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**THE ALLIANCE ELECTS OLM TO BOARD OF DIRECTORS**

MADISON, Wis. (January 31, 2013) — **Brad Olm**, vice president of human resources at Gordon Flesch Co., Madison, Wis., has been elected to The Alliance® Board of Directors.

**Vikki Brueggeman**, director of human resources at [Zimbrick, Inc.](#), Madison, Wis., was elected as board chairman. **Kyle Reading**, vice president of finance, [Spunecast, Inc.](#), Watertown, Wis. was elected as vice chairman. Brueggeman was also re-elected to another term on the board.

In addition to Brueggeman, The Alliance announced that two board members were re-elected for another term:

- **Wendy Culver**, SPHR, human resources director, [Mead & Hunt](#), Madison, Wis.
- **Pat Whitmore**, vice president of administration, [Hufcor, Inc.](#), Janesville, Wis.

The Alliance board also includes:

- **Mary Kay Brooks**, general manager, corporate attorney and an owner of [Brooks Tractor, Inc.](#), Sun Prairie, Wis.
- **Ed Herrman**, director of human resources, [Monroe Truck Equipment](#), Monroe, Wis.
- **Bill Jollie**, vice president of health care service and value, [WEA Trust](#), Madison, Wis.
- **Mike McDonald**, vice president human resources, safety, and communications, [Foremost Farms USA](#), Baraboo, Wis.
- **Jennifer Pagels**, manager – human resources, [Trek Bicycle Corporation](#), Waterloo, 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.

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

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

Photos can be downloaded here: [www.the-alliance.org/press\\_room/press\\_releases/](http://www.the-alliance.org/press_room/press_releases/)

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