

## Dana Watts Executive Director, Leave No Trace Center for Outdoor Ethics

Dana Watts is the Executive Director of the Leave No Trace Center for Outdoor Ethics, a non-profit organization that promotes stewardship of the outdoors and responsible recreation practices. Dana joined the Center for Outdoor Ethics after its incorporation in May, 1995. She has been the Executive Director for 22 years and manages a staff of 21 in Boulder, CO. Growing up in Colorado and raising a family in Boulder, Dana has a true passion for protecting natural lands and the experiences they provide. Dana moved to Boulder in 1993 and since that time has focused largely on public lands and conservation. Dana has taken Leave No Trace from a conservation concept to an education powerhouse with significant influence in the world of outdoor recreation best practices. With programming in every state and many countries, Leave No Trace reaches an estimated 15 millions visitors annually to public lands. Dana has served on several national conservation and outdoor recreation boards including the Outdoor Industry Association and Colorado Fourteener's Initiative.