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City of Northglenn  
City Clerk's Office

**SUBMIT YOUR APPLICATION**

To apply for any Board or Commission, with the City of Northglenn, please fill out the following application. You will be contacted when a position becomes available.

**APPLICATION FOR: (Name of Board or Commission)**

**Name:**

Tim [as in Timothy] (First)

Louis (Middle)

Long (Last)

**Length of Residency**

Years 5 6 Months

**Street Address**

10661 Utrillo Lane Northglenn, CO 80234-3654

**Home Phone #:**

303-280-5220

**Work Phone #:**

303-246-5444

**E-Mail Address:**

**(If none write none)**

**Occupation:**

HealthCare Consultant; Copywriter

**Employer:**

Long Company, D&I, Inc.

**Please list your specialized business skills or education:**

Master's Degree in HealthCare Administration-Planning; SWOT Seminar Leader-Long Range Strategic Business Planning;

Hospitals, Medical Practice Appraisals; Market Assessments; Financial Feasibility Studies; Copywriter; Construction Administration (healthcare)

**Please list any civic activities in which you have been involved:**

Volunteer work at Principal-wife's school programs & events; no charge health planning sessions with Salud de Valle.

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**Have you ever attended any of the City's Boards or Commissions or City Council meetings? How about any similar meetings in other communities? Please list:** \_\_\_\_\_

None. Only attended Town Hall Meetings with Representatives Mark Udall and Bob Beauprez.  
Douglas County Commissioners planning activities and meetings for nearly 3 years.

**Are you familiar with the master plan and/or ordinances of the City of Northglenn? What about similar plans or ordinances in other communities? Please list:** \_\_\_\_\_

No, but I am sure it will be possible for me to review these and get up to speed given my prior involvement in Douglas County planning and development activities with respect to developer/master plans and the like

**What traits or characteristics do you feel you can offer in problem resolution? Please list:** \_\_\_\_\_

My career has been involved with problem solving in management and administration both in hospitals [akin to small city-states] and physician office practices.  
Have negotiated construction, physician contracts, office leases, purchase of multi-million dollar equipment.

**Why are you interested in serving on a board or commission?**

Time to give back some of my experience and knowledge into civic-minded activities wherein I believe I can provide valuable contributions and insight as well as new approaches.

**Are you related to any employee, appointee or elected official of the City of Northglenn?**

\_\_\_\_ Yes       No

**If yes, please list:**

**If you receive favorable consideration for an appointment to a Board or Commission, would your schedule allow you to attend these meetings?**

Yes      \_\_\_\_ No

**If no, please select the number of conflicts you expect per year:**

\_\_\_\_\_

**By filling out this application, you have the option of selecting additional boards or commissions of interest. Please check other choices as appropriate:**

- Planning Commission**
- Citizens' Affairs Board**
- Board of Adjustment**
- Parks & Recreation Advisory Board**
- Northglenn Urban Renewal Authority**
- Northglenn Historical Preservation Commission**
- Senior Citizen Commission**
- VALE Board (Victim Assistance & Law Enforcement Bd)**

**Briefly describe your interest in serving on this Board or Commission. Feel free to indicate any areas of expertise, background, concerns and/or general information that may be applicable.**

For well over 30 years in the Denver Metro area, I have planned/implemented/operated the region's  
minor trauma clinics; been an integral part of hospital planning [P/SL, Rose, Mercy]. Authored the DRCOG comp. hltth plan.  
I was the overseer of Longmont's new hospital construction/development. Market Assessment/Financial Feasibility Studies  
in overseas markets for private healthcare facilities led me to work with community entities. Synthesizing solutions is my expertise.

**PLEASE NOTE: Relatives of elected and appointed City officials are NOT ELIGIBLE for regular full-time and permanent employment with the City. In the event that an employee's relative is elected to Council or appointed to a Board or Commission of the City by Council, the employee will cease to be eligible for City employment during the term of office of the relative. After the term of office for the relative**

**TIMOTHY "TIM" L. LONG**

10661 Utrillo Lane – Northglenn, Colorado 80234-3654

Phone: 303.280.5220 – Email: [Quilola@Hotmail.com](mailto:Quilola@Hotmail.com)

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Self-motivated achiever with extensive record of success in management as well as: strategic planning, market assessment, feasibility studies, new healthcare program start-ups, pro forma financials, physician recruitment and facility construction. As consultant, conducts SWOT-oriented development of Business Plans as well as evaluation/appraisal of businesses/medical practices/hospitals. Skilled in negotiations and developing win-win solutions – a likeable problem-solver. Priority on building long-term patronage with clients/providers. Ability to work with individuals on all levels. Creative, resourceful and highly organized in executing projects from start to finish [thinks outside of the box]. Strong written, verbal and financial communications. Computer literate. Travels well. No stranger to making group presentations.

*Innovative – People Oriented – Goal Driven – Flexible – Personal Leadership*

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**EMPLOYMENT HISTORY**

**The Long Company, D & I, Inc.** Northglenn, CO – **Principal.** Free-lance healthcare consulting firm with ties to expertise in all facets of the healthcare industry – from business development to start-up companies, appraisals and valuations of medical practices and hospitals, marketing strategies – advertising and promotion – for specific services and organizations, market assessments and financial feasibility, new facility construction programming for architectural and construction follow-through, design of financial presentations for bond issues and strategic plans.

**Sirius Resources, LLC – Chief Operating Officer.** Greenwood Village, CO–*2003-2004* Consulted with research, then formed General Insurance Agency to manage five Insurance Brokers; HR back-office systems; carrier negotiations; Software Design Company Sponsor/Partner; marketing initiatives; unique Employer-specific Benefit Design, payroll systems, online enrollments. Post-start-up, retained as Board Consultant on as-needed basis.

**WhiteOak Resources, Inc.** Front Range, CO – **Principal.** Development Strategies, Market Assessments & Organizational Management, Building dynamic HealthCare Facilities - *Present*

- Market Assessment/Financial Feasibility Study – 3-hospital system – Tijuana, MX
- Appraisal of 36-bed Women’s Hospital in Aleppo, Syria for NYC Armenian Foundation
- Negotiated 10-year lease for 7-MD Family Practice group – Westminster, CO
- Appraisal of Medical Practices for new partner participation – Northglenn, CO
- Acquisition of Franchised Laser Clinic away from Corporate Office – Westminster, CO
- HIPAA-automated COB contracting in Colorado Hospitals+national firm–Cleveland, OH

**LONGMONT UNITED HOSPITAL – Director, Program Development.** Non-profit 143-bed-sole provider facility needed to respond to 5-year 36%+ population growth – *1999-2001*

- Directed \$25 million, 150-bed, 5-story patient tower construction – on time, on budget.
- Lead strategic planning, brought about \$29 million bond issue to upgrade infrastructure.
- Created + implemented projects for new OR, ICU, Maternity and Open Heart Surgery.
- Spearheaded new Interventional Cardiology program – recruitment of Cards + Surgeons.
- Recruited 15 new independent specialists into community + managed outreach clinics.
- Worked team approach with Orthopedic Group + Gen’l Contractor, to build new 105,000sf med-Campus at south end of Hospital’s regional service area.

**OMMA International Healthcare, Evergreen, CO & MedLink International– Vice Pres., Strategic Planning & Development, Denver, CO.** International consulting/research, program development, market assessments, client negotiations-private hospitals – *1995-1999*

- Conducted over 20 international studies: UK, Arabian Gulf States, India, Pakistan, Indonesia, Mexico, Poland and Egypt.
- Personally closed 6 key client contracts totaling \$2.6 million in fees.
- Obtained funding from US Trade & Development Agency – US Dept of Commerce.

**Western Heart Institute + Cardiovascular Services Product Line/Cardiac Emergency Network** [Pres./St.Luke's Medical Center], **Executive Director**, Denver, CO Conceived, planned, implemented and operated regional-outreach heart program – 1992-1994

- Executed \$1.8 MM financing for mobile cardiac cath lab + nuke imaging coach for joint ventures with rural hospitals in four-state service area [CO, WY, KS and NE].
- Developed Cardiac Emergency Network increasing PSL cardiologists' referrals to 42% of PSL heart patient volume – incremental revenues of \$30 MM out of \$80 MM total.
- Increased Cardio-Thoracic Surgeons and Interventional Cardiologists from 16 to 23.

**Colorado Center for Plastic Surgery**, Denver, CO – **Surgical Practice Administrator**. Plastic Surgery Practice of 6 surgeons in freestanding ambulatory surgery facility – 1987-1991

- Overseer of day-to-day operations of practice of 3 surgical suites, 18 FTE's contracting with 20+ anesthesiologists increasing revenues by \$1.5 MM within two years via direct-consumer marketing campaign, cost accounting with credit card and procedure financing.
- Managed 45,000 square foot medical office building with five tenant-leases.

**Centrum Health Systems** [Division of Daniel Crow Interests], Englewood, CO – **Director, Health Systems Development**. Promoted MD leasing in 190K sf hospital without beds – 1986-7

- Recruited 27 tenants; managed time-share exec.suite;
- Developed Business Plans for Cancer Center/Radiotherapy; Surgery Center (2-3 suites); Outpatient Cardiac Cath Lab; Physician IPA; and "Woman-Wise" healthcare center.

**Mercy Medical Center** [320-bed non-profit Catholic Order Hospital], Denver, CO – **Vice President, Strategic Development Services Division**. Directed Development office/ 9-member member professional staff/conducted business plan studies + feasibility evaluations – 1984- 1986

- 56 potential service programs/new lines of business in Corporate Strategic Plan + instigation of merger with St. Anthony Hospital Systems - completed in 1987.
- Established Highlands Ranch Hospital Development Plan – satellite hospital facility.
- Conducted acquisitions: home health agency + 3 rehab therapy companies = \$2.4 million
- Established for-profit subsidiary corp/Hospital-based PPO/Physician recruitment/loans
- Conducted 11 Medical Practice Valuations, Start-up of 2 senior outreach clinics.
- Acquisition of 3 medical practices + medical office building.
- Negotiated behavioral medicine management contract.

**Saint Luke's Hospital** [465-bed non-profit], Denver, CO – **CEO-Office of Private Practice Support/Director-Program Development/Assistant Administrator** [Saint Luke's Hospital] [post merger AKA Presbyterian/St. Luke's Medical Center]. Operations of business in PSL corporate offices-physician recruitment/loan program in three-hospital system.

- Directed the operations of eight (8) minor trauma clinics/developed Business Plans
- Recruited 114 physicians + surgeons in 2 ½ years.
- Line responsibilities: CS, Purchasing, Maintenance, Outpatient Services, Outreach Clinic.
- Conducted ten Certificate of Need Proposals for expansions – all approved.
- Build-out of ICU to accommodate open heart surgery expansion.
- Joint Venture with Children's Hospital for shared Level I, II & III Newborn Nursery.
- Recruited Neonatologist and Perinatologist Specialists/Mobile CT Scanner feas. study
- Developed Broncos Sports Medicine, Geriatrics Clinic and Alcoholism Rehab Center.
- Set up first minor trauma clinic in Denver area ~ Evergreen, CO.
- Initiated scope and development of merger with Presbyterian Medical Center.
- Doubled Cardiac Cath Lab physical size and volumes via construction + marketing.

**Primary Health-Corps, Denver, CO – Healthcare Consultant [ongoing in '80's]**

- Acting Branch Manager, Medox, Inc., subsidiary of Drake International (Canadian). Market investigation while managing on-call nursing programs and home health services.
- Nursing Home Administrator under contract to Receiver – Denver Bankruptcy Court – Life Care Center AKA Montclair Manor. Brought 300-bed nursing home compliance with State Health Department regulations. Developed outreach programs in catalog pharmacy, home health and rehabilitation. Managed 370 employees/\$3 million budget.
- Consultant—Acting General Manager, Whale Scientific, Inc., Commerce City, CO. Owner's will/estate listed my candidacy to conduct business worthiness study. Signed new manufacturers' reps nationwide for disposable plastic products [17 patents].
- Contract to conduct hospital merger study/negotiation between Lemon, SD and Hettinger ND. Successfully completed merger defining roles and functions for each facility.
- Health Planning Consultant contracted to Denver Regional Council of Governments to prepare application for Comprehensive Planning [314 (b) Agency].
- Assistant Planner II – Governor's Office-Colorado State Office of Comprehensive Health Planning, Denver, Colorado. Assigned to study understanding of federal laws and apply research to development of health planning organization for Denver Metro Area Council.

**Rose Medical Center [320-bed non-profit], Denver, CO – Director of Planning**

Conducted Strategic Long Range Plan + implementation of projects. 1976 - 1979

- Affiliated program with University Hospital in Arthritis-Rehab.
- First Annual "Keystone" Board/Medical Staff Executive Committee Retreat
- Set-up six Minor Trauma Clinics
- Expanded Neonatal Level II Nursery + Maternity Unit Revamp
- Recruited recruitment-20 physician specialists + conducted practice Appraisals~partners.
- Oversaw North Wing expansion for Rehab Therapy unit.
- Outpatient Surgery programming/integrated into existing systems.

**Midtown Hospital Association, Inc. (AKA Hospital Shared Services), Denver, CO – CEO**

Founding staff member with grant application of seven-hospital, non-profit, shared services organization. Appointed CEO within one year of employment. 1971 – 1975

- Established 17 service programs extending services to non-members.
- Line responsibility for 300 employees.
- Seven Hospital Administrators served as Board of Directors giving projects and assignments on over 50 research and feasibility studies.
- Merged 5 credit unions and 4 print shops, established security services, oncall nursing.
- Joint venture project with Denver Medical Society with Kellogg Foundation grant for combined medical records and centralized credentialing of physicians.

**EDUCATION**

**M.S., Health Administration [Planning]–University of Colorado Medical Ctr., Denver, CO**

**B.A., Business Administration-Hospital Administration–Concordia College, Moorhead, MN**

**PERSONAL**

Married – Donna K. Newberg-Long [Principal – Peak to Peak Charter School, Lafayette, CO]

Six children~empty nesters. Enjoy out-of-door activities; travel [domestic and foreign]; writing [five novel-length books in submission]; avid reader; 4-wheel exploring; golf; joke telling; rose gardening; Westminster Church of the Nazarene members.

**NEWEST EDUCATIONAL SKILLS DEVELOPMENT AND PURSUITS**

Engaged in extensive coursework, training and work activities to become skilled in the writing craft of freelance copywriting. Am retained by local clients driving their direct mail campaigns.