

# News Release

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## Junior Achievement of Wisconsin - Coulee Announces Incoming Board Members to their Board of Directors

**La Crosse, Wisconsin** –Junior Achievement of Wisconsin - Coulee today announced the appointment of four new members to their 2019-2010 Board of Directors.



**Lori Horstman** serves as vice president of member experience for Altra Federal Credit Union. She joined the Altra family in 2003 in the learning and development area. For over 20 years, Horstman has played an integral role in financial literacy efforts at the credit union which have been recognized at the state and national level. She holds certifications for Development Dimensions International (DDI) Instructor, Credit Union Certified MX Professional, Customer Journey Mapping and CUNA's Creating Member Loyalty Program. Horstman also is on the Bangor School Board as Treasurer and is an activist for the Wisconsin Credit Union League. In her spare time, she enjoys spending time with her husband, Brent, and twin sons, Trevor and Sam, who enjoy all things sports.



**Kendra Maggert** is the manager for business development and marketing at Gundersen Health System. She oversees the branding, marketing and design team; leads business development projects; and provides retail development and consultation for the health system. Her career in marketing began in 2005 at Ashley Furniture in Arcadia, Wisconsin, where she led marketing efforts and developed and launched A Hope to Dream, the official charity of Ashley HomeStores across North America. Maggert and her husband, Josh, reside in Winona, Minnesota. As mom to two young sons, she is excited to begin building connections professionally and personally through volunteer work and community service projects.



**Tyler Schulz** is a project manager for Market & Johnson. He has been with Market & Johnson since 2006, when he started as summer intern, and has been responsible for many local projects throughout the Coulee area. He is originally from La Crosse, where he graduated from Aquinas High School. He then received his bachelor's degree in construction management from UW-Platteville. Schulz enjoys spending time outdoors, especially hunting and fishing with his two Labrador Retrievers. He lives outside of Stoddard with his wife.



**Mark Woodall** recently joined Festival Foods as senior director of finance. Throughout his career, Woodall has lived in Delaware, Pennsylvania and Florida. He moved to the Midwest in 2016, along with his wife, Robyn; son, William (5); and daughter, Abigail (3); to work for Inland Packaging as their director of finance and corporate controller. As an alumni to Junior Achievement's *JA in a Day*® program, he sees the value the programs can bring to students across all grade levels and is looking forward to supporting other young people through Junior Achievement. Woodall and his family enjoy spending time outdoors experiencing all the area has to offer.

### **About Junior Achievement® (JA)**

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA programs are delivered by corporate and community volunteers, and provide relevant, hands-on experiences that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Junior Achievement of Wisconsin has 12 area offices across Wisconsin and annually serves more than 153,000 students with 9,000 volunteer mentors. For more information on Junior Achievement and its centennial year, visit [wisconsin.ja.org](http://wisconsin.ja.org). Locally, Junior Achievement of Wisconsin - Coulee reaches nearly 3500 students and runs 200 classes, with more than 200 volunteers. To get involved, call 608.787-4580 or email [speterson@jawis.org](mailto:speterson@jawis.org).

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