Joshua Ost

From: Kurt Giesselman <kurtgiesselman@gmail.com>
Sent: Tuesday, November 29, 2016 4:22 PM
To: Joshua Ost
Subject: Letter of Interest for serving on the Gunnison Crested Butte Tourism Association Board

Dear Board of County Commissioners,

I am writing to express my interest in serving a second term on the GCBTA Board of Directors. I will be completing my first two-year term this January. I found my first term very rewarding and enervating. I believe that the Board has been able to make significant contributions to the growth of visitors to our valley through both our collaboration with the current GCBTA staff and the County Commissioners.

My contributions during my first term were focused on practices and procedures as well as financial reporting standards. I wrote for the Board a Financial Policy, a Conflict of Interest Policy, and a Confidentiality Policy. Working with staff and our accountant we redesigned the general ledger list of accounts and how we present our budget to better reflect the GCBTA's project focus. Going forward the Board feels much more confident about our ability to track spending by project, season, and vendor.

I continue to work with the Keystone Group (WSCU, CBMR, RMBL, GVH, Eleven, and Gunnison Rising) to encourage a collaborative marketing effort that would elevate the awareness and effectiveness of these institutions' individual marketing efforts across and outside the valley. Additionally, I continue to work with Russ Forest on several of his economic prosperity efforts now more focused on the south valley.

I think I have had an unusual number of opportunities to work across the valley through several of the not for profits where I am involved. I also serve on the Rocky Mountain Biological Lab board as Vice President and head their strategic planning and information technology board committees. RMBL reaches far outside our valley and is currently repackaging itself for a national marketing effort. All these experiences have given me the opportunity to understand many of the needs, hopes, and dreams up and down the valley.

I sent my CV in with my original application. As a brief review, I have a BS in Early Childhood Education, a BS in Chemistry, and an MS in Chemical Engineering all from the University of Virginia. I also have an EMBA from the Wharton School of Business at the University of Pennsylvania.

Best wishes,
Kurt Giesselman
317-443-2237 cell