

Open Sky promotes Danny Frazer to Business Development and Marketing Director

February 10th, 2009

Contact:

Aaron Fernandes, Executive Director

970-382-8181

aaron@openskywilderness.com

www.openskywilderness.com

Open Sky Wilderness Therapy, the nation's premier holistic wilderness treatment program for adolescents and young adults, announces the promotion of Danny Frazer to serve as the organization's Business Development and Marketing Director.

As a founder, owner and member of the Open Sky leadership team, Danny brings a unique set of qualifications and experience to this new position. During the first 3 years of Open Sky's existence, Danny has held several key leadership positions, including the Operations and Field Director roles. During his tenure, he created and implemented numerous systems for the field department, operational logistics, ongoing staff training, professional development, risk management, recruiting, hiring, and human resource management. Prior to Open Sky, Danny logged over 750 field days as a guide, trainer, logistics manager and course director.

Danny graduated cum laude from Texas A&M University with a BBA in Management. His vast experience in wilderness therapy and extensive training and education in business strategy, marketing, and management will serve Open Sky well in this new capacity. Danny is known for his easy going nature, genuine curiosity in people, and love for enjoyable conversation and connection, making him a great representative and liaison for Open Sky.

Open Sky's holistic wilderness treatment program integrates the best of traditional clinical modalities, naturopathic medicine, and wilderness therapy. Open Sky works with teenagers 13 – 17 and young adults ages 18 – 28 on a wide variety of issues, including drug and alcohol abuse, depression, ADD and ADHD, anxiety, grief and loss, oppositional defiance, traumatic histories, family problems, school problems, and low self esteem. The Open Sky treatment approach is client-centered and evidence-based. With over 80 years of collective experience in the fields of wilderness therapy and holistic medicine, the Open Sky leadership team presents students and families with a comprehensive treatment program that engages the transformational power of nature to strengthen relationships, foster growth, and develop overall health and wellness. Open Sky is licensed to provide treatment in the states of Colorado and Utah.