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### **ALCC Hires New Executive Director**

*Denver, CO* - The Associated Landscape Contractors of Colorado (ALCC), a statewide association with 600 member companies, has hired John McMahon as the fourth executive director in the association's 55-year history.

McMahon, who most recently served as the executive director of the National Ski Patrol, brings extensive local and national association management and far-reaching work with other outdoor-related industries to the association. While at the National Ski Patrol, McMahon led a historic 2020 Vision planning process, elevated the credibility of the industry, developed new budget monitoring, and incorporated best management practices.

"The ALCC Board of Directors could not be more thrilled about the hiring of John McMahon," said ALCC President Will Pereira. "His vast experience with associations, as well as his passion for everything outdoors, lends itself perfectly to the needs of our members."

McMahon's private sector and non-profit leadership experience includes positions with the Breckenridge Tourism Office, Monterey County Convention and Visitors Bureau, and Vail Resorts and Loveland Ski Area. The governor of California appointed McMahon as the Deputy Director-Chief of Marketing for the California State Parks in 2000, which attracted 84 million visitors annually and contributed \$2 billion to local communities at the time.

"I am looking forward to being part of the ALCC team and helping the organization continue to advance the wonderful work already put in place," said McMahon.

The Associated Landscape Contractors of Colorado (ALCC), with six chapters statewide, is the premier professional organization for Colorado's landscape companies. For more than 50 years, ALCC has guided landscape professionals to address Colorado's unique climate and to promote sustainable landscapes. ALCC promotes the responsible use of water and other natural resources and provides educational and industry certification opportunities to Colorado's landscape professionals. More information at [www.alcc.com](http://www.alcc.com).

Learn more about McMahon

at: <https://www.linkedin.com/profile/view?id=AAMAAAG0HHsBCYdkFA3QRmXIqSwSW5QBz2jKzpl&trk=hp-identity-name>