



FOR IMMEDIATE RELEASE

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Lutricia Eberly Named Executive Director of Pennsylvania Outdoor Recreation Association

Experienced outdoor industry leader to guide newly rebranded association's expansion and growth.

Harrisburg, PA – August 5, 2024 – The Pennsylvania Outdoor Recreation Association (PORA) has named Lutricia Eberly as its new Executive Director, bringing extensive outdoor industry experience and leadership expertise to guide the association's continued growth following its recent rebrand from the Pennsylvania Ski Areas Association.

Eberly joins PORA at a pivotal time as the association expands its focus from ski industry representation to serving all outdoor recreation providers across Pennsylvania's \$19 billion outdoor recreation economy. Her diverse background spans crucial areas essential for building PORA's membership and impact in the outdoor recreation sector.

"We are delighted to welcome Lutricia as the new Executive Director of PORA," said Lori Phillips, President, PORA and General Manager of Ski Big Bear. "Her sales experience from the ski industry, combined with outdoor program oversight experience and executive leadership, gives her the depth and breadth needed to build a sustaining association that serves all outdoor recreation providers."

Eberly brings 14 years of ski industry experience from Roundtop Mountain Resort, including nine years as Director of Sales focused on developing year-round business strategies. Most recently, she served as Director of Outdoor Experience and then Chief Membership Officer with Girl Scouts in the Heart of Pennsylvania, where she managed outdoor facilities, volunteer training, risk management, and membership growth initiatives.

Her experience developing partnerships with educators, youth organizations, chambers of commerce, and destination marketing organizations aligns directly with PORA's mission to build collaborative relationships across Pennsylvania's outdoor recreation sector.

"I am excited to take the vision of the PORA board and design a membership benefits structure, champion the economic power of outdoor recreation, and advance workforce development within the outdoor industry," said Eberly. "My background in both the ski industry and outdoor programming gives me a deep understanding of the challenges and opportunities facing outdoor recreation providers today."

Eberly's appointment comes as PORA prepares to launch several key initiatives, including an expanded job board platform, enhanced workforce development programs, and new

membership benefits designed to support outdoor recreation providers statewide. The association currently represents over 30 outdoor recreation providers and is actively recruiting new members across all outdoor recreation sectors.

Originally from the Midwest, Eberly and her partner Dave have skied 43 different ski resorts across the United States and Canada and plan their vacations around outdoor adventures. Her personal passion for outdoor recreation, combined with her professional experience in membership growth, facility management, and industry sales, positions her to lead PORA's evolution into a comprehensive resource for Pennsylvania's outdoor recreation providers.

Eberly succeeds Linda Irvin, who served as executive director during the association's ski industry focus and transitioned into retirement following the successful rebrand to PORA.

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About the Pennsylvania Outdoor Recreation Association

The Pennsylvania Outdoor Recreation Association (PORA) represents outdoor recreation providers across Pennsylvania's \$19 billion outdoor recreation economy. Founded in 1978 as the Pennsylvania Ski Areas Association, PORA serves outdoor recreation providers across all 67 counties of the Commonwealth. The association provides advocacy, workforce development, risk management resources, and business growth opportunities for its members while supporting Pennsylvania's outdoor recreation industry through legislative representation and economic development initiatives. For more information, visit paoutdoors.org.

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