



Ashland Climate Collaborative

Working together for a resilient future

PRESS RELEASE

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Erin O’Kelley Muck Selected as First Executive Director for the Ashland Climate Collaborative

The Ashland Climate Collaborative is thrilled to announce that Erin O’Kelley Muck will take the helm of the organization starting July 15 as its first Executive Director.

A longtime Ashland resident and Ashland Schools parent, Erin comes to ACC from [Ruby Slipper Designs](#), an award-winning marketing and web design firm she founded in 2002. Ruby Slipper brought together a talented team of local marketing, graphic design, and website professionals to serve a wide variety of nonprofit organizations across the Rogue Valley and beyond. Their clients included The Ford Family Foundation, the Asante Foundation, Ashland Community Health Foundation, ACCESS, and many more. In the process, Erin wore “all the hats”: sales, marketing, communications, finances, client liaison, project management, proposal writer, strategist, manager, operations, customer service, team leader, and senior web designer.

In 2020, Erin was certified as a Master Climate Protector through Southern Oregon Climate Action Now and became an active SOCAN volunteer. She led six community-based EcoChallenges in Ashland -- month-long online competitions to create awareness, turn intention into action, and give participants a fun and social way to act on proven solutions to address climate change.

In 2023, Erin’s growing commitment to climate action has led her to decide to devote herself full-time to community climate solutions.

The Ashland City Council approved a Climate and Energy Action Plan (CEAP) in 2017 that set specific goals for City operations and the community. ACC was founded in

2021 to serve as a hub for community action to reduce our primary emissions sources and climate risks. Ashland priorities include swapping out old “natural” gas (methane) heating units for high-efficiency heat pumps; reducing local car trips by walking, biking, or taking the bus; keeping food waste out of the garbage; installing rooftop solar; and more.

We also need to do more to protect the community from climate changes already upon us, through firewise and drought-tolerant landscaping, forest management, water conservation, and protecting residents from smoke and extreme heat.

“Erin will bring new energy and creativity to ACC’s work,” said Lorrie Kaplan, ACC Co-founder and President of the Board of Directors. “Climate change work is daunting, but also empowering when we realize we can have an impact. Erin’s skills and talents will help significantly scale up climate action in Ashland and beyond.”

“This work is both imperative and meaningful,” said Erin, “and the Ashland Climate Collaborative is poised to make an impact. We have a chance to make real and measurable progress in our own backyard, as we share and learn together. I’m excited to pivot full-time into the climate space and am inspired to work together on optimistic solutions that will benefit our beautiful community.”

For more information, visit www.AshlandClimate.org or email Erin.Muck@AshlandClimate.org or Lorrie@AshlandClimate.org.