

Meet your new president, Randy Fluharty

By Danny Bernstein

Randy Fluharty was just elected President of Carolina Mountain Club for 2018-2019.



Randy was born in West Asheville. Like many successful WNC natives, he traveled and lived near and far but knew he'd always come back to his roots.

He spent his whole career in marketing – from Quaker Oats in Chicago to Leggs in Winston-Salem. He was the brains behind the *Just my size* pantyhose for Plus size women, now sold everywhere. He also came up with the *Hanes Her Way* campaign. His expertise took him to New York City and Isotoner gloves as VP of marketing.

Then a position perfectly suited for Randy and his skills opened at Biltmore Estate. Randy and his wife Beth came back to Asheville.

He became the VP for marketing and business development, which he describes as an all-consuming job. He didn't hike while working.

Though Randy had a couple of other positions, he and his family were back firmly rooted in Western North Carolina.

Randy and his wife, Beth, were high school sweetheart. They both went to UNC-Chapel Hill and married right after college. They've been married for 41 years.

Their daughter, Eleanor, is a PT assistant. Tom, their son, is a wood crafter who lives off the grid in Madison County. He sells his pieces at various craft festivals.

“We've tried to pass on our love of hiking to our children.”

Carolina Mountain Club

When Randy retired, he had two goals.

“I wanted to join CMC and [OLLI \(www.olliasheville.com\)](http://www.olliasheville.com), the life-long learning institute located on the UNC-Asheville campus.”

“I grew up hiking with my dad. We went up to Mt. LeConte multiple times.

Randy's first hike with the club was from Sams Gap to Spivey Gap, 13 miles. He's since taken longer hikes. He's mostly a Wednesday hiker.

He keeps up with his Smokies map and colors in the trails that he's walked in Great Smoky Mountains National Park but hasn't committed to any hiking challenges.

"My career was so filled with goals and challenges. I just like to get out and meet new people."

Randy's first leadership position with CMC was as Vice President.

What do you hope to accomplish as president?

"I'd like to increase the club membership, but I'd also like to involve more of our current members."

Randy feels that if we broaden the participation of our current members, we can have more hikes, hike leaders and trail maintenance.

"I want to involve the council in this work." Randy prides himself as a team player.

"This is a joint effort. For example, what could the councilor for maintenance do with more maintainers? The same question with hike leaders."

"I've seen hikes go from 10 to 22. There's a social aspect to CMC. Most of my friends now are CMCers. My other friends are still working."

Your favorite hike?

Randy didn't hesitate. "Alum Cave Trail to Mt. LeConte".

He and Beth travel out of the area.

"We took two weeks to hike in Vermont, New Hampshire and upstate New York. The hike in the White Mountains of New Hampshire was like a boulder field. Very challenging."

They also went to Tuscany this past Spring.

"We try to do one European and one US trip a year." Randy and Beth are fans of Vermont Bicycle Tours - the company also do hiking trips.

"We enjoy meeting people. My idea of a perfect day is a beautiful challenging hike. Then we get back to our B&B and have dinner and a glass of wine."

Good Luck, Randy, in your new position!