Backcountry Snowsports Alliance Names Brian Holcombe Executive Director

Contributed by The Editors
Tuesday, 13 March 2007

Boulder, Colorado, March 14, 2007 - Colorado's voice for backcountry skiers, snowboarders, and snowshoers, the Backcountry Snowsports Alliance (BSA) has named Brian Holcombe as the organization's new Executive Director

The Backcountry Snowsports Alliance, a non-profit 501(c)(3) organization, represents skiers, snowboarders, and snowshoers recreating on public lands managed by the United States Forest Service, Bureau of Land Management, Colorado State Forest, and Colorado State Parks. The Backcountry Snowsports Alliance originated from the Vail Pass Task Force, a group created to manage growing levels of conflict experienced by recreationists in the Vail Pass area in the early 1990s. Working collaboratively with motorized groups, the Backcountry Snowsports Alliance works to provide non-motorized recreationists opportunities to enjoy safe, quiet backcountry areas during the winter.

Brian Holcombe brings to the Backcountry Snowsports Alliance a wealth of experience in land management policy, business management and sales, recreation programming, and backcountry recreation. Holcombe holds a B.S. in Natural Resource Recreation and Tourism from Colorado State University and studied land management policy as a graduate student with the Human Dimensions Unit of the Colorado State University Warner College of Natural Resources. Additionally, Holcombe has filled management roles with The Mountain Shop and Poudre River Kayak and Canoe, both of Fort Collins, Colorado since 2003.

Holcombe will infuse the Backcountry Snowsports Alliance with new energy, bringing a successful history of event planning and recreation programming to the organization. "I am excited to fill this role with an organization that is so vital to the backcountry community across the state and the western United States," Holcombe said. "I look forward to continuing and improving the history of the Backcountry Snowsports Alliance as a key voice in cooperative land management."

Holcombe replaces Interim Executive Director Heath Mackay as the face of the fifteen-year-old organization. Holcombe will be the fifth Executive Director in the organization's history.

Backcountry Snowsports Alliance Board of Directors President Tom Gordon is confident in the skills and passion of Holcombe, with whom Gordon has worked in the outdoor industry for more than four years. "Brian Holcombe has come to us from the Outdoor Industry with a stellar background in management and public land use. His skill set is uniquely matched with BSA's vision for the future," said Gordon. "Brian's organizational and communication skills might only be exceeded by his passion for backcountry skiing."

The Backcountry Snowsports Alliance has worked with local chapters, motorized groups, and land managers to impact the management of winter recreation across Colorado. Past and present project locations for the organization include the Vail Pass, Rabbit Ears Pass, Buffalo Pass, and Wolf Creek areas. Holcombe looks forward to extending the reach of the Backcountry Snowsports Alliance, with forest planning processes underway in the San Juan, Grand Mesa, Uncompahgre, and Gunnison National Forests. "The Backcountry Snowsports Alliance will look to be proactively involved in local issues with a strengthening network of local chapters across Colorado," Holcombe said. "We are excited to welcome our newest local chapter, the Red Mountain Pass Area Chapter of the Backcountry Snowsports Alliance. This group is already working cooperatively with motorized groups and land managers in Ouray, San Miguel, and San Juan counties on the upcoming travel management plan revision for the region."

For additional information on Backcountry Snowsports Alliance Names Brian Holcombe Executive Director, contact Brian Holcombe or Tom Gordon or visit www.backcountryalliance.org.

ABOUT Backcountry Snowsports Alliance - Backcountry Snowsports Alliance (BSA) is the voice for non-motorized winter recreationists on public lands in Colorado. BSA is the voice for backcountry skiers, snowboarders, and snowshoers in Colorado and partners with the Winter Wildlands Alliance, Southern Rockies Conservation Alliance, and Backcountry Magazine, among other advocacy and industry organizations.