



Ozark Trail Association
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PRESS RELEASE

FOR IMMEDIATE RELEASE

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OZARK TRAIL ASSOCIATION NAMES MATT ATNIP EXECUTIVE DIRECTOR

LONGTIME VOLUNTEER WILL OVERSEE GROWING NON-PROFIT ORGANIZATION

POTOSI, MO; January 5, 2013 – The Ozark Trail Association (OTA), the volunteer organization that builds and maintains Missouri’s Ozark Trail, is pleased to announce that Matt Atnip has been named its new Executive Director.

*Our
Mission
To develop,
maintain,
preserve,
promote and
protect
the rugged,
natural beauty
of the
Ozark Trail.*

Atnip, who had been a Senior Claim Examiner at Reinsurance Group of America (RGA), will be in charge of managing the programs and operations of the OTA, as well as fundraising for the organization. The OTA will be focusing initially on programs and operations, but wishes to expand its mission to a wider range of trail enthusiasts and potential donors. Atnip will lead this effort.

In addition to his position at RGA, Atnip served most recently as OTA Vice-President and member of the Board of Directors as a volunteer. He has also served the organization as Treasurer, construction manager, crew and event manager for OTA Mega Events, USFS certified sawyer and chair of the construction and maintenance committee. His involvement with the OTA dates back to 2004. While he will relinquish his VP and Board member roles given his new position as Executive Director, he will remain active in many facets of the OTA’s events and activities.

MORE



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A 501 (c)(3) Nonprofit Organization

"The presence of a day-to-day Executive Director strengthens our ability to meet the needs of our volunteers, agency partners and donors," noted Steve Coates, President of the OTA Board of Directors. "Matt's deep knowledge of the Ozark Trail through his involvement as a volunteer with the OTA and the background he brings in working with volunteers will greatly benefit our overall operations, our programs and our trail community."

Before joining OTA, Mr. Atnip analyzed high-dollar life insurance claims for RGA, where he also developed automated solutions for assessing and managing claim records, and handled complex claims including foreign deaths and medical and financial misrepresentation. He also facilitated classes on medical terminology and other industry topics, served in a management role and holds several professional insurance certifications.

Atnip studied Management Information Systems at Southern Illinois University, Edwardsville. He and his wife Kathy, along with their family who are all active OTA volunteers, live in Hazelwood, Missouri, a suburb of St. Louis.

About the Ozark Trail Association

The non-profit volunteer Ozark Trail Association (OTA) was founded by the late John Roth in 2002 with the mission to **develop, maintain, preserve, promote and protect the rugged natural beauty of the Ozark Trail**. OTA volunteers have contributed over 60,000 combined hours of work including laying out and flagging proposed new trail; building trail with hand tools; and performing maintenance through the OTA's "Adopt-A-Trail" program; managing OTA "Mega Events" (weekend-long camping and trail-building events); and other work outings for volunteers. For more information about the Ozark Trail and the OTA, and for trail maps, an interactive trip planner, a schedule of upcoming events and other information, see ozarktrail.com.

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Editor's Note: High-resolution images of the OTA logo, trail maps, photographs and other artwork are available by request to the Ozark Trail Association, 573-436-0540 or email Abi Jackson, abi.jackson@ozarktrail.com.