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Center for ReSource Conservation

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Center for ReSource Conservation Selects New President

Neal Lurie to lead CRC into next phase of Innovation and Smart Growth

BOULDER - May 5, 2015 – After an extensive search, the Center for ReSource Conservation (CRC) has chosen Neal Lurie as its new president effective May 6, 2015. CRC, a nonprofit social enterprise based in Boulder, helps more than 50,000 people per year throughout the Front Range to conserve water, energy, and building materials. Lurie will take the helm from Michelle Barnes who served as interim executive director through a phase of capacity building and retooling.

“We are excited to have Neal lead us into the future, focusing on innovation and smart growth,” said Tom Chesney, CRC’s Board Chair. “His commitment to conservation speaks for itself and he has the full support of the Board.”

Lurie is an experienced nonprofit executive with a successful track record and deep roots in sustainability and business. As executive director of the Colorado Solar Energy Industries Association he played a lead role in growing Colorado into one of the top solar states in the nation. He also served in leadership roles at the Boulder Chamber, American Solar Energy Society, and other organizations.

An avid bike commuter, Lurie created the vision and developed the successful plan to build the Denver-Boulder Bikeway, an 18-mile bike path now under construction in the U.S. 36 corridor.

“I’m thrilled to be part of such a talented team that’s putting conservation into action,” Lurie said. “CRC’s impact across the Front Range is remarkable, with 11 million gallons of water saved, 3 million pounds of building material diverted from landfills, and 16,000 students engaged in conservation annually. CRC makes it easy for people to save money and live more sustainability.”

Lurie received his MBA from CU’s Leeds School of Business and is a veteran of eight political campaigns. He lives with his wife Cathy in Boulder.

About The Center for ReSource Conservation (CRC).

Formerly the Boulder Energy Conservation Center, the organization was founded in 1976 by a group of community-minded citizens seeking ways to help reduce our dependence on non-renewable resources. The organization has since developed extensive expertise in the areas of energy efficiency, reclaimed materials, water conservation, and student engagement. CRC helps communities up and down the Front Range of Colorado put conservation into action. Learn more at www.conservationcenter.org