

esp exists to create transformative experiences for people with disabilities and their families, changing communities for the better. The non-profit group recently purchased a facility at 1818 Kingston Highway in Rome and received special zoning approval from the Floyd County Board of Commissioners.

"Sarah is the ideal person for this position," according to Whitaker. "She not only exhibits the inclusive culture of esp Rome, but she also has extensive background in fundraising and relationship building. Sarah exudes compassion and professionalism. Her background and energy will bring momentum to the Rome campus. We are very excited she is joining our team."

Bradfield most recently served as the Executive Director of Advancement at Georgia Highlands College where she provided oversight for institutional advancement for the Georgia Highlands College Foundation. Other positions she has held include Director of Development and Alumni at Shorter University and as Director of Development for the Boys and Girls Club of Northwest Georgia. As a classroom teacher earlier in her career, Bradfield developed a

program for students with intellectual disabilities and was the Director of Special Education at a Rome City middle school.

"The opportunity to serve as the Executive Director of esp Rome is a dream come true," says Bradfield. "My passion for working with children of all abilities and creating meaningful impact for an organization with these goals and values makes this an ideal role for me."

Bradfield earned a bachelor's degree in early childhood education at Shorter University and a master's degree in special education from Western Governors' University. She has served as a member of the Junior Service League of Rome, Rome Rotary, and the Board of Directors for the Northwest Georgia Boys and Girls Club.

About Extra Special People, Inc.

esp was founded in 1986 when Martha Wyllie, esp’s founder, noticed an unequal number of opportunities for children with disabilities and began the first one-week summer camp for 21 participants. Programs began taking place in community gathering spaces until they could open their own gym five years later in Watkinsville, Georgia. For two decades, esp conducted their programs there with the number of participants growing every year. When Wyllie passed away in 2004, she left behind a growing legacy; and Laura Hope Whitaker, now CEO, stepped into the role of executive director at age 19. esp identified the need for family support and year-round programming and created the esp 360 program. Through Java Joy, esp expanded into Atlanta and Rome, Georgia in 2020. Now, esp provides all three of its programs in Rome: Java Joy, 360 Programming and Hooray Camp. esp’s Board and leadership team have developed a 10-year strategic plan that envisions esp being a nationally recognized leader in transforming communities in multiple states through programs for people with all abilities.

About The Chason Group.

esp retained The Chason Group (www.thechasongroup.com), an executive search firm specializing in non-profit organizations, to lead the recruitment process. The firm has also placed executives for the esp Athens and the Rome Floyd Chamber of Commerce.