



WISCONSIN DENTAL ASSOCIATION

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FOR IMMEDIATE RELEASE

WDA welcomes new director of membership and communications

WEST ALLIS, WIS., Jan. 14, 2019 – The [Wisconsin Dental Association](#) is proud to announce and welcome Brenna Sadler, APR, as the new director of membership and communications. She is responsible for growing and maintaining the association’s membership, guiding media relations and overseeing all online and print publications and communications.

Brenna brings 20-plus years of public relations and communications experience to the WDA, having held leadership positions at a full-service marketing, advertising and communications agency as well as a PR and government affairs firm. In those roles, she led PR strategy and projects for a broad range of local, regional and national companies and organizations, including the WDA. Brenna’s experience also includes time as a reporter and editor with daily newspapers in Florida and Michigan.

Brenna, a graduate of the [Medill School of Journalism at Northwestern University](#), is a member and former Southeast Wisconsin chapter board member of the [Public Relations Society of America](#). She has earned PRSA’s Accreditation in Public Relations and Crisis Communication Certification credentials and is a past winner of the organization’s national Silver Anvil and Bronze Anvil awards.

WDA Executive Director Mark Paget remarked, “We are thrilled to have Brenna – along with her ideas and experience – on board and know that she will do a wonderful job serving our members in this important role.” ”

Brenna, a resident of Brookfield, replaces Carol Weber, APR, who retired in December.

The Wisconsin Dental Association has 3,100 member dentists and a number of dental hygienists. With just 3,500 licensed dentists in the state, the WDA is the leading voice for dentistry in Wisconsin. WDA members are committed to promoting professional excellence and quality oral health care. Established in 1870, the WDA is headquartered in West Allis and has a legislative office in Madison. The WDA is affiliated with the American Dental Association - the largest and oldest national dental association in the world. For more information, call 414-276-4520, visit [WDA.org](#) and find us on [Facebook](#), [Twitter](#), [Pinterest](#), [Flickr](#), [YouTube](#), [Instagram](#) and [LinkedIn](#).

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