



Member of the WHA leadership team from left: Steve Hubbard, Bobbie Orchard, Pilar Mank, Carolyn Bruce, Angelina Salazar, Jessica Taylor, David Ressler, and Tom Northey.

We're very pleased to announce we have selected a Vice President of Outreach and Communications. Angelina Salazar, former VP of Business Development for Family Health West in Fruita, Colorado, and now past WHA Marketing and Communications Peer Network Chair, joined the WHA team on May 9, 2016.

As a senior leader at Family Health West, Angelina oversaw marketing, development, customer service, and physician services. In addition, she has been active in her community serving as both board and committee member for several local nonprofit entities including Marillac Clinic, United Way, Riverside Education Center, Fruita Rotary and the Grand Junction Economic Partnership.

Angelina's qualifications and experience are a natural fit to communicate WHA resources and services to our members. She possesses two Master of Arts Degrees in Language Acquisition and Psychology as well as a certification in mediation and conflict resolution. She started out her career as a language teacher and soon found herself in the world of nonprofits, quickly advancing her role from outreach coordinator for American Farmland Trust (AFT) to regional development director. When AFT requested that she move to Texas to oversee a larger demographic, Angelina decided to stay in Colorado (but of course!) and went on to fulfill the role of station manager for Rocky Mountain PBS serving all of western Colorado. After many years of developing programming and support, Angelina was recruited to enter the realm of healthcare. She was hired at Family Health West to market and develop support for the new hospital in Fruita and grew to fulfill the role of VP of Business Development.

"My professional goals have always surrounded around the idea of how to make the biggest and most positive impact. Western Healthcare Alliance provides the talent, expertise, resources, and capacity to ensure that healthcare organizations have a voice and succeed in this radically changing environment. I am grateful for the experience Family Health West afforded me and because of that experience, I am dedicated to ensuring WHA members continue to be the heart of their communities."

– Angelina Salazar, VP Outreach & Communications, WHA

In her role as VP at FHW, Angelina oversaw the implementation of all business development strategies including physician services, community relations, marketing and communications and customer service. In addition, she fostered new relationships in the community in order to build visibility, impact and financial resources. Her primary responsibility was to establish and implement the infrastructure to support the organization through state and federal grants, fundraising events and foundation support.

We welcome Angelina again with much enthusiasm to the team at WHA. Please feel free to reach out to Angelina and send your congrats to her at Angelina.Salazar@wha1.org.

Best regards,

Carolyn Bruce
Chief Executive Officer
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