



FRED J. CROWELL

NBC Camps Founder/President

Fred J. Crowell is founder and president of Northwest Basketball Camps, the largest residential athletic camp in the world. Based on servant-leadership principles and founded in 1971, NBC Camps seeks to influence young people, families, and organizational leaders toward a servant-led way of life. It has sites in 40 different cities and three countries abroad, and averages over 10,000 campers each summer. With a passion for development of the individual, Fred Crowell has been a vital and dynamic force impacting the youth and adult culture through leadership training seminars and consultation, school assemblies, sports camps and clinics. Over the past 42 years, Fred has spoken worldwide to thousands of schools, businesses, and conferences.

Fred grew up in Anacortes, Washington, a small town where his dream began. He went on to earn a Bachelor of Science in Education and Masters Degree from the University of Idaho, where he played basketball and baseball. There he met his wife of 46 years, Susie, who shares his desire to teach successful human performance. In addition, their two married children, Jennifer Ferch and Jay Crowell, participate in NBC Camps.



JENNIFER FERCH

Jennifer Ferch is an NBC Camps Vice President and has been the creator of the NBC Camps leadership curriculum for the past seven years. With diversified experience in leadership, keynote presentations, consulting, and executive coaching, Jennifer Ferch works to create a profound experience of personal and collective transformation. Working directly with her father, Fred Crowell, Jennifer focuses on building programs that generate strong, healthy and powerful leaders. Jennifer's areas of expertise include team building, mission fulfillment, appreciative conflict resolution, team development and enhancement, and community building. Jennifer has a master's degree in Counseling Psychology from Gonzaga University. She and her husband, Shann Ferch, a former European pro-athlete as well as an expert in Servant Leadership and Forgiveness, Reconciliation and Social Justice, work together on issues pertaining to team leadership and player development.



ROGER SMITH

Roger Smith, has been a dynamic teacher and coach for the past 21 years in Puyallup, WA where he resides with his wife Jesse and son Luke. Roger is an NBC Camps Vice President and the director of one of the largest and most successful NBC Camps' sites, in Auburn, WA. He has been involved with NBC Camps since he first attended as a camper at the age of nine. Roger holds a double major in Elementary and Special Education from Pacific Lutheran University and has a master's degree from Gonzaga University in Curriculum and Instruction. Roger's energy, enthusiasm, and commitment to excellence make him one of NBC's most outstanding camp directors and core leaders.

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