

# Jackie Nitschke Center: Latva named executive director

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(Green Bay, Wis.) – Jason Latva, a onetime client of the [Jackie Nitschke Center](#) (JNC), has been selected to lead the Green Bay-based substance abuse organization. Latva takes over as JNC Executive Director after serving as Criminal Justice Coordinator with the State of Wisconsin Bureau of Prevention, Treatment and Recovery.

“We are excited to bring Jason on as executive director,” said JNC Board Chair Tom Bartel. “Jason’s background and experience are a perfect fit for the Jackie Nitschke Center as we look toward future growth of our programs and services.”

In addition to his work as a Criminal Justice Coordinator, Latva’s previous experience also includes working as a Treatment Alternatives and Diversion Supervisor, time as a Comprehensive Community Services coordinator and facilitator and work as a substance abuse counselor.

“This is full circle for me to come back to the Jackie Nitschke Center after going through treatment here in 2010,” Latva said. “I could not have done what I’ve done without the Jackie Nitschke Center. It all felt very right to join the organization with its history and my professional experience.”

Latva also says his experience with alcohol addiction gives him a unique perspective for his new role at the Jackie Nitschke Center. “When it comes to counseling and treatment, people often give more credence to those who have been through the process,” he said.

Looking ahead, Latva adds that, “There is certainly opportunity for growth. The need is there for additional treatment services.”

Latva’s educational background includes an associated degree in Human Services – AODA, a bachelor’s degree in Organizational Administration and a master’s in Clinical Mental Health Counseling. He also is expected to earn his Master of Business Administration degree later this summer.