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FOR IMMEDIATE RELEASE

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National Ski Patrol Hires Two Directors

The National Ski Patrol announced today that it recently hired two new directors – Beckett Stokes as the marketing and communications director, and Matt Mears as the sales and partnerships director. Both bring diverse experience to their new roles, and both have past experience as ski patrollers.

“We are really excited to have Beckett’s and Matt’s talents, energy and experience on our team,” said Executive Director Meegan Moszynski. “They share a commitment to serving our membership and to supporting the organization’s mission to keep people safe on the mountain.”

Stokes will be managing the organization’s marketing and communications with its membership, with the outdoor sports community and with the public. She brings extensive experience building marketing and communications functions for nonprofit organizations. Most recently, she served as director of communications at Rose Community Foundation in Denver, and before that, she managed communications for the Episcopal Church in Colorado.

“I am eager to help the NSP build and expand its profile and its story with the outdoor sports community, and to support members and patrols as they recruit new patrollers,” she said. “Skiing has been a central part of my life, and being a ski patroller in college provided me excellent emergency care training and some of the closest friendships of my life. I am excited to be part of an organization that offers so much to its members and to outdoor sports.”

Mears will be managing NSP's sponsorships, partnerships and the NSP Online Store, which provides exclusive gear and discounts to the organization's members. He brings both retail and managerial experience to his role, most recently as the director of retail operations at The Write Stuff in Melville, N.Y. where he oversaw upgrading many of that company's systems and development of marketing and branding programs.

"I could not wait to tell my fellow patrollers from Hunter Mountain in New York about my new role at the national office," Mears said. "I look forward to working with like-minded outdoor professionals towards the common goal of creating value for NSP members. I hope to use the experience and skills I have attained as a retail professional and outdoor enthusiast to grow the sales and partnerships department for the NSP."

Both Mears and Stokes joined NSP in their new roles late this spring.

About the National Ski Patrol:

The National Ski Patrol is a federally-chartered 501(c)(3) nonprofit membership association. As the leading authority of on-mountain safety, the NSP is dedicated to serving the outdoor recreation industry by providing education and accreditation to emergency care and safety service providers. NSP has more than 31,000 members who are ski and bike patrollers, mountain hosts and associates, and who serve more than 600 patrols around the country and internationally. The NSP is based in Lakewood, Colo.

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