



American Birkebeiner® Ski Foundation, Inc.  
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**2017 – 2018**  
**American Birkebeiner Ski Foundation**  
**Board Candidate Profile Information**

**Dear ABSF Board Candidate,**

This is your opportunity to introduce yourself to the members of the ABSF. Your contact information and answer to the following question will be included in the Board Election Packet sent to all eligible voting members prior to the election on August 5, 2017. Please submit your profile electronically to [board@birkie.com](mailto:board@birkie.com) by **June 20, 2017**.

Candidate Name: EDWARD R. EROE

Address: 730 N. 4TH STREET, UNIT III

City: MINNEAPOLIS State: MN Zip: 55401

Home Phone: 612-367-6052 Other Phone: \_\_\_\_\_

Email Address: EREROE@EROE.COM

Years of Membership in the ABSF: 12

Occupation: HEALTHCARE ADMINISTRATION

**Please respond to the following question (feel free to use additional space).**

Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization?

*SEE ATTACHED.*

**All nomination forms must be received in the ABSF office by no later than June 20, 2017.**

Again, thank you for your interest, and we look forward to receiving your candidate profile and question responses.

*Why are you interested in being a member of the ABSF Board of Directors and what knowledge and skills do you possess that can benefit the organization.*

I am interested in being a member of the ABSF Board of Directors because the American Birkebeiner has been a major part of my life since 1986. The Birkie has provided me with a physical and mental goal every year and has driven my training no matter where I have lived. This includes, Arlington, Virginia; Kalamazoo, Michigan; Durham, North Carolina; Overland Park, Kansas; La Crosse, Wisconsin; and now Minneapolis, Minnesota. When I lived in Virginia and North Carolina I proudly carried the respective state flags in the opening ceremony of Birkie Week.

When I became a Birchlegger in 2007 I volunteered as the webmaster for the Birchleggings Club and have been serving in that capacity along with the social media functions through Facebook, Twitter, Google +, and LinkedIn. I have also served on the board of directors when the club incorporated in 2015.

I have extensive experience with serving and leading boards of directors through my work as a healthcare administrator and for several volunteer organizations. I currently am the CEO and Board Member for Life Link III, a large consortium air medical program that has nine hospital systems that represent forty-eight hospitals with seven bases and nine helicopters and one turbo-prop aircraft. I also presently serve on the board of the Twin Cities Bicycle Club (TCBC) and the Association of Critical Care Transport (ACCT). I serve as host of the TCBC monthly board meetings and am a Ride Leader, leading weekly rides from the North Loop in Minneapolis. I serve on the Executive Committee of ACCT as the Treasurer of this international organization. See my attached biography.

My skills include leadership, strategic planning, negotiating, financial management, quality management, and website and social media development.

I would be very honored to assist in the preservation and enhancement the American Birkebeiner and all the related activities as a board member of the ABSF.

Thank you.

Edward R. Eroe

## **EDWARD R. EROE, FACHE, CAE, CMTE**

### **BIOGRAPHY**

<http://EREroe.Eroe.com>



Edward R. Eroe is currently the President & CEO of Life Link III, the air medical critical care transport consortium program sponsored by Allina Health System, CentraCare Health System, Children's Health Care, Essentia Health, Fairview Health Services, Health Partners, Hennepin Healthcare System, Sacred Heart Hospital of Eau Claire, and St. Luke's Hospital of Duluth. He also serves as one of the twelve board members of the thirty-two year old six-base transport program. Prior to Life Link III he was the Program Director of MedLink AIR Critical Care Transport at Gundersen Health System in La Crosse, Wisconsin.

For the five years preceding, Mr. Eroe was a Partner and the CEO of MedServ Management Services. MedServ manages air medical programs in conjunction with host hospital systems and is an affiliated company of Fitch & Associates, an internationally known EMS consulting firm. He worked with several hospital clients around the country and oversaw turn around management contracts in Columbia, South Carolina; Spokane, Washington; and Seattle, Washington where he served in acting CEO roles of consortium programs.

Prior to MedServ, Mr. Eroe served as Associate Operating Officer for Emergency Services at Duke University Hospital, Durham, North Carolina. The division included emergency, trauma, and critical care transport services, disaster planning, and bed control/transfer center at this academic teaching institution. Before Duke, he was President and Chief Executive Officer of West Michigan Air Care, a critical care helicopter, fixed-wing, and CCT ambulance patient transportation system, which is a joint venture between Bronson Methodist Hospital and Borgess Medical Center, Kalamazoo, Michigan. Mr. Eroe served as the Assistant Hospital Administrator for Emergency, Trauma, and Ambulatory Services at Fairfax Hospital/Inova Health System, a 656-bed tertiary care center located in Falls Church, Virginia before West Michigan Air Care. During his tenure with Inova Health System, Mr. Eroe also served as Administrator of Intracare, an outpatient intravenous therapy service, started by Inova in 1983. Prior to Intracare, he was Executive Director of Northern Michigan Health Services, a regional, ambulatory, and emergency delivery system in Northern Michigan.

Mr. Eroe is an alumnus of the University of Michigan School of Public Health Graduate Program in Health Services Administration. He holds his Fellowship in the American College of Healthcare Executives (FACHE), his Certified Association Executive (CAE) certification from the American Society of Association Executives, and his a Certified Medical Transport Executive (CMTE) from the Association of Air Medical Services

(AAMS). Edward is the 2014 recipient of the Program Director of the Year Award from AAMS for his leadership at Life Link III.

Mr. Eroe is the Past President of the Triangle Healthcare Executives' Forum, the Chesapeake Healthcare Forum, National Capital Healthcare Executives, the Michigan Association of Air Medical Services, AAMS, Kalamazoo County Alliance Against Drinking & Driving, past Chairperson of the Southwest Michigan Quality Council, past Secretary/Treasurer of the AMSA Foundation, and has been an Instructor / Regent for the Medical Transport Leadership Institute. Edward is currently the Treasurer of the Association of Critical Care Transport.

Edward has completed 40 Nordic Ski Marathons and serves on the board of the Birchleggings Club, a club made up of those skiers that have done twenty or more American Birkebeiner ski races in Northern Wisconsin. Mr. Eroe is also an avid bicyclist and has done over 59 statute century rides. He currently serves as a board member and ride leader with the Twin Cities Bicycle Club.

*Updated: June 20, 2017*