

CHAD HIXON

EXECUTIVE DIRECTOR

CAREER OBJECTIVE

Results-driven professional with over 20 years of experience in leadership, operations, and relationship management. Committed to supporting balanced, responsible public land management and advancing sustainable outdoor recreation opportunities through collaboration and effective leadership.

PROFESSIONAL EXPERIENCE

Executive Director

Trails Preservation Alliance, Colorado Springs, CO. / Sep 2020 - Present

- Became the first Executive Director for the Colorado based off highway motorcycle advocacy group.
- Managed and implemented all TPA events, fundraisers and meetings including; TPA Sweepstakes, Colorado 600 Trails Awareness Symposium and the TPA Partner Club meeting
- Increased TPA reach via more frequent email communications and by establishing TPA social media pages.
- Maintain relationships with ~20 regional motorcycle organizations.
- Broadened TPA mission and website effectiveness to be the “umbrella” organization to assist local and regional based clubs in Utah, Colorado and New Mexico.
- Established administrative systems (Google Business Suite, Monday.com, Dropbox, Smugmug, etc.) for organizational planning, communications, marketing assets and business document storage.
- Manage and work with TPA Consultants and Counsel; including Wildlife Biologists, GIS Professionals, Civil Engineers, Marketing, Graphic Design and other Counsel specific to land use issues.
- Established the TPA Trail Crew LLC
- Manage and work with numerous corporate sponsors and donors.
- Maintain relationships with numerous federal and state land managers in Colorado, Utah and New Mexico
- Governor’s Office of Outdoor Recreation (OREC) Advisory Council member 2020 – Present.
- Colorado State Land Board Working Group 2025 - Present

OWNER/MANAGER

Arlie Dales Jug Liquors, Salida, CO / Sep 2003 – Dec 2024

- Created a boutique style libation store in Salida, CO built on outstanding customer relationships and personalized shopping experience
- Strategically planned to focus sales on high margin items which now attributes to roughly 35% in each wine and liquor sales annually compared to the industry standard of 15-20% each respectively
- Increased sales 8-10% 15 years in a row
- Created a newsletter to directly advertise monthly specials which account for 70% of our top selling items each month
- Other duties include; purchasing, receiving, customer service, sales, marketing, scheduling, payroll, bookkeeping, tech support and property & equipment maintenance
- Management of up to 8 employees



EDUCATION

**WESTERN STATE
COLORADO UNIVERSITY**

GPA: 3.85

Gunnison, CO.

*B.A. Recreation- Outdoor Leadership
and Business (May 2001)*

Relevant Coursework

- Internship- Small World
Adventures Ecuador

Awards & Honors

- magna cum laude

ADDITIONAL SKILLS

Organization

Typing

Writing

Public Speaking

Event Planning

Motorcycling

Critical Thinking

Problem Solving

Communication

Vision

Skiing

LICENSES AND CERTIFICATIONS

Avalanche II

- Voted best Liquor Store 8 years in a row by our community
- Created a unique customer loyalty program, "The Jug Club," in which customers earn cash back on all their purchases

PRESIDENT AND CO-FOUNDER

Central Colorado Mountain Riders, Salida, CO / May 2016 – September 2020

- Co-Founded central Colorado based 501(c)(3) motorcycle club which now has nearly 200 members
- Oversee and offer direction to the CCMR "Team" with all aspects of club business
- Create and manage CCMR team and membership communications
- Established and maintain good relationships with local government and land managers
- Work closely and communicate regularly with local OHV crews in Salida and Gunnison districts
- Established relationships with other local motorized recreation organizations including: Tomichi Trail Riders, GOATS, Colorado Off Road Enterprise, Rocky Mountain Trials Association
- Built relationships with other non-motorized recreation organizations including; Colorado Mountain Club, Leave No Trace, Continental Divide National Scenic Trail, Continental Divide Trail Coalition, Colorado Trail Foundation, Gunnison Trails, Buena Vista Single Track Coalition and Salida Mountain Trails
- Adopted five trails in the Salida, Gunnison and Saguache RD' including 2 sections of the Continental Divide Trail
- Implemented consistent funding for CCMR through Trail Cents- a voluntary sales tax collection from two local businesses

SNOWCAT TOURS ASSISTANT SUPERVISOR/SKI GUIDE

Ski Monarch LLC, Garfield, CO / Jan 2004 – Apr 2013

- Lead groups of up to 12 skiers per day safely through back country avalanche terrain
- Performed avalanche mitigation including the use of explosives and ski cutting
- Managed inventory and completed accurate documentation of the use of explosives
- Managed Snowcat Tours corporate sponsorships- K2, BCA, Smith, Hestra, Helly Hansen, Spyder
- Collaborated with Monarch Ski Area marketing department for promotional events including photo shoots
- Assisted Snowcat Tours director with USFS outfitter guide permitting
- Developed and implemented a cornice control system that is still in use
- Organized and developed a volunteer ski/boot packing program for Monarch Snowcat Tours and Monarch Ski Patrol

PRESIDENT BOARD OF DIRECTORS

FIBArk Boat Races, Salida, CO / Aug 2003 – Aug 2008

- Organized and oversaw all aspects of the event- which is Salida, CO largest, longest running event and the oldest whitewater festival in the country estimated to draw more than 20K attendees
- Duties included: corporate sponsor relations, permitting with local governments and land managers including the City of Salida, Chaffee County, BLM and AHRA, whitewater event announcing.
- Hired the first ED for the organization
- Co-founded the Pine Creek Boater X and Raft Rodeo events
- Competed in Freestyle Kayaking competitions with an Expert Men's championship in 2006 and Pro finalist in 2007

