



Jim Quinlan is the current owner of Jax Outdoor Gear. Jax initially started in Iowa as a surplus store and grew over time when Quinlan moved to Fort Collins, Colorado, and began building chain stores in the west. As the sole owner of the company, Quinlan holds a lot of responsibilities when it comes to developing Jax Outdoor Gear. Quinlan's responsibilities include sales, inventory management, budgeting, event planning and marketing.

Before owning Jax Mercantile CO., Quinlan studied various majors at Iowa State University before deciding to open his own business instead of completing college. During college, Quinlan worked as a store manager at his parent's supply store and assisted a master painter on their projects. Quinlan is passionate about the outdoors and nature conservation.

While studying at Iowa State University, Jim Quinlan took an interest in helping his parents Marvin and Lola Quinlan run their supply store business they purchased in 1955. Shortly after his second store in Greeley went under, Quinlan decided to move all his operations to Fort Collins and bought a store called Jax Surplus Location in 1980 at the age of 21. Quinlan liked the name and decided to keep it for the rest of his store's locations. After his parent's retirement in 1998, Quinlan purchased the army plus store in Iowa store from them and continues to build the Jax Outdoor Gear location across Colorado and Wyoming.



Will Shafroth is the current President and CEO of the National Park Foundation.

Shafroth originally adopted this role in 2015. Since 2013, Shafroth served on the board of the National Water Institute and as the County Commissioner of the Marin County planning commission.

Shafroth originally grew up in Arapahoe County in Denver, Colorado. Shafroth originally grew his passion for the outdoors through his love of skiing, hiking and biking through Colorado. Shafroth later studied Environmental Studies from U.C. Santa Barbra before earning his master's at Harvard University. Shafroth began his outdoor career at American Farmland Trust in 1990. After many career changes, he finally worked up to a job from the secretary of the interior in 2009. Shafroth later helped open up the crown of the Statue of Liberty to the general public that closed shortly after 9/11.

Even before taking the role of CEO of the National Park Foundation in 2013, Shafroth advocated for conservation and outdoor efforts. As CEO, Will Shafroth is in the lead role of connecting and inspiring individuals to explore national parks.