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Colorado Chautauqua Association expands leadership team
Outdoor industry veteran Ann Obenchain appointed director of marketing and development

BOULDER, Colo. (March 22, 2010) – The Colorado Chautauqua Association (CCA) today announced that outdoor industry expert Ann Obenchain has joined its senior leadership team as director of marketing and development.

Most recently, Obenchain served as vice president of marketing and member services for the 1,100-company members of the Boulder-based Outdoor Industry Association (OIA). In addition to leading strategic planning, direction and implementation of all association and member program activities related to marketing and communications, Obenchain managed market research, educational programming and webinars, and fundraising and affinity programs for the national trade association. Prior to her time with OIA, Obenchain was marketing manager for Kelty Inc., overseeing all corporate marketing initiatives. She has also worked with Atomic Ski USA and Quest.

“Landing an established talent like Ann will allow us to expand our marketing and development initiatives to the next level,” said Susan Connelly, CCA executive director. “Her expertise and interests align perfectly with our mission to build community through unique cultural, educational, recreational and social experiences.”

Obenchain recently served on the Advisory Panel of the National Forum on Children and Nature, a program launched by The Conservation Fund dedicated to reconnecting kids with nature. Additionally she served on the board of directors of the Outdoor Industries Women’s Coalition from 2001 to 2005.

“As one of the greenest National Historic Landmarks, the Colorado Chautauqua is truly a gem,” said Obenchain. “With full dedication to serving our community, I am excited to preserve and share the Colorado Chautauqua experience.”

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The Colorado Chautauqua Association is a 501(c)(3) nonprofit organization that preserves, perpetuates and improves the site and spirit of the historic Chautauqua in Boulder, enhancing its community and values through unique cultural, educational, social and recreational experiences. The Colorado Chautauqua is open year-round, providing public programming, private event venues and nightly lodging in 60 historic cottages and two lodges located on 26 acres beneath the majestic Flatirons. To arrange interviews with executive director Susan Connelly, please contact Claire Tindall at 303-449-2108, ext. 24. For more information about the Colorado Chautauqua and the CCA, visit www.chautauqua.com or www.facebook.com/coloradochautauqua.