

NEWS RELEASE

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Washington Trails Association Announces New Chief Executive Officer

SEATTLE— Washington Trails Association (WTA) is excited to announce Jaime Loucky as our new CEO. Loucky, who officially took the role in December, will lead this 50-year-old nationally recognized nonprofit into the next stage of protecting trails, inspiring hikers and ensuring the outdoors are accessible for everyone.

“Jaime has been an amazing WTA leader since he started as our first chief impact officer in 2020. In addition to being a lead driver of our new strategic plan, he quickly pivoted to help WTA navigate unprecedented times during the COVID pandemic,” said Matt Martinez, WTA’s board president.

“I’m thrilled for the opportunity to lead Washington Trails Association,” Loucky said. “I believe that WTA’s vision of trails for everyone, forever is of greater importance than ever before, and I know that this organization will continue to build a more sustainable, inclusive and thriving future for recreation in Washington.”

With an extensive career spanning international development, strategy consulting and mission-driven nonprofit leadership, Loucky brings a breadth of knowledge as well as three years of direct experience supporting WTA’s mission.

“During his time as interim CEO, Jaime demonstrated that he was the right leader for our organization,” Martinez said. “His deep understanding of WTA and the recreation landscape in Washington, coupled with his multicultural perspective and values-based leadership, give us every confidence that he is the right choice to help WTA advance our vision.”

“I look forward to continuing to grow WTA’s community and impact to ensure that everyone in Washington can get out and enjoy our state’s natural wonders,” Loucky said. “WTA is a remarkable organization and we will continue to do exceptional work thanks to our committed board, dedicated staff, diverse partners, and passionate volunteers and supporters.”

Loucky was raised in Bellingham and has long enjoyed exploring the outdoors with his friends and family. After exploring the world, he came back home to the Evergreen State with the goal of raising a family and protecting the natural beauty that inspired him in his youth. Loucky has more than two decades of professional experience in the public and private sectors. He has focused on helping organizations scale up their work and build durable, innovative solutions to complex problems.

“WTA is in a unique place as an organization. We’ve become a leading voice for trails not just in Washington state, but across the country. In recent years, we have quadrupled in size and reach, and there continues to be widespread demand and appreciation for our work. We bring

hikers together and use the strength of that community to make an outsized impact for trails,” Loucky said. “Yet, as more people discover the power of time in nature, investment in recreation infrastructure hasn’t kept pace with growing demand — trails are feeling that tension. WTA needs a leader who can help us navigate this changing landscape. We must find new opportunities to protect and maintain trails while remaining true to what makes WTA so special. I am looking forward to the adventure.”

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About Washington Trails Association

Washington Trails Association (WTA) is the largest state-based hiking and trail-maintenance nonprofit. We have a 50-year legacy of engaging the hiking community to ensure Washington's trails stand the test of time. With more than 26,000 members and an online community of over 300,000 and growing, we are connecting people to the outdoors — from everyday adventures to backcountry explorations. Each year, 4,500 WTA volunteers perform over 160,000 hours of trail maintenance across the state. We mobilize hikers as public lands advocates, trail stewards, and on-the-ground experts sharing knowledge with fellow hikers. WTA's strength is our community and our vision depends on fostering an inclusive organization where everyone feels welcome and represented. Together we can ensure there are trails for everyone, forever. Learn more www.wta.org