



December 17, 2013

FOR IMMEDIATE RELEASE:

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National Ski Patrol announces John McMahon as executive director

The National Ski Patrol (NSP) announced today that John McMahon has been appointed the organization's new executive director, effective Jan. 2, 2014. McMahon brings 20-plus years of experience in the ski and tourism industries to the NSP, the largest winter rescue organization in the world. As executive director, McMahon will spearhead initiatives to elevate NSP's brand and relevancy and build infrastructure and programs to better serve NSP's patroller membership.

"This is an excellent opportunity for me to give back to the industry that helped raise me," said McMahon. "I aim to provide a fresh vision for the future and work to raise the profile of NSP's sanctioned training programs across the U.S. The National Ski Patrol is an industry icon, and I am looking forward to furthering its mission and programs to a level of peak performance."

Prior to joining the NSP, McMahon spent five years working as president/CEO of Breckenridge Chamber Resort (GoBreck), a nonprofit destination marketing organization. During his tenure, he was credited with several major accomplishments, including helping pass a ballot measure for a lodging tax and raising the market share for the Breckenridge brand.

"John's vision and skill set are a perfect complement to the NSP's mission," said NSP Board Chair Scott Marland. "He has a rich and diverse background in this arena and a demonstrated ability to build teams and execute programs."

McMahon was raised in Snowmass and Aspen. He previously has worked with Ralston Resorts (Keystone, Breckenridge, and Arapahoe Basin), Vail Resorts, and was the project lead on a benchmark study titled "Growing the Snow Sports Industry," which was supported by Snowsports Industries America (SIA).

"We look forward to John rejoining the snow sports industry and working with him to continue to grow our partnership with the NSP," said National Ski Areas Association President Michael Berry.

McMahon led GoBreck to work more closely with several organizations by serving on member committees with the Colorado Tourism Office, the Travel Industry Association of Colorado, the Colorado Association of Destination Marketing Organizations, and the Colorado Hotel and Lodging Association.

"McMahon's advocacy for the Colorado brand should serve the NSP well," said Colorado Tourism Office Director Al White.

About the National Ski Patrol

The National Ski Patrol is a federally chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For 75 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 28,000 members represent 98 percent of the nation's patrollers. For more information, access www.nsp.org.

For further comments or interviews regarding the NSP, please call NSP Communications Director Candace Horgan at (303) 988-1111, x2625.