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HILL COUNTRY CONSERVANCY ANNOUNCES NEW CEO

*Former Museum of the Southwest CEO to Take the Helm as Organization Moves
Into its Third Decade*

AUSTIN, TEXAS – November 30, 2020 — [Hill Country Conservancy](#) (HCC) Board of Directors today announced Dan Eck will succeed the organization’s founder and conservationist George Cofer as chief executive officer. Eck previously served as the executive director of the Museum of the Southwest in Midland, Texas.

Eck brings a unique expertise with a cross-section of skills stemming from an arts, science and education background. As HCC closes out its 20th year and begins a new chapter, Eck’s experience in change-management and fundraising will drive the organization as it pursues new lines of programming in service to the community and the hill country.

“The Board and search committee were incredibly impressed with Dan’s background and his ability to lead organizations like Lakeland University and the Museum of the Southwest through periods of transition,” said HCC Board Chair Pat Fox. “His non-profit passion and leadership has resulted in significant growth for the organizations he’s served, building both financial stability and community goodwill. We are thrilled to have him in this role, taking us into the future.”

With the goal of preserving open space and conserving critical watersheds in the Texas Hill Country, HCC has achieved significant growth over the past two decades. The organization secured its first conservation easement in 2004, and by working with community partners, has since grown the region’s land conservation portfolio to include more than 40,000 acres of Texas land that are now protected — forever. The organization’s most recent milestone includes the completion of the first half of its 30-mile Violet Crown Trail, and is now looking ahead to complete the full project.

“Having a lifelong passion for the outdoors and a fascination with Texas’ wide-open spaces, I couldn’t be more excited to lead HCC forward,” said Dan Eck, HCC’s new CEO. “This year has been a time of reflection and returning to our roots, recognizing the irreplaceable value of nature, community and spending time outdoors. Looking ahead to 2021 and beyond, I am excited to grow HCC’s programming and better connect Central Texans to the land we preserve.”

The Board of Directors officially voted in Dan Eck on November 10, 2020. Eck’s new role as CEO could begin as early as December 2020. For more information about the organization, the executive search process or latest news and events, visit www.HillCountryConservancy.org.

ABOUT HILL COUNTRY CONSERVANCY:

Hill Country Conservancy is a nonprofit land trust committed to preserving not only the natural beauty and open spaces of the Texas Hill Country but also its economy. HCC marshals public and private resources to preserve the natural areas and scenic vistas, aquifers and springs, rivers and streams, working farms and ranches, and the rural heritage of the Central Texas Hill Country for people to enjoy and cherish for generations to come.

For more information, visit www.HillCountryConservancy.org.

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