

WHEDA: Raechelle Belli joins WHEDA as Public Affairs Program Manager

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MADISON – The Wisconsin Housing and Economic Development Authority (WHEDA) announced that Raechelle Belli has joined its marketing and communications team as public affairs program manager.

In this role, Belli will utilize her public relations and marketing experience to serve as WHEDA's primary point of contact for the news media, plan strategic communication and public affairs outreach and connect audiences with WHEDA's mission, goals and resources.

Belli's experience spans many different sectors, industries, geographies, and communities. Prior to joining WHEDA, Belli served as the chief public information officer for Verona Area School District where she worked with 11 different kindergarten through 12th grade schools to share the many achievements of students and staff. Before that, Belli spent nearly eight years in service to the State of Wisconsin with stints as a public information officer at the Wisconsin Department of Agriculture, Trade and Consumer Protection and as public affairs manager at the Wisconsin Department of Natural Resources. Belli's experience includes crisis communications, marketing campaign development, issues management and brand advancement.

"We're excited to welcome Raechelle to WHEDA," said Brenda Marquardt, director of marketing and communications. "Her extensive background and expertise in media relations and strategic communications will be essential in building awareness for WHEDA's work and impact throughout the state."

"I look forward to using my vast experience and training in public affairs and marketing communications to help WHEDA advance sustainable housing and economic growth initiatives throughout Wisconsin," Belli said.

Belli holds a Bachelor's in Communications with a focus on organizational communication from Lewis & Clark College in Portland, Oregon and specialized training in crisis communications from the Emergency Management Institute in

Emmitsburg, Maryland.

Belli is WHEDA's primary media contact. She can be reached at 608-267-1093 or Raechelle.Belli@wheda.com.

ABOUT WHEDA

For 50 years, WHEDA has worked to provide low-cost financing for housing and small business development in Wisconsin. Since 1972, WHEDA has financed more than 80,000 affordable rental units, helped more than 137,600 families purchase a home, and provided more than 29,000 small business and agricultural loan guarantees. WHEDA is a self-supporting public corporation that receives no tax dollars for its operations. For more information on WHEDA programs visit wheda.com or call 800-334-6873.