



FOR IMMEDIATE RELEASE

Naturally Boulder Promotes Arron Mansika as Its Inaugural Executive Director

BOULDER, CO (March 6, 2018) – Naturally Boulder, with a mission to nurture conscious growth, leadership and innovation in the natural products industry, has named Arron Mansika as the organization's first Executive Director. Marking a milestone of Naturally Boulder's maturation, the group's board of directors developed the new leadership role in response to the nonprofit's tremendous growth and expanded scope.

Mansika, who previously served Naturally Boulder as a board member, Director of Operations and, most recently, Managing Director, has been part of the natural products trade group since its earliest days. Working alongside Naturally Boulder's founders since 2006, Mansika helped establish the nonprofit and has overseen its development collaboratively with its board of directors.

With 1,200 members, 140 sponsoring companies, and more than 5,000 event attendees over the course of last year, Naturally Boulder was well positioned to add the Executive Director role. Mansika, who will report to the board of directors, will oversee Naturally Boulder's growing staff, as well as its finances, communications, programming, and overall organizational strategy.



Arron Mansika,
Naturally Boulder Executive Director

"Arron has been an integral contributor to Naturally Boulder's success throughout his longtime work with the organization's board of directors, advisors, sponsors, members and supporters," said Carlotta Mast, President of Naturally Boulder and Senior VP of Content and Insights for New Hope Network. "He brings a deep passion for the natural products community to his work, and I am pleased to see his leadership continue to evolve with the growth of Naturally Boulder."

"I'm honored to be at the helm of such an effective and thriving organization," Mansika said. "I'm surrounded by passionate entrepreneurs and seasoned professionals. Together, we will advance the leadership and innovation of this amazing natural products community while deepening our commitment to the conscious business practices that positively impact human health and the planet."

About Naturally Boulder

Founded in 2005, Naturally Boulder is a unique nonprofit 501c6 organization with more than 1,200 members comprising manufacturers, retailers, distributors, brokers, services companies, entrepreneurs, investors and others in the natural products community. Naturally Boulder's mission is to foster growth of the natural, organic and sustainable products business in Boulder and Denver, throughout Colorado's Front Range and beyond. The organization hosts education, networking and mentoring events throughout the year. Learn more at www.naturallyboulder.org.

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