



**FOR IMMEDIATE RELEASE**

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## **Frasier Names New President & CEO**

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**BOULDER, Colo. - Sept. 5, 2023** - After an extensive national search, The Frasier Board of Trustees is pleased to announce Christie Hinrichs as the new President and CEO of Frasier, a premier Life Plan community providing housing and service to almost 500 seniors. She will officially assume her role on Sept. 11.

With a distinguished career spanning nearly three decades in senior living and healthcare, Hinrichs brings a wealth of experience to her new role. Prior to joining Frasier, she served as the President and CEO of Tabitha Healthcare, a mission-focused not-for-profit organization dedicated to serving seniors in Nebraska. Throughout her time at Tabitha, which began in 1993, Hinrichs held various leadership positions, including Chief Operating Officer, Vice President of Clinical Services, Administrator, and Social Worker. She also held positions at Coram Healthcare as a branch manager and served as COO at Nebraska Heart Hospital.

Leslie Durgin, Chair of Frasier's Board of Trustees, commented, "We are delighted to welcome Christie Hinrichs as our new President and CEO. Her extensive experience in strategic planning, governance, and her outstanding accomplishments in fostering culture change make her an ideal leader for Frasier."

Under Hinrichs' guidance, Tabitha received accolades such as the Excellence in the Workplace award and the Trusted Voice award from LeadingAge, a respected national trade association. Her visionary leadership also led to the conception of an intergenerational housing community in collaboration with health sciences students set to open this fall. Her achievements have been widely recognized, including the Innovator of the Year Award from Nebraska LeadingAge, the Inspire Award - Women in Leadership, and the International Association of Business Communicators Communicator of the Year Award.

Hinrichs expressed enthusiasm about joining Frasier, stating, "I am honored to lead such a talented team, and look forward to working with the Board, and more importantly, engaging with residents. Together, we will create a future that upholds the highest standards of care, fosters meaningful connections, and the pursuit of joyful living."

Hinrichs succeeds Tim Johnson, who led Frasier with dedication and success since 2010. He announced his retirement in January, working his last day on June 30, and expressed his gratitude for the opportunity to serve the community. His commitment to the field of aging spanned an impressive 48 years.

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### **More on Christie Hinrichs**

Hinrichs is an active participant on numerous boards including LeadingAge (national), and Pinnacle Bank Corporation. She has also contributed her expertise to boards like Lutheran Planned Giving Services, Lutheran Services of America, Lincoln Chamber of Commerce, Invest Nebraska, Blueprint Nebraska Healthcare (co-chair), and Leading Age Consumer Cabinet (co-chair). Her educational background includes a Bachelor of Science in Social Work from the University of Nebraska at Kearney and a Master of Arts in Organizational Leadership with a concentration in Servant Leadership from Gonzaga University.

### **About Frasier ([www.frasiermeadows.org](http://www.frasiermeadows.org))**

Frasier is an established industry leader in the field of aging. As a Life Plan Community, it is an independent, not-for-profit, mission-driven, senior living community dedicated to helping seniors enjoy vibrant and fulfilling lives since 1960. Located at 350 Ponca Place in Boulder, Colo., the 20-acre campus features independent living, assisted living, memory support, long-term care, skilled nursing, rehabilitation services, a wellness center, and care for nearly 500 residents.