



I am running for Director because I believe underground spaces are unique and nonrenewable environments. I believe in the NSS' mission of conservation, exploration, scientific study, and public education. That mission is best served by a vibrant national society filled with Directors focused on serving the membership and supporting its Officers and dedicated volunteers who are doing the day-to-day work of the society.

Thirteen years ago, my life changed when I walked into a Potomac Speleological Club meeting. I found talented people who taught me to cave responsibly and safely. I learned to survey in Germany Valley, WV. Living in Denver since 2010, I've found the same amazing community in survey projects in AZ, NM, SD, CO, WY, MT and elsewhere. I've been involved in the exploration of Lechuquilla, Double Bopper, and Tears of the Turtle. I've also managed survey projects in WY and MT including leading the 25-person 2019 Tears of the Turtle expedition. I am a Colorado Grotto and Northern Rocky Mountain Grotto member. In 2016, I was awarded a Certificate of Merit for climbing 526' Perseverance Dome in Hellhole. I've participated in NCRC. I worked for four years as a Rope Access Technician during which I handled all rigging on the rewiring of Carlsbad Cavern's lighting system.

Wandering into that meeting in 2007 changed my life. Membership in the NSS means being a part of a community of incredible people. It means being a part of protecting and preserving underground spaces for future generations. That is the compelling message we offer to the public. Our future means supporting that community and the volunteers that are doing the work of managing it.

But the NSS is facing challenges:

- 1)Our membership is declining**
- 2)Our financial health and transparency needs improvement**

All other goals of the organization flow from these. With fewer people and fewer financial resources, it will only get harder to accomplish our goals.

Professionally I own a digital marketing agency. I help organizations understand and increase engagement with their customers through digital platforms. That work includes managing multiple website redesigns for clients. Prior to that, I was the Chief Marketing Officer at a startup where I simultaneously managed the customer service and marketing departments while being responsible for a budget of 14 million dollars annually.

As a non-profit and a volunteer organization, the NSS' needs differ drastically from a business. But the society needs experience in technology, marketing, and finance if we are to reverse our membership decline and change our financial trajectory. I am committed to understanding

and fixing those two issues by supporting our officers and volunteers who are already hard at work on solutions.

As a Director my focus would be on:

- 1)The development of a new website
- 2)Better outreach to new and lapsed members
- 2)Resolving outstanding accounting issues
- 3)Helping the membership to better understand the finances and operation of the society
- 4)Repeating the success of those grottos that have grown their membership

The NSS has a proud history. If elected, you can count on me to support our amazing volunteers in pushing towards an even greater future. Thank you for your consideration!