

***FOR IMMEDIATE RELEASE***

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**THE ALLIANCE ANNOUNCES THREE NEW MEMBERS TO ITS BOARD OF DIRECTORS**

MADISON, WI (Sept. 20, 2021) ─ Employers of The Alliance elected The Alliance Board of Directors at their Fall Symposium & Annual Meeting on Sept. 16, 2021.

Newly elected board members include:

* John Stephens, chief strategy officer, [WPS Health Solutions](https://www.wpshealthsolutions.com), Madison, WI
* Wendy Whitehead, director, rewards & HR service delivery, [Kwik Trip, Inc.](https://www.kwiktrip.com/), La Crosse, WI
* Dan Ludwig, director of benefits and safety, [Brakebush Brothers, Inc.](https://www.brakebush.com), Westfield, WI

The Alliance Board of Directors works together with staff to set the direction for [The Alliance](https://the-alliance.org/), which serves as the voice for self-funded employers who want more control over their health care costs. They provide transparent, creative approaches to network and benefit plan design to unlock savings where others can’t – or won’t – using Smarter Networks℠ and sophisticated data mining and analysis.

The Alliance is owned by 300 employers across the Midwest and remains a trusted, objective partner for employers and their brokers who seek improved access to high-quality health care, contracting with over 32,000 health care providers and doctors in the region.

Other board members for The Alliance include:

* Richard Campbell, head of human resources, [ABS Global](http://www.absglobal.com/), DeForest, WI
* Diana Clark, b**enefits manager – human resources,** [Promega Corporation](https://www.promega.com)**,** Madison, WI
* Wendy Culver, chief human resources officer, [Mead & Hunt](https://meadhunt.com), Madison, WI
* Jake Nolin, vice president of human resources, [Rice Lake Weighing Systems](https://www.ricelake.com/en-us/), Rice Lake, WI
* Brad Olm, vice president of shared services, [Gordon Flesch Company, Inc.](https://www.gflesch.com/), Madison, WI
* Craig Parsons, chief executive officer, [Palmer Johnson Enterprises](https://www.pjpower.com/), Sun Prairie, WI
* Kyle Reading, president, [Spuncast](http://www.spuncast.com/), Watertown, WI
* Shirley Reif, CFO, secretary-treasurer, [Crest Foods Company, Inc.,](https://crestfoods.com/) Ashton, IL

To learn more about The Alliance Board, please visit: <https://the-alliance.org/about-the-alliance/board-of-directors>

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