



WHCA/WiCAL

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Contact: John Vander Meer
608.257.0125

WHCA/WiCAL Announces New Communications Director *John Vander Meer, Experienced Legislative Staffer and Former Journalist, Joins Long-Term Care Team*

The Wisconsin Health Care Association (WHCA) and the Wisconsin Center for Assisted Living (WiCAL) announced today the appointment of John Vander Meer as Director of Communications for the two affiliated organizations.

“I am pleased to announce the appointment of John Vander Meer to the position of Director of Communications for WHCA and WiCAL,” said WHCA Executive Director Tom Moore. “During his career, John has served in key staff positions in the Wisconsin State Legislature, a state agency and has also worked as a professional journalist. I am confident that his skills and experience will provide helpful assistance, news and information to our members, policymakers and members of the news media.”

WHCA is a non-profit organization dedicated to representing, protecting and advancing the interests of more than 190 Wisconsin nursing facilities, their 28,000 employees and the 27,000 residents they serve. WiCAL is the assisted living voice of the WHCA, Wisconsin’s largest and oldest organization representing the Badger State’s long-term care providers. Vander Meer will serve as the primary media contact for WHCA/WiCAL on long-term care issues, implications of state and federal policy for long-term care facilities, Medicaid and Medicare funding and payment systems, assisted living, and other issues related to the long-term care provider community.

Vander Meer holds a Bachelor’s Degree from Calvin College in Grand Rapids, MI, a Master’s Degree in Public Affairs from the University of Wisconsin – Madison La Follette School of Public Affairs, and studied economics and public policy at the London School of Economics and Georgetown University. During his journalism career, he worked for daily and weekly newspapers in Michigan covering health care, local and state government, and had internships at the British Broadcasting Corporation (BBC) and Knight-Ridder/Tribune News Service.

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