



***FOR IMMEDIATE RELEASE***

**Contact:**

Teri Van Tassel, Vice President, Marketing & Member Services  
608.210.6633

E-mail: [tvantassel@the-alliance.org](mailto:tvantassel@the-alliance.org)  
[www.the-alliance.org/press](http://www.the-alliance.org/press)

**THE ALLIANCE ELECTS THREE NEW DIRECTORS TO BOARD**

MADISON, Wis. (Dec. 11, 2013) — Three new directors were elected to The Alliance<sup>®</sup> Board at the cooperative's annual meeting on Oct. 22, 2013.

**Mark Rieland**, director of human resources at Flambeau Inc., Baraboo, and **Mark Stevens**, vice president for business affairs at Maranatha Baptist Bible College, Watertown, Wis., were elected to three-year terms that will begin in January 2014. **Larry Pribyl**, chief financial officer (CFO) at Trachte Building Systems, Sun Prairie, was elected to a term that runs through year-end 2014.

In addition, The Alliance announced that three board members were re-elected for another three-year term:

- **Mary Kay Brooks**, general manager, corporate attorney and an owner of [Brooks Tractor, Inc.](#), Sun Prairie, Wis.
- **Jennifer Pagels**, director of human resources, [Trek Bicycle Corporation](#), Waterloo, Wis.
- **Kyle Reading**, vice president of finance, [Spuncast Inc.](#), Watertown, Wis.

The Alliance board also includes:

- **Vikki Brueggeman**, director of human resources, [Zimbrick, Inc.](#), Madison, Wis.
- **Wendy Culver**, SPHR, human resources director, [Mead & Hunt](#), Madison, Wis.
- **Brad Olm**, vice president of human resources, [Gordon Flesch Co. Inc.](#), Madison, Wis.
- **Pat Whitmore**, vice president of administration, [Hufcor Inc.](#), Janesville, Wis.

The Alliance Board of Directors works together with staff to set the direction for The Alliance. Founded in 1990, The Alliance is a not-for-profit cooperative that moves health care forward by controlling costs, improving quality and engaging individuals in their health. Its 190 members provide coverage to more than 80,000 individuals in Wisconsin, Illinois and Iowa.

*Alliance Mission: To move health care forward by controlling costs, improving quality, and engaging individuals in their health.*

To learn more about The Alliance Board, including biographies, visit:

<http://the-alliance.org/board>.

Hi-res professional photos of the new directors are available here:

[www.the-alliance.org/press\\_room/press\\_releases/](http://www.the-alliance.org/press_room/press_releases/)

###