

News Release  
**For Immediate Release**

Contact: Emily Tracy  
ROOT Marketing & PR  
919.449.4803  
[emily@rootmarketingpr.com](mailto:emily@rootmarketingpr.com)

### **Naturally Boulder's Executive Director Steps Down**

*Arron Mansika served 15 years, growing the organization to a national business model*

BOULDER, Colo. (January 6, 2021) – Naturally Boulder, an economic development and networking organization dedicated to nurturing and promoting organic and natural products businesses to be a powerful force for positive change, announced today that its Executive Director, Arron Mansika, resigned from his leadership role, effective December 31, 2020.

Since 2006, Mansika has led Naturally Boulder's growth, sitting on its initial board of directors before holding the company's first staff position and eventually serving as the organization's inaugural Executive Director in 2014.

Under Mansika's leadership, Naturally Boulder grew to 1,500 members with a network of more than 1,000 companies representing more than 69,000 employees, according to a recent study the nonprofit trade association conducted with the University of Colorado's Leeds School of Business.

"It is Arron's balance of entrepreneurial business acumen, skilled community organizing, and authentic leadership that has guided Naturally Boulder to what it is today," said Fresh Ideas Group's Sylvia R. Tawse, a Naturally Boulder co-founder and current advisor. "He has contributed to the successes of hundreds of entrepreneurs and their companies."

In 2017, Naturally Boulder broadened its focus, launching an affiliate organization in the San Francisco Bay Area. That expansion culminated in Naturally Network, which formally launched in 2020 and now serves seven Naturally affiliates across the United States, leveraging and building upon Naturally Boulder's success.

"Naturally Boulder has been an ideal organization to deepen my approach to environmental leadership, encouraging authenticity and mindfulness in business. At Naturally Boulder, we understand that regenerative businesses measure success not only by financial gain, but also by long-term business practices that improve human health, communities, and the planet," said Mansika. "This mission-driven industry is, at its roots, a positive disruptor of the status-quo, continually seeking innovative ways to use business as a tool for social change. I wish continued success to Naturally Boulder and our new Naturally Network."

Mansika, who intends to return to his entrepreneurial roots, will serve Naturally Boulder in a limited capacity to make for a sound leadership transition.

###

[Professional, high resolution photo available here.](#) Photo courtesy of Naturally Boulder.

### **About Naturally Boulder**

Naturally Boulder is a 501(c)6 nonprofit economic development organization dedicated to nurturing and promoting organic and natural products businesses to be a powerful force for positive change. Founded in Boulder, Colo. in 2005, Naturally Boulder today has more than 1,000 members - a roster comprised of manufacturers, service providers, entrepreneurs, investors and individuals in Boulder and its extended region. Naturally Boulder members receive meaningful connections to mentors and peers, access to cutting-edge business education, and participate in community celebrations. Visit Naturally Boulder online at <https://www.naturallyboulder.org/>, and find Naturally Boulder on [Facebook](#), [Instagram](#), [LinkedIn](#) and [Twitter](#).

For media information or interviews with Naturally Boulder's departing Executive Director, Arron Mansika, contact Emily Tracy at 919.449.4803 or [emily@rootmarketingpr.com](mailto:emily@rootmarketingpr.com).