



## MORGAN SCHERER TO LEAD WASHINGTON WATER TRAILS ASSOCIATION

*May 2, 2013.* Morgan Scherer was hired as Executive Director of the Washington Water Trails Association (WWTa). Ms. Scherer brings a passion for the WWTa mission of securing and maintaining access to camping, launching and landing sites for non motorized boaters, and extensive experience in non-profit management and leadership.

"We are delighted to welcome Morgan as the new Executive Director of WWTa," stated Ms. Andree Hurley, President of the Board. "We look forward to her efforts to renew and expand relationships with land managers, with the paddling community and with businesses serving non-motorized boaters.

Reed Waite, former Executive Director of WWTa, said "Morgan had the necessary skills to be Executive Director when I started working with her at WWTa in 2000. She's great with people, takes care of project details, and has an infectious, inquisitive enthusiasm that motivates others. Whether canoeing Rosario Strait, or determining placement of the next best water trail campsite, Morgan will keep her focus on the importance of public access to Washington's waters."

Ms. Scherer is a founder of Familybike and a former employee of WWTa, including serving as pro-tem Executive Director. She is a paddling enthusiast, and competed in the Sprint Kayaking Junior World Championships, and was the Senior Pan American Champion in 1991. A long-term Seattle resident, Ms. Scherer graduated from Roosevelt High School, and received her Bachelors degree from University of Washington.

"The work of WWTa, preserving public access to our waterways for non-motorized use, benefits everyone in the Puget Sound region, as well as many people around the state of Washington. I am honored to have been chosen to lead this important organization into its next phase of prominence and effectiveness."

### *About Washington Water Trails Association*

WWTa is a non-profit organization whose members love to travel and enjoy the world by small boats. The Association incorporated in 1990 after realizing that urbanization and privatization of Washington's shorelines are limiting access to, and rapidly changing the pristine nature of Washington's waterways. WWTa provides a clear voice for small boater's rights, and a helping hand to preserve access to Washington's water for future generations. The mission of the organization is to promote advocacy, education and stewardship of public access to Washington's waterways for people in human, and wind powered, beachable watercraft.

[www.wwta.org](http://www.wwta.org)