



Wisconsin Health Care Association

Wisconsin Center for Assisted Living

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WHCA/WiCAL Announces New Communications Director

Jim Stoa, Experienced Legislative Staffer, Joins Long-Term Care Provider Association

(MADISON) – The Wisconsin Health Care Association (WHCA) and the Wisconsin Center for Assisted Living (WiCAL) announced today the appointment of Jim Stoa as Director of Communications of the two affiliated organizations.

Stoa holds a degree in Political Science from the University of Wisconsin-Madison. Stoa has worked for legislators in both the Wisconsin State Assembly and the State Senate and is experienced in political communications. He is a native of Milton, WI.

“I am pleased to announce the appointment of Jim Stoa as the Director of Communications of WHCA/WiCAL,” said WHCA Executive Director John Vander Meer. “Given Jim’s experience as a communications and policy advisor in the Wisconsin State Legislature, I am confident he will be an immediate asset to our members as he strives to highlight the tireless work of Wisconsin’s long-term care community.”

Stoa 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. He will also be responsible for administering WHCA/WiCAL’s weekly electronic newsletter *CareConnection*, editing and project managing *Continuum*, the association’s semi-annual trade publication, updating the association’s website, marketing and branding of WHCA/WiCAL, and promotion of the association’s extensive educational offerings.

The Wisconsin Health Care Association (WHCA) is a non-profit organization dedicated to representing, protecting, and advancing the interests of Wisconsin’s long-term care provider community and the residents they serve. The Wisconsin Center for Assisted Living (WiCAL) is a division of WHCA that advocates for assisted living facilities by helping members provide the highest quality services to the Badger State’s frail and elderly citizens. Together, WHCA/WiCAL is the most representative long-term care association in Wisconsin.

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