



a seriousfun camp

Bob Shafer is Co-Vice Chair of Roundup River Ranch, an organization that provides free medically-supported camp programs to children with serious illnesses and their families. Roundup River Ranch is a member of the SeriousFun Children's Network, the largest family of medical camps and programs in the world, which was founded by Paul Newman.

Roundup River Ranch opened its camp in Gypsum, Colorado in 2011 and, as of 2019, has provided over 9,000 camper experiences, all free of charge.

Bob graduated from Bowling Green State University in Bowling Green, Ohio, in 1979 with a B.S. in Business Administration and joined Procter & Gamble as a sales rep in Columbus, Ohio. In 1983, he moved on to PepsiCo and spent 28 years with the company before retiring in 2011. Along with various positions in the U.S., Bob spent 10 years in their international business with senior general management positions in Spain and in Poland, where he led PepsiCo's beverage business. In 2000, Bob and his family moved back to Connecticut, and he held senior marketing, sales strategy, and customer management positions in the company headquarters until his retirement. Bob has extensive experience in strategy development, organization and people management, and P&L management.

Bob has served on the Roundup River Ranch board since 2018 and is currently Co-Vice Chair. Bob is Co-Chair of the Development Committee and serves on the Executive, Finance, and Human Resources Committees.

Bob is president of the Arrowhead Metro District Board, and he is also an active partner in a group that owns Piney River Ranch in the Vail Gore Range. Bob and his wife, Kathie, are members of the Arrowhead Alpine Club and Country Club of the Rockies and enjoy playing golf, skiing, traveling, and taking in the other activities that the valley has to offer.

Bob and Kathie have been married for 38 years, and have owned a home in Arrowhead since 2005. They moved to the valley full time from Ridgefield, Connecticut, in early 2014. They have three adult children: Michael and his wife, Annie, living in Chicago, Andrew in Denver, and Elizabeth in Connecticut.



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