



Visit Estes Park  
The Destination  
Marketing Organization  
[VisitEstesPark.com](http://VisitEstesPark.com)

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### **Search Begins for Permanent Visit Estes Park CEO**

**ESTES PARK, Colo. (February 15, 2018)**—Under leadership of the Personnel Committee of the Visit Estes Park Board of Directors, the Board has announced that plans are underway for finding a permanent replacement for the Visit Estes Park chief executive officer (CEO) position. As a first step, the board has approved the organization of a CEO Selection Committee, comprised of four community members who represent town and business interests. In addition, the Board plans to work with a consultant from the Employers Council, formerly known as MSEC, to offer additional guidance in what will be a nationwide search.

The four community members who have agreed to sit on the CEO Selection Committee include Frank Lancaster, Estes Park town administrator; Claudine Perrault, director of the Estes Valley Library; Jim Pickering, Estes Park historian laureate and chairman of the Economic Development Corporation; and Nick Smith, owner of Lumpy Ridge Brewing Co. In their roles as business owners and ambassadors for the community, these four understand the importance of finding a CEO who will balance Estes Park's tourism marketing with its impact on the town and its residents.

The nationwide CEO Selection Search will begin this month and is expected to conclude with a new CEO in place by August 2018.

In the meantime, the Board has asked local resident Suzy Blackhurst to act as interim CEO. She began her duties February 2 but is no stranger to the position. She served as Visit Estes Park's director of operations for four years prior to her retirement in January 2016. Before being named to the operations post, she was the communications coordinator for Visit Estes Park and preceding organizations for nine years.

"I am proud of our VEP staff because they haven't missed a beat in fulfilling our mission to Estes Park or our tourism industry since the CEO position was vacated," Blackhurst said. "Our marketing program continues to attract eyes and hearts. The social media program is visible to all our followers on Facebook, Instagram, Twitter and more. Staff continues to apply their knowledge of big data and data analysis to our efforts. Stakeholders needing a better understanding of [VisitEstesPark.com](http://VisitEstesPark.com) have received assistance."

New initiatives slated for the coming months include contracting for an economic impact study, a visitor study, and a potential updating of [VisitEstesPark.com](http://VisitEstesPark.com).