



a seriousfun camp

Sterling Nell Leija is Director of Operations of Roundup River Ranch, an organization that provides free medically-supported camp programs to children with serious illnesses and their families. Roundup River Ranch is a member of the SeriousFun Children's Network, the largest family of medical camps and programs in the world, which was founded by Paul Newman. Sterling joined the Roundup River Ranch team in 2014 as the Camp Director and has grown the number of camper experiences over 700%.



Sterling is an active member of the American Camp Association and has served in numerous volunteer and leadership roles. Currently, Sterling is serving in her second term as a member of the National Board of Directors. As a national board member, Sterling serves as the Chair of the Diversity, Equity, and Inclusion Advisory Committee. She is also a member of the Strategic Planning Committee; Government Relations Committee; and Board Diversity, Equity, and Inclusion Committee. Additionally, Sterling is an American Camping Foundation Board of Directors.

As a graduate of Texas A&M University in College Station, Texas, with a background in educational psychology, Sterling is passionate about education, outcome based intentional programming, equitable access to youth development programs, and the impact of camp. As a passionate educator, Sterling has extensive experience as a presenter and trainer, sharing best practices, research, and tools with industry leaders. She has been engaged as a camper, volunteer, and staff member since the age of 13 and has been a camp professional for almost 20 years.

Sterling is a Colorado native who lives at Roundup River Ranch's campsite year-round with her two teenagers, Jax and Jayden. Jax is an avid musician who plays the drums, piano, guitar, and bass. Jayden is passionate about the outdoors and is an active 4H member raising poultry and swine. Both of her children have experienced camp as campers.

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