



Mailing Address: 2525 Arapahoe Ave, E4-151, Boulder CO 80302

FOR IMMEDIATE RELEASE: 1/30/21

**Naturally Boulder Welcomes New Board of Directors President
and Board Members for 2021**

*1,100-member natural products organization welcomes
new leadership, board members, and staff changes.*

Boulder, CO (January 30, 2021) –Naturally Boulder welcomes four new members to its Board of Directors: Jenna Fitch, Community and Conference Content Director at New Hope Network; Rajesh Babu, President and COO at Birch Benders; Jennifer Rosenthal, Partner at KO Firm; and John Simmons, Co-Founder at Weller. In late 2020, Naturally Boulder also welcomed Behrose Mistry, EVP Innovation and Commercialization/Quality at Meati Foods; and Kelly Shea, Senior Vice President of Government Affairs and Corporate Communications at Charlotte’s Web. Each will serve a single two-year term before being eligible for re-election in 2023.

Naturally Boulder also announces a change in leadership, as John Grubb, Managing Partner at Summit Venture Capital, passes the baton to Andy Judd, CMO at Yasso. Grubb will continue to serve on Naturally Boulder’s Board of Directors through the end of 2021 while serving on the Naturally Network board as its President concurrently as the organization expands its reach nationally.

When reflecting on his time as Naturally Boulder’s Board President, Grubb shared:

“While 2020 presented a unique set of challenges once the pandemic took hold, the Naturally Boulder board, staff and sponsors never wavered in their commitment to serve our community. We quickly adapted to virtual offerings and pursued programming and events designed to fit within the pandemic constraints – including collaborating and co-sponsoring events with the newly established (and expanding) Naturally Network. First imagined at our annual Board retreat several years ago, this national network of like-minded affiliates now includes Chicago, Austin, San Diego, and the Bay Area, with additional communities finalizing their intent to join us.

“We have an outstanding set of experienced and committed leaders joining the Naturally Boulder and Naturally Network Boards for the years to come.”

Judd assumes the role of Naturally Boulder's Board President and enters his fourth consecutive year serving Naturally Boulder.

"The passion of Naturally Boulder's membership, sponsors and staff inspires me to live our guiding principles of promoting human, animal, and environmental health. We have all seen challenges over the last year, and we have a great opportunity to be a beacon of support and connectivity to our community. We have exciting plans to evolve our programming, expand to the broader Rocky Mountain region, and enhance our platform capabilities to provide even greater value to our community."

The Board also elevates Susan Graf, Vice President, Regional Development Manager at Alpine Bank, to a Co-Vice President role.

"I am excited to help cultivate this amazing network. What I love most about Naturally Boulder is that we nurture a culture of generous sharing of ideas, collaboration and mentorship. It is the secret sauce that makes this the most successful area in the country to start and grow a business in the natural products industry."

In addition to changes in Board composition, Naturally Boulder has seen changes within its staff. Arron Mansika has stepped down from the Executive Director role effective December 31, 2020. Earlier in the year, Julie Zagars received a promotion to Programming Director and Staff Manager. Christy Augsburger filled a newly created Marketing and Community Manager role.

#####

About Naturally Boulder

Naturally Boulder is an economic development organization dedicated to nurturing and promoting organic and natural products businesses of all sizes in Boulder, throughout Colorado's Front Range and beyond. We do this by creating meaningful connections for and among our members, offering education in business-building skills, serving as an advocate on important issues and coordinating economic development activities that advance the interests of our members. Our vision is to be the most supportive organic and natural products community in the nation, enabling companies to thrive so they can change the world for the better. Naturally Boulder was created in 2005 and today has nearly 1,100 members, including manufacturers, service providers, entrepreneurs, investors and individuals who are part of a thriving organic and natural products community in Boulder and throughout our region. Visit us online at <https://www.naturallyboulder.org/>, and find us on [Facebook](#), [Instagram](#) and [LinkedIn](#).

Media Contact

Christy Augsburg

Marketing & Community Manager

christy@naturallyboulder.org