



**CHIEF DEVELOPMENT OFFICER
PRESIDENT OF THE ASPEN VALLEY HOSPITAL FOUNDATION**
[ASPEN VALLEY HOSPITAL](#)
Aspen, Colorado



The Aspen Leadership Group is proud to partner with Aspen Valley Hospital in the search for a Chief Development Officer and President of the Aspen Valley Hospital Foundation.

The Chief Development Officer and Foundation President will provide direction for and leadership of all aspects of Aspen Valley Hospital fundraising activities. The Chief Development Officer will provide expert consultation to the Aspen Valley Hospital Foundation Board of Directors and the Aspen Valley Hospital Chief Executive Officer, while directing the activities of the Aspen Valley Hospital Foundation office toward the attainment of ambitious fundraising goals while ensuring adherence to applicable strategies, budgets, policies, and procedures.

Since 1891, Aspen Valley Hospital and its dedicated staff have been caring for residents of and visitors to the Aspen Valley. As a not-for-profit community hospital governed by a Board of Directors elected by registered voters, Aspen Valley Hospital offers a variety of clinics and locations throughout the upper Roaring Fork Valley, in Aspen, Snowmass Village, and Basalt.

Aspen Valley Hospital's diverse medical staff and skilled medical teams manage care across a multitude of service lines and meet both the routine and complex needs of area residents and visitors from around the globe. With an emphasis on sophisticated and compassionate care, many of Aspen Valley Hospital's providers see patients at multiple locations for a broad array of specialties that include primary care, emergency, general surgery, trauma care, orthopedics, cardiology, and other surgical specialties. Additionally, the Hospital's telemedicine services allow patients to see doctors from the ease and comfort of home. As a Level III Trauma Center, Aspen Valley Hospital offers the expertise and equipment required to handle complex emergency cases. Aspen Valley Hospital has a network of clinical partnerships with tertiary hospitals and specialty centers throughout the state of Colorado and across the country to ensure the most advanced care for patients.

Offering board-certified specialists in over 25 fields of medicine, Aspen Valley Hospital is proud of its award-winning, patient-centered care, including recognition by *Becker's Hospital Review* as one of "66 Critical Access Hospitals to Know" and a five-star rating for overall patient experience in 2019 by the *Centers for Medicare and Medicaid Services*. Aspen Valley Hospital is accredited by The Joint Commission, a nonprofit organization that aims to continuously improve healthcare for patients and is considered the gold standard for improving healthcare quality and safety.

The Roaring Fork Valley has always been a community-first place—an ethos that is at the core of Aspen Valley Hospital's vast network of care. Aspen Valley Hospital Foundation connects those who want to contribute to the health and wellbeing of the region in unique ways and transform the care experience at Aspen Valley Hospital. Gifts to Aspen Valley Hospital Foundation are immediately invested in its most impactful projects and programs, expanding its reach, and elevating its services to meet the many needs of this dynamic community.

REPORTING RELATIONSHIPS

The Chief Development Officer and President of the Aspen Valley Hospital Foundation will report to the Chief Executive Officer, David Ressler and will serve on the Aspen Valley Hospital Executive Team as well as the Executive Committee of the Aspen Valley Hospital Foundation Board of Directors.

FROM THE CHIEF EXECUTIVE OFFICER

We are excited and honored that you are considering the role of President and Chief Development Officer. Since the inception of our Foundation ten years ago, we have raised over \$60 million to support the efforts of Aspen Valley Hospital and its physicians and staff to meet the evolving healthcare and wellbeing needs of Aspen and the surrounding areas we serve.

Originally founded by hardworking silver miners over 130 years ago, AVH has depended on the support of our community to sustain the services upon which we all rely. In recent years, the community has stepped forward and answered our call to provide us with the financial support of the facilities, technologies, and services that we could otherwise not afford based on our smaller size and breadth of services required. Over and over again, the community has approved property taxes that we have requested, and thousands of donors have taken great pride in providing direct support.

Most recently, in 2013, AVH initiated a \$60 million capital campaign to pay for a comprehensive remodel and expansion of our current facilities which were originally constructed in 1977. After raising over \$54 million in donations, as well as \$50 million in bonds repaid by property taxes, the Hospital has tripled the size of our facility and modernized our services, resulting in a state-of-the art medical campus that will meet the needs of our community for generations to come. However, we still have a fourth and final phase to complete, and just over \$5 million to raise. This fourth phase will complete our ten-year Master Facilities Plan with a new front lobby and centralized registration.

Looking to the future for the Chief Development Officer role and AVH, together, we have new hills to climb, including the creation of a strong endowment to support the future operations of the Hospital in an environment of reduced reimbursement and increased needs for population health management. AVH is committed to participating in creating and demonstrating value to our community, as we work in community partnerships to reduce the total cost of healthcare and assure affordability and access for an entire community. In addition, the Hospital is developing a 10-15-year housing plan to increase our inventory of affordable housing to support our essential workforce that is increasingly being challenged as older employees retire and new professionals can't afford to move to our unique community.

The Chief Development Officer will be an integral part of our Hospital Executive Team as an active participant in strategy development and tactical execution. Our team values close collaboration and working together to deliver extraordinary healthcare to our community. We would welcome a new team member who can help us achieve our strategic goals through a combination of fundraising support and individual contributions to the team, the organization, and the community we serve.

—Dave Ressler, Chief Executive Officer

ASPEN VALLEY HOSPITAL'S COMMITMENT TO DIVERSITY, EQUITY, ACCESS, AND INCLUSION

Aspen Valley Hospital is a vibrant community of intersecting arts, cultures, religions, languages, and perspectives. It promotes and supports an environment where each employee achieves their full potential to improve the health of their patients and the community. Individuals from all backgrounds are encouraged to contribute their best work and to leverage their differences in order to deliver extraordinary healthcare and cultivate an inclusive workplace.

PRIMARY RESPONSIBILITIES

The Chief Development Officer and Foundation President will

- develop, implement, and monitor fundraising campaigns and goals as approved by the Aspen Valley Hospital Chief Executive Officer and the Aspen Valley Hospital Foundation Board of Directors;
- manage the operations of the Foundation office, including recruitment, management, and evaluation of staff; oversight of contractors; development of and adherence to departmental operational and capital budgets; development and maintenance of all policies and procedures; and assurance of compliance with all applicable regulatory and accreditation requirements;
- maintain a donor portfolio of high-net-worth donors with specific objectives for each individual;
- support the Chief Executive Officer and Aspen Valley Hospital Foundation Board by cultivating meaningful relationships with key donors in terms of stewardship, retention, and raising sights;
- support the Foundation Board, in cooperation with the Board Chair, to support Board development, including communications, meetings, education, board appointments, and recruitment and evaluation;
- assure compliance with all applicable bylaws and Board established policies and procedures, including seeking Board approvals where necessary, reporting of Foundation revenues and expenses in accordance with budgets and targets, and supporting Board initiatives for fundraising;
- conceive of and successfully execute fundraising and donor-cultivation events that support the strategies and objectives of the Foundation;
- prepare, submit, and monitor donor funding requests, grant applications, and other solicitations to public and private philanthropic organizations and agencies;
- create and promote planned giving, bequeaths, trust giving, annuities, donor advised funding, and other legal instruments to promote fund development;
- manage a comprehensive donor database of past and potential donors, maintain frequent and compelling communications, and provide timely and effective recognition;
- participate as a member of the Aspen Valley Hospital Executive Team, supporting all aspects of strategy development and execution, operational and capital budgeting, operations, and Incident Command;
- demonstrate purposeful service excellence through exceeding donor, patient, and colleague expectations;
- represent the department and hospital as a dedicated, courteous, and responsive leader;
- assure pertinent record documentation in accordance with regulatory requirements, professional standards, and hospital policy;
- manage and evaluate consultants, vendors, direct contractors, and out-sourced providers to assure performance of contractual obligations and the cost-effective delivery of essential services; and
- adhere to federal, state, and hospital rules and regulations including HIPAA privacy and security, and all other applicable reporting and compliance requirements.

EXECUTIVE TEAM

David Ressler

Chief Executive Officer

David Ressler has nearly 40 years of healthcare experience, with 26 of those years as a hospital administrator (15 at Aspen Valley Hospital). Dave was Aspen Valley Hospital's CEO from 2004-2013, returning to the position in the fall of 2016. In 2013, Dave moved to Tucson, Arizona, where he was Chief Strategy Officer and Chief Operating Officer at Tucson Medical Center, a 600-bed tertiary hospital. Then, prior to returning to AVH, he was the Executive Director of a newly formed management company, the Community Care Alliance (CCA), that formed two Accountable Care Organizations serving seniors in 14 rural communities in western Colorado and Washington State. During his tenure with the CCA, Dave worked with dozens of rural hospitals in Colorado, California, and Washington, gaining an abundance of knowledge about accountable care and a passion for being part of the healthcare industry's transformation to value-based care.

Elaine Gerson

Chief Operating Officer

Elaine Gerson was a clinical RN, working in the ICU and establishing the cardiology clinic at Aspen Valley Hospital, starting in 2000. She won a seat on the Board of Directors in 2002 and served in that capacity until 2004 when she moved into an administrative role. She was Legal Counsel, Chief Clinical Officer, and Compliance Officer for many years. Elaine also served as Chief Transformation Officer overseeing the development and implementation of an integrated system of care in a value-based reimbursement environment. Now, as Chief Operating Officer, she is responsible for operations across all Aspen Valley Hospital Network of Care locations, ensuring they are fully integrated in their delivery. She continues to serve as legal counsel for the Hospital. Elaine holds a bachelor's degree in nursing, a master's degree in business administration, and a juris doctorate with an emphasis on healthcare law.

Ginette Sebenaler

Chief Financial Officer

Ginette Sebenaler was promoted to Chief Financial Officer in August of 2017, formerly serving as Associate Chief Financial Officer since April of 2015. She had been Aspen Valley Hospital's Controller since 2004 and is knowledgeable about all aspects of the finance department. Prior to coming to Aspen Valley Hospital, Ginette worked for two multinational corporations in the accounting field for seven years. She had also been the Chief Financial Officer for two privately held companies in the Valley. She holds a bachelor's degree in accounting, is a Certified Public Accountant, and is also certified by the Healthcare Financial Management Association as a Certified Healthcare Financial Professional. As Chief Financial Officer, she oversees the functions of the finance department, admissions and registration, billing, engineering, environmental services, medical records, and the assisted living facility.

Jennifer Slaughter

Chief Marketing Officer

Jennifer Slaughter joined Aspen Valley Hospital's Executive Team in 2017, building on nearly two decades of experience managing communications for top tier brands and building strong relationships within the Aspen community. Prior to joining Aspen Valley Hospital, Jennifer owned and operated her own marketing firm, making a positive impact for national brands and Aspen area nonprofits. Jennifer's work has received national recognition for excellence. In her role as Chief Marketing Officer, Jennifer determines strategy and implements internal and external communications and branding efforts.

Michelle Gelroth

Chief Information Officer, Executive Team

Michelle Gelroth is Chief Information Officer at Aspen Valley Hospital. As CIO, Michelle leads the information technology team, which designs and implements technical solutions for all departments at

the hospital. Michelle was hired in 2014 as Director of Information Technology, where she gained leadership experience in project management, application development, and clinical practice. She is passionate about leveraging technology to optimize clinician workflows and enhance the patient experience and outcomes. Michelle previously held positions at Valley View Hospital in compliance and strategic financial planning. She holds a bachelor's degree in chemistry and biochemistry from University of Oklahoma. Additionally, she attended medical school at Rocky Vista University. Michelle is a Colorado native and avid Denver Broncos fan who enjoys attending games with her husband and daughter.

Eric Stahl, MD

Chief Medical Officer

Dr. Eric Stahl is an orthopedic surgeon and was a physician leader with the Panorama Orthopedic Group and OrthoColorado Hospital in Lakewood, Colorado, before joining the Aspen Valley Hospital team in 2013. He has extensive leadership, physician, and hospital governance experience. Dr. Stahl is originally from France, where he spent time in Aspen's Sister City, Chamonix, and he was a member of the French National Ski Team. Dr. Stahl assists Aspen Valley Hospital's medical staff in fulfilling their board-delegated responsibilities for the provision of quality care. He supervises employed and contracted physicians as a member of the Executive Team.

John Sarpa

Chair, Board of Directors, Aspen Valley Hospital Foundation

John Sarpa has been a major real estate figure in Aspen and the Roaring Fork Valley since 1985. He came to Aspen in that year as the head of the development team for The Ritz-Carlton, Aspen which today is the St. Regis Hotel. Presently, John is the co-developer for the new W Aspen Hotel and its Sky Residences. He also co-chaired the citizens group that master planned and redeveloped the Aspen Meadows, home of the Aspen Institute, Aspen Music Festival and School, and the Aspen Center for Physics. He was one of the developers and very active in the sales and marketing of the Residences at the Little Nell in Aspen, one of the most successful fractional, private residences clubs in the country. He has also developed and sold luxury condominiums, single family homes, and ranches in the Aspen area. John received his law degree from George Washington University, was a Rotary Scholar at the Australian National University, and a Phi Beta Kappa graduate of Indiana University. Given his education as a lawyer and his many years of successful experience in putting together complex real estate deals and sales, John's negotiation skills are widely respected in the community.

Also known for his integrity, people skills, hard work, getting things accomplished, and love and knowledge of the Aspen community, John has been a leader of many organizations. He was the Chairman of the Board of the Aspen Valley Hospital for 11 years and the CEO for 1 year; currently Chairman of the Aspen Institute Community Forum; and former President of Leadership Aspen. He has been a real estate board member on the Aspen Chamber Resort Association and former board member for the Aspen Rotary Club. He lives with his wife of 37 years, Jan Jones Sarpa, Ed.D., a practicing psychotherapist and they have one daughter, Emily who lives and works in New York City.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Aspen Valley Hospital seeks a Chief Development Officer and Foundation President with

- a commitment to the mission of Aspen Valley Hospital—to provide extraordinary healthcare in an environment of excellence, compassion, and trust;
- an ability to build and lead a development program that engages new donors, inspires donors to higher levels of giving, and establishes philanthropic partnerships that lead to giving of significant institutional impact;

- an ability to successfully execute fundraising campaigns including the development of goals and objectives in partnership with institutional and volunteer leadership;
- an ability to serve as architect of a transformational giving program and a philanthropic culture that supports it;
- a history of effective engagement and support of board members and senior administrators;
- a capacity to serve as a thought partner to the Chief Executive Officer, Executive Team members, and Foundation Board;
- an ability to manage a personal portfolio of high-net-worth individuals;
- an ability to manage the operations of a fundraising office including hiring, training, and inspiring high-performing teams;
- experience in financial and strategic planning and management including an ability to craft ambitious and achievable annual and long-term business plans;
- exceptional organizational and project management skills, including an ability to plan, schedule, and carry out multiple projects at the same time to successful conclusion;
- strong verbal and written communication and presentation skills across multiple platforms focused on diverse audiences;
- an understanding of current and emerging best practices in fundraising;
- experience within a foundation environment including knowledge of bylaw compliance and Board protocol (preferred); and
- the gravitas and stature required to represent Aspen Valley Hospital and the Aspen Valley Hospital Foundation externally.

A bachelor's degree is required for this position as is at least seven years of fundraising experience within a highly complex environment, such as a major medical center or research university.

SALARY AND BENEFITS

The salary for this position is \$275,000 annually. Aspen Valley Hospital offers a comprehensive [package of benefits](#).

LOCATION

This position is located in Aspen, Colorado.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Aspen Valley Hospital and the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected. *All inquiries will be held in confidence.*

Aspen Valley Hospital is an Equal Employment Opportunity Employer and does not make employment decisions based on sex, including gender identity and pregnancy, color, race, religion, national origin, or age of 40 and older.

To apply for this position, visit:

[*Chief Development Officer and President of the Aspen Valley Hospital Foundation.*](#)

To nominate a candidate, please contact Ron Schiller, ronschiller@aspenleadershipgroup.com.