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# The Livewell Colorado Times

*A Bi-Weekly E-Letter for LiveWell Colorado Sponsors, Partners and Communities*



March 31, 2008

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## LiveWell Colorado Transition Team Welcomes Two New Members

LiveWell Colorado is pleased to welcome two new members to its transition team: John Hopkins, R.Ph., president and CEO of Rocky Mountain Health Plans, and Kurt Kennedy, vice president/general manager of Comcast Spotlight.

Hopkins joined Rocky Mountain Health Plans, a non-profit Colorado-based health plan, in 1986 as head of the pharmacy department. He later became Director of Legislative and Government Affairs and has also served as Director of Provider Administration. He was named president and CEO in 2001.

Hopkins has held a variety of leadership positions for both the Academy of Managed Care Pharmacy and the American Association of Health Plans. He is past president of the Colorado Association of Health Plans and a governor's appointee to the board of Cover Colorado (formerly Colorado Uninsurable Health Insurance Program). Hopkins also serves on the board of directors of the America's Health Insurance Plans, the Grand Junction Economic Partnership, Grand Junction Chamber of Commerce and the Foundation for Managed Care Pharmacy.

Kennedy oversees Comcast Spotlight in Colorado – the advertising, sales and client marketing of arm of Comcast. He is responsible for all aspects of the advertising sales division in Colorado and its 150 employees. That oversight includes sales, marketing and research, technical and business operations and video production.

Kennedy's commitment to his community and his industry is evidenced by his involvement with the Denver Advertising Federation, serving on its board of directors for three years and as president in 2005. Under his leadership, the Comcast Spotlight group has regularly supported community initiatives, such as the Ronald McDonald House, Catholic Charities, the Rocky Mountain Food Bank and many others. The next meeting of the transition team is April 2, 2008. Agenda items include refining vision and mission statements and beginning to identify key focus areas for LiveWell Colorado's work.

## Strategic Planning Contractor Selected

The Keystone Center – a non-profit organization specializing in convening and facilitating planning processes related to health, energy, and environmental policy issues at the local, regional, national and international levels – has been selected to facilitate LiveWell Colorado's strategic planning process.

Based in Keystone, CO, with offices in Denver and Washington, DC, the Keystone Center has extensive experience helping a diverse range of public, private

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and non-profit organizations develop strategic visions and implementation plans.

Keystone also brings a wealth of experience in the field of obesity prevention, including the development of an action blueprint for increasing affordable access to healthful foods in socio-economically disadvantaged communities for the Robert Wood Johnson Foundation and the facilitation of a “Forum on Obesity Prevention and Away-From-Home Foods” for the U.S. Food and Drug Administration.

The strategic planning process will begin this month and continue through September 2008.

Additional information about the strategic planning process will be included in the next edition of the *LiveWell Colorado Times*.

## Food Policy Strategic Planning

Over the next five months, a food and agricultural strategic plan for the state of Colorado will be developed. The primary goal is to identify food system changes and opportunities that will strengthen the production, processing, distribution and consumption of healthy and affordable Colorado farm products.

Civic Results is facilitating the strategic planning process, which will build upon initial work by the Colorado Food and Agriculture Policy Council (FACP) and current efforts underway across the state.

As a first step, a two-day strategic planning retreat is scheduled for April 11th and 12th, 2008. The retreat will bring together existing FACP members and other food system stakeholders from agriculture, health and wellness, government, food security, land use, energy and academic fields. Following the retreat, a planning committee will be established to meet frequently between April and July 2008, with the goal of developing a strategic plan for moving forward in tandem with current FACP efforts and LiveWell Colorado strategic plan development.

Look for more information on the Food Policy Strategic Planning process in the next issue of the *LiveWell Colorado Times*.

## Non-Profit Progress Notes

The Denver-based law firm, Holme Roberts & Owen (HRO), LLP, is preparing basic organizational

documents and an application to the IRS for recognition of tax exemption as a public charity. This work includes drafting the bylaws, articles of incorporation and conflict of interest policies. It is anticipated that the application will be submitted to the IRS by mid-May once the transition team provides final approval.

In addition, HRO will assist in creating (1) governance documents, such as policies and committee charters, (2) a plan to protect LiveWell Colorado’s current and future intellectual property and (3) a plan to educate LiveWell and its stakeholders regarding general nonprofit matters such as the scope of permissible lobbying activities, the structuring of grants and donations to meet the “public support” test required for public charity status, and the structuring of fee-generating activities that may or may not be subject to taxation.

## What about those Bus Benches?

In recent weeks, you may have noticed bus benches in the metro-Denver area sporting the LiveWell Colorado logo, URL and tagline. These are part of a small media campaign launched in late February to encourage Coloradans to take small steps to eat better and move more and to raise awareness of the LiveWell Colorado brand.

The campaign also has been airing television spots created by the Ad Council and tagged with the LiveWell Colorado logo and URL on Channels 2, 4 and cable networks. These spots will be supported by print advertising in LiveWell Colorado communities outside of Denver. Bus benches were selected in lieu of newspaper advertising for the Denver-area communities because they are more affordable than print ads and provide visibility in specific communities over an extended period of time.

## Stay Tuned

Don’t forget to subscribe to the *LiveWell Colorado Times* at [www.livewellcolorado.com](http://www.livewellcolorado.com). The April 14th issue will provide more information about the following:

- Transition team activities
- Board member selection
- Non-profit establishment progress
- Strategic planning
- Contractor selection
- National convergence initiatives
- Social marketing plan development
- Other LiveWell Colorado happenings