

For Immediate Release
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WESTERN RESOURCE ADVOCATES WELCOMES NEW EXECUTIVE DIRECTOR, TOUTS NEW APPROACH TO WESTERN ENVIRONMENTAL CHALLENGES

**Jim Martin brings political savvy, expertise, and strategic vision to helm of regional
environmental group**

Boulder, CO—Western Resource Advocates, a leading environmental law and policy group focused on the Interior West, today announced that it has appointed Jim Martin as its new Executive Director. Martin will replace Bruce Driver, who will be stepping down in June to spend more time in the outdoors and to travel. Driver served the organization as executive director for more than five years.

Martin, tapped for his broad background in natural resource policy, has what's needed to lead WRA into the next phase of its development, Driver said. "As the West faces some of its most dramatic changes in its history, WRA is stepping up to address the many challenges facing our region," he said. "We've been developing new strategic responses to the exponentially increasing pressures and changing political realities in the West. I believe Jim Martin has the vision, talent and expertise to steer the organization through the rough waters ahead. WRA couldn't be in better hands."

"We're thrilled to have Jim Martin aboard," said Eric Hirst, Western Resource Advocates Board Chair. "Bruce Driver brought the organization to an important threshold, and Jim Martin will take it to the next level." Hirst noted that Martin, currently director of the University of Colorado's Natural Resource Law Center, is widely known for his expertise in natural resource policy. "Jim has a deep understanding of all the issues WRA works on, from green power to air quality to water protection to public lands use," Hirst said. He added that Martin served former US Senator Tim Wirth as state office director and is well aware of the lay of the land politically in the West.

"WRA is one of the most exciting organizations protecting western landscapes and waterways," Jim Martin said. "I knew the organization's founder, back when it was called the Land and Water Fund of the Rockies, and have been involved from the beginning. I've watched WRA grow into a leading regional conservation organization. There is no other organization with the same unique mix of legal and policy expertise anchored here in the West. WRA has helped reduce air pollution in much of the region, while promoting energy efficiency and renewable resources. Today, WRA is grappling with one of the greatest challenges the West has faced in a century: developing a balanced and sustainable energy policy that conserves the West's open spaces, vistas, and wilderness."

Martin said he believes WRA is poised to make the leap to the next level—where it can be a “cogent, pragmatic voice for the Interior West. I am excited about working with WRA’s board and staff to continue building the organization.”

Driver announced his upcoming departure at the end of 2003, and a search committee was immediately formed to identify the top candidates for the position. WRA had a field of exceptionally strong candidates to choose from, according to Mike Yokell, Board Member and search committee chair. “It says a lot about the organization that so many accomplished individuals applied for executive director position. The depth and breadth of Jim Martin’s experience will be an invaluable asset to WRA, and we couldn’t be more pleased to announce his appointment.” Martin will take up the reins on July 1.

About WRA

Western Resource Advocates is a solution-oriented environmental law and policy center serving the Interior West. It uses science, law, and economics to protect the region’s lands, air, and waters for today’s residents and future generations. Headquartered in Boulder, CO, WRA works throughout the seven Interior West states and has an additional office in Salt Lake City. For more information, please visit www.westernresources.org.

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