

FOR IMMEDIATE RELEASE

## **Naturally Boulder Welcomes New Board President, Board Members, and Expands Staff for 2019**

*1,400-member natural products organization welcomes new leadership, board members*

**Boulder, CO (January 30, 2019)** – Naturally Boulder welcomes two new board members, Brandon Hernandez, Senior Partner at Whole Brain Consulting, and Andrew Judd, CMO at ONE Brands. Each will serve a single two-year term before being eligible for re-election in 2020.

Naturally Boulder also announces a change in leadership, as Carlotta Mast, SVP of Content and Insights at New Hope Network, passes the baton to Alex Hanifin, CEO of Alpine Start.

When reflecting on her time as board president, Mast shared:

"Naturally Boulder has been instrumental in nurturing and growing the Colorado natural products industry over the last 15 years, and I've been honored to serve as board president since 2016. My goal has been to help Naturally Boulder live out its mission, vision and guiding principles in all of our endeavors, and I'm excited to continue serving on the board."

Alex Hanifin, who began working with Naturally Boulder ten years ago as the organization's first intern, assumes the role of board president and enters her sixth consecutive year serving the board.

"I am thrilled to be Naturally Boulder's 2019 president! Naturally Boulder has been a key part of my career development. The growth and status NB has earned inspires me daily and I look forward to continuing NB's expansion by supporting this brilliant community and welcoming new businesses and people to join the organization," Hanifin stated.

In addition to changes in board composition, NB made recent changes to its staff. Peter Mohr was promoted to Director of Operations. A newly created Communications and Events Coordinator role was filled by 2018 University of Colorado graduate, Susan Morrell. The creation of this position will enable NB to expand its digital presence to better provide resources for its members and to foster a stronger community.

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### **About Naturally Boulder**

Naturally Boulder is an economic development organization dedicated to nurturing and promoting organic and natural products businesses of all sizes in Boulder, throughout Colorado's Front Range and beyond. We do this by creating meaningful connections for and

among our members, offering education in business-building skills, serving as an advocate on important issues and coordinating economic development activities that advance the interests of our members. Our vision is to be the most supportive organic and natural products community in the nation, enabling companies to thrive so they can change the world for the better. Naturally Boulder was created in 2005 and today has nearly 1,400 members, including manufacturers, service providers, entrepreneurs, investors and individuals who are part of a thriving organic and natural products community in Boulder and throughout our region. Visit us online at <https://www.naturallyboulder.org/>, and find us on [Facebook](#), [Instagram](#), [LinkedIn](#), and [Twitter](#).

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<https://us14.campaign-archive.com/?u=bfdedf140ad1ed74e422962ac&id=172776971e>

## **Naturally Boulder Adds Peter Mohr as Operations and Administration Manager**

**Peter to help oversee NB's continued growth**



Naturally Boulder warmly welcomes Peter Mohr to its staff! Peter, who previously worked with Impact Hub Boulder, serves as Naturally Boulder's full time Operations and Administration Manager. He oversees the operational duties of this 1,100-member trade group, including member communications, website updates, and ensuring the NB office has the best tunes playing at all times. If you haven't yet met this wonderful guy, be sure to say hello next time you're at a NB event!

#### **INCOMING PRESIDENT:**

##### **ALEX HANIFIN, CEO Alpine Start**

I am thrilled to be Naturally Boulder's 2019 President and Board Chair! Naturally Boulder has been a key part in my career development and many of the people I have met in the last 10 years have been through networking nights and events. The growth and credibility NB has earned is something that inspires me daily and I look forward the continued expansion by supporting the brilliant community we have and welcoming the new business' and people to our organization.