

Pete Johnson, NSS 62728, New Mexico

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Life Member, Certificate of Merit Award, Current Director, 2020-2023



I am running for reelection because I believe underground spaces are unique and non-renewable environments. I believe in the NSS' mission of conservation, exploration, scientific study, and public education. That mission is best served by a vibrant national society filled with Directors focused on serving the membership and supporting its Officers and dedicated volunteers who are doing the day-to-day work of the society.

In the last two years, the NSS has seen a 10% increase in membership, reversing a trend over a decade long. Financially we are as strong as we ever have been. Our accounting is good, and our balance sheet is healthy. We passed a strategic plan for the first time in ten-plus years, and we have an updated, improved draft in the works. We relaunched caves.org for the first time in over a decade. We've completed a draft rewrite of the Bylaws and Acts in preparation for an Executive Director and have funding for that position figured out. The board is better organized and more focused than at any time since I have been on it.

That outcome is the product of a lot of people focusing on the big picture and working hard. As the old phrase goes, if you want to go fast, go alone; if you want to go far, go together. I am proud of my contribution to the above, which includes serving on the Strategic Planning Committee, Financial Review Committee, Bylaws/Acts working group, and Website Committee. As the Chair of the Directorate since 2021, I have worked directly with the Officers to support their work.

I'd like to continue the work being done at the NSS, including finishing the job of getting an Executive Director in place, improving communication to membership (something we still struggle with), and continuing to define/refine the processes within the organization.

Thirteen years ago, my life changed when I walked into a Potomac Speleological Club meeting. I found talented people who taught me to cave responsibly and safely. I learned to survey in Germany Valley, WV. I've found the same amazing community in survey projects in AZ, NM, SD, CO, UT, WY, MT, and elsewhere. I've been involved in the exploration of Lechuguilla, Double Bopper, Tears of the Turtle, and Loaded Dice. I've managed projects in WY and MT and coordinated with Federal Agencies. Having recently relocated to Albuquerque, I am a Sandia Grotto and Northern Rocky Mountain Grotto member. In 2016 I was awarded a Certificate of Merit for climbing 526' Perseverance Dome in Hellhole. I've participated in NCRC. I worked for four years as a Rope Access Technician during which I handled all rigging on the rewiring of Carlsbad Cavern's lighting system.

Wandering into that grotto in 2007 changed my life. Membership in the NSS means being a part of a community of incredible people. It means being a part of protecting and preserving underground spaces for future generations. That is the compelling message we offer to the public. Our future means supporting that community and the volunteers that are doing the work of managing it.

Professionally I own a digital marketing agency. I help organizations understand and increase engagement with their customers through digital platforms. Prior to that, I was the Chief

Marketing Officer at a startup where I simultaneously managed the customer service and marketing departments while being responsible for a budget of 14 million dollars annually.

The NSS has a proud history. Our future is pretty bright. If elected, you can count on me to continue pushing toward an even greater future. Thank you for your consideration!