

# WPHA Recognizes



## Presidential Citation

**Sarah Beversdorf, MPH, MSW  
(formerly) WPHA Executive Director**



The 2015 Presidential Citation goes to Sarah Beversdorf. Sarah Beversdorf has worked in public health for over 20 years. Much of her career has involved obtaining and managing community-academic partnership grants and special projects. Those projects primarily focused on substance abuse prevention, public health workforce development, community health improvement and school health. She was the Project Manager for the Wisconsin Public Health Association and the Wisconsin Association of Local Health Departments and Boards while

employed at Badger Bay Management beginning in 2007. In 2013 she became the Executive Director for both organizations until 2015 when Sarah became employed with Ministry Health Care in Stevens Point.

Prior to her position at Badger Bay, she worked for 9 years as a Rural Health Liaison at the Medical College of Wisconsin, helping build a partnership with a small community in east central Wisconsin, co-teaching a portion of a third-year medical student clerkship, and supporting community health efforts in Belize. Her first position was as the Education Coordinator with the Northern Wisconsin Area Health Education Center. She is currently the Community Benefit Coordinator for Ministry Health Care on the Mission and Culture Team. Ms. Beversdorf has a Masters in Public Health and a Masters in Social Work from the University of Michigan – Ann Arbor.

This Citation is to recognize the wide range of work that Sarah has contributed to public and community health in the State of Wisconsin. It is also to thank her for her incredible insight, facilitation skills, cooperative nature, and management skills in guiding WPHA as past president of WPHA, as Project Manager and as Executive Director of WPHA. Thank you Sarah for all you have done for WPHA and Public Health in Wisconsin.

## Excellence in Health Promotion and Disease Prevention

**Maureen Busalacchi**

**(formerly) Health First Wisconsin**



Maureen Busalacchi has been selected to receive the 2015 Excellence in Health Promotion and Disease Prevention Award, based on her long-standing, statewide leadership on tobacco control, especially smoke free workplaces.

As Executive Director of Health First Wisconsin and member of the WPHA-WAHL DAB Joint Public Affairs Committee, Maureen has been both an organizational partner of WPHA and an individual member of WPHA. Maureen Busalacchi was one of the founding members of Wisconsin's grassroots efforts to create healthier workplaces by banning smoking; and she was a member of the team that founded SmokeFree Wisconsin in 2000. Maureen has been a leader in using policy change as a key strategy to reduce tobacco consumption, especially among youth. These organizations brought many partners, including WPHA, to the table to plan and coordinate efforts. Though opposed by a well-funded tobacco industry, SmokeFree Wisconsin and its partners across the state persevered and today we are able to celebrate the passage of 38 local smoke-free ordinances, a statewide smoke-free law, two tax increases on tobacco products and more.

Complementary to her leadership role at Health First, Maureen serves as an advisor to the Healthy Wisconsin Leadership Institute and Wisconsin Initiative to Promote Healthy Lifestyles (WIPHL), and as a mentor for the Wisconsin Women's Policy Institute. Maureen has been an invited speaker at state and national public health conferences and at the UW-Schools of Public Health. As a collaborative public health professional, Maureen has impacted the lives of this and generations of people to come by working for healthier places to work and live. Maureen's accomplishments have provided a shining example of what can be achieved when you have a clear vision and dedication to achieve it.

In August 2014, Health First closed its doors. That has not stopped Maureen from continuing to work and advocate for public health in Wisconsin.

For this we are pleased to present Maureen with 2015 Excellence in Health Promotion and Disease Prevention Award.

## **Excellence in Health Promotion and Disease Prevention**

**Laurie Diaby-Gassama, RS**  
**St. Croix County Public Health**



Laurie Diaby-Gassama has been selected to receive the 2015 Excellence in Health Promotion and Disease Prevention Award.

As the Sanitarian for St. Croix County Public Health, Laurie is passionate about what she does and her contagious enthusiasm and creativity benefits public health and the entire community. Laurie's primary goal is to keep the public safe but she doesn't stop there. Laurie assists and educates facility owners/proprietors to meet the codes and works with them to make needed

improvements. Owners have shared how much they appreciate Laurie's approach and how much better their operations are due to her education and guidance.

Laurie understands and incorporates health promotion and prevention in her work. Examples of her efforts include initiating a free Blood Borne pathogen training for tattoo artists; teaching church groups about pot luck food safety; workshop on salad bar food safety for school lunch program staff; and developing an online pool operators' class. Laurie regularly creates and posts health promotion messages on the public health website and Facebook.

Laurie is also the Accreditation Coordinator for Public Health and under her leadership, St. Croix County was successful in achieving national Accreditation. All of Laurie's contributions make St. Croix County a healthier place to live.

## **Distinguished Service to Public Health**

**Cheryl Robinson, RN, MS**  
**Public Health Madison and Dane County**



During more than twenty five years in public health in Madison and Dane County, Cheryl Robinson has successfully demonstrated how best to incorporate the principles of public health into practice.

She has been an example for Department colleagues and others, utilizing the art and science of public health along with the ability to develop and manage the daily nuts and bolts of essential public health programs. She has used her skill and quiet competence to bring people together to make tough and evidence-based decisions, and her patience and ability in the area of conflict management has helped to lead staff in the merger of two public health agencies into one in Dane County.

She has both innovated and developed programs of note in the area of dental health, immunizations, HIV/STI and refugee health and others. Her work with core public health programs has been based solidly on the principles of public health, utilizing evidence and best practices with an eye on local and national trends.

Cheryl has also served on many committees, commissions, and in leadership roles in public health statewide, including leadership of the WPHA Public Health Nursing Section. Cheryl Robinson will retire in June, 2015, having distinguished herself as a leader in public health in Madison, Dane County and Wisconsin.

## **Distinguished Service to Public Health**

**Dan Hopfensberger**

**Wisconsin State Immunization Program**



It is with great pleasure that WPHA presents the Distinguished Service to Public Health Award to Dan Hopfensberger. Dan is retiring in June as the Program Director for the Wisconsin State Immunization Program after a thirty-five-year career, eighteen as the Program Director.

In his professional public health career, Dan has always worked to share his expertise with local health departments by providing educational forums, either in person or by webinar, to assure that these departments have the most current information on vaccines and vaccine preventable diseases. He has always been there for those who need him by supporting local public health departments with his wisdom, expertise and caringness. Dan has worked tirelessly to keep our state healthy through the many changes in immunization requirements including supporting the implementation of the Wisconsin Immunization Registry. He has also fought for funding to assist the locals in implementing such changes.

In addition, Dan has worked with many partners in implementing immunization recommendations, assuring the safe and effective delivery of immunization services, working to raise immunization levels in Wisconsin' children and adults, and in the investigation and control of vaccine preventable diseases.

Dan has been a steady force of strength and consistency for the State's Immunization Program. Whether issues are big or small, Dan has always taken the time to listen and assist in any way possible. He has worked with agencies across the state during many outbreaks, walking them through the steps necessary to

complete their investigations and protect many communities. Under his guidance, the immunization program has been a great resource that provides the support

local health departments need in order to implement an important core function of public health.

The purpose of the Distinguished Service to Public Health Award is to recognize the special contribution through leadership or service to public health in Wisconsin. Mr. Dan Hopfensperger, throughout his long public health tenure, is very worthy of recognition for this award.

## **Carol Graham Lifetime Achievement Award**

**Doug Mormann, MS**

**(formerly) La Crosse County Health Department**



Doug Mormann has spent the majority of his career as the Health Officer in La Crosse County advocating for and advancing public health not only for the residents of La Crosse County but also for Wisconsinites and Minnesotans alike.

Doug has served in numerous roles nationally, state-wide and locally including: serving on national and state advisory committees such as the National Association of County and City Health Officials (NACCHO), the American Public Health Association (APHA), the Public Health Leadership Institute, and the University of Wisconsin's School of Medicine and Public Health Wisconsin Partnership Grant Program Oversight and Advisory Committee. Doug held various state level leadership positions including President on the Boards of the Wisconsin Public Health Association (WPHA) and the Wisconsin Association of Local Health Departments and Boards (WALHDAB). Doug serves on local advisory committees and boards for numerous organizations including Great Rivers United Way, the Scenic Bluffs Community Health Center, St. Clare Health Mission, Scenic Bluffs Chapter of the American Red Cross, the La Crosse Medical Health Science Consortium, and the University of Wisconsin-La Crosse's Community Health Education Program.

Throughout his career, Doug has advocated for access to dental health care services in a variety of capacities. He has led public health campaigns educating the public and policy makers alike on the importance of fluoridating public water supplies and collaborated with community partners in developing a community dental clinic, La Crosse Community Dental. Doug is passionate about addressing the health needs of county residents and has provided leadership in developing an innovative, community driven, health assessment process.

La Crosse has gotten better, smarter and healthier over the years. Doug recognizes the importance of assuring a competent public health workforce by creating a culture of learning and mentorship at the La Crosse County Health Department as well as serving as a mentor for new health officers in other

communities. Always quick to credit his staff and colleagues with any successes, his leadership style of humility, kindness and compassion is greatly admired as demonstrated by the volume of nominations received representing all sectors.

Doug created a tradition of hosting legislative gatherings each year with federal, state, and local legislators to ensure communication and advocacy of important public health issues. In doing so, he built trust and rapport which resulted in legislators consulting with the health department on public health policy. Though retiring after three decades of work for our communities, Doug plans to continue his commitment to public health, serving as a site visitor for the Public Health Accreditation Board.

Doug truly has achieved a great deal over his many years of tireless work. Doug developed and continues an enduring legacy of leadership in the same spirit as Carol Graham.