

FOR IMMEDIATE RELEASE

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Mental Health America of Wisconsin names Kristina Finnel as new President & CEO

Mental Health America of Wisconsin (MHA) is pleased to announce that effective July 20, 2010, Ms. Kristina Finnel will assume the role of President & CEO. Ms. Finnel has been acting as the Interim President & CEO since March 1, 2010.

Ms. Finnel's tenure at MHA began in 2006 as the Manager of MHA's *Strong Families Healthy Homes Program* (SFHH), which is comprised of the *Invisible Children's Program* and the *Specialized Family Resource Center*, both of which are dedicated to serving and strengthening individuals and families who are living with a mental illness. In March 2009, after serving as Manager of the *Strong Families Healthy Homes Program*, Ms. Finnel assumed the position of Director of Programs for MHA, overseeing all MHA programs, services and initiatives.

"I am honored to assume the role as MHA's President & CEO. It's a strong agency with a great record of success in mental health advocacy and prevention. For 80 years MHA has been combating stigma in schools, workplaces, and the community," Finnel stated. "I want to preserve that legacy while moving the agency forward by adding new and important initiatives, including strengthening support for adults, adolescents and children with a chronic or emerging mental illness."

Upon making the announcement, David Franczyk, Chair of MHA's Board of Directors, stated that he was extremely pleased that Ms. Finnel will be assuming the role as MHA's President & CEO. "Ms. Finnel has demonstrated outstanding leadership and management skills which the Board of Directors believes will allow MHA to position itself as the voice for mental health both in Milwaukee and Southeastern Wisconsin, as well as within our social service community."

Franczyk added that he's confident Ms. Finnel will bring the same dedication, commitment and responsibility to her new position that she has exemplified in her previous roles for MHA. "Kristina brings integrity, competence and a commitment to social justice, as well as a strong business sense to MHA," said Franczyk. "She will ensure the high level of quality service to the community that MHA is known for, while continuing to lead Mental Health America forward."

Ms. Finnel graduated from Arizona State University with a Bachelor of Arts degree in Social Work and a Master of Arts Degree in Social Work. She is also licensed as an Advanced Practice Social Worker (APSW). Kristina joined MHA in 2006 after working for ValueOptions, Inc., the nation's largest independent behavioral health care company, where she served as a Grievance Specialist. Prior to that she was a Youth Counselor for the City of Phoenix Human Services' youth development programs.

Mental Health America of Wisconsin is a non-profit, 501(c) 3 organization dedicated to promoting mental health, preventing mental disorders and achieving victory over mental illness through advocacy, education, information and support.

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