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Contact:

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

E-mail: tvantassel@the-alliance.org
www.the-alliance.org/press

SPUNCAST FINANCE VP TO LEAD THE ALLIANCE BOARD

MADISON, Wis. (Jan. 28, 2013) — **Kyle Reading**, vice president of finance at Spuncast Inc., Watertown, Wis., has been elected as the 2014 chair of The Alliance® Board of Directors.

Reading has served on The Alliance Board of Directors since 2011 and became board vice chair in 2013.

Reading has been with Spuncast since 2003 and has served as vice president and CFO since 2008. He is responsible for overseeing all financial decisions and operations, along with information systems in the organization. Reading is also involved in negotiating and the decision process in all health and business insurance policies. He has served on the Spuncast Board of Directors since 2004.

Brad Olm, vice president of human resources at Gordon Flesch Co. Inc., Madison, Wis., was elected vice chair. Olm became a member of The Alliance Board of Directors in 2013. Olm joined Gordon Flesch Co. in 2010 and serves on the senior leadership team. He guides the human resources department in supporting more than 600 employees in 10 locations.

Vikki Brueggeman, director of human resources at Zimbrick, Inc., Madison, Wis., is the past chair and will continue to serve on the board. The board also elected **Paul Meyer**, COO of The Alliance, to continue to serve as board treasurer and **Wendy Collins**, executive assistant/office manager of The Alliance, to continue to serve as board secretary.

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 200 members provide coverage to more than 90,000 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 Kyle Reading, Brad Olm and Vikki Brueggeman are available here:

www.the-alliance.org/press_room/press_releases/

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