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Prevent Blindness Wisconsin  
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## **Prevent Blindness Wisconsin Elects Four New Board Members**

MILWAUKEE (July 31, 2018) - [Prevent Blindness Wisconsin](#) announced that four new members have been elected to the Board of Directors. Prevent Blindness Wisconsin's volunteer governing board welcomes Michelle Reed, JD, Mike Meissen, PhD, Adam Keen and Rhonda Powell, MS, BS, RN to the organizations Board of Directors.

Michelle Reed, JD is an attorney and Director of Risk Management Services at [Froedtert & The Medical College of Wisconsin](#). Michelle received her Bachelor's Degree and Master's Degree from Northern Illinois University, and her Juris Doctorate with a Litigation Concentration from Western Michigan University Cooley Law School. She is a member of the State Bars of Wisconsin and Michigan, the American Society of Healthcare Risk Management, the Wisconsin Society of Healthcare Risk Management, and serves on the Board of Directors for Franklin Education Foundation and the Franklin Dance Team. In 2000, Michelle married her husband, Shane, and they are parents to four beautiful children — 15-year-old Jaxson, 12-year-old Reagyn, and 5-year-old twins Abygail and Addisyn. As the mother of 2017 Preschool Vision Screening Ambassador, Addisyn, and Chair of the 2018 Addi's Walk Committee, Michelle helped share the importance of early vision screening and intervention and has shown her passion and dedication to Prevent Blindness Wisconsin's mission.

Michael Meissen, PhD is currently an Educational Leadership Consultant for Pre-K through grade 12 school districts and higher education institutions across the country, providing strategic planning and community engagement. He has served in public education for 35 years as a classroom teacher, guidance counselor, coach, athletic director, middle school principal, high school principal, college-level adjunct professor, and school superintendent. Mike earned his Bachelor's Degree from UW-Whitewater, his Master's Degree from UW-Madison, and his Doctor of Philosophy in Educational Administration from UW-Madison. He is a member of the American Association of School Administrators, the Michigan Association of School Administrators, the Wisconsin Alumni Association, and the Urban Superintendent Association of America. In his spare time, Mike enjoys family activities with his wife, Debbie, and their five adult children and four grandchildren, as well as traveling, exercise, and attending music and sporting events.

Adam Keen is a Senior Vice President at [Associated Bank](#) and Director of Sales for the Commercial Deposit Treasury Management team. Adam's team is responsible for assisting Associated Bank's Commercial and Corporate customers in the development of a set of disbursement, receivable and liquidity strategies that align with their current business needs

and goals. Adam is also responsible for the evolution and delivery of the Bank's Commercial and Corporate card service solutions. Adam received his Bachelor's Degree from UCLA in Business Economics. Adam, his wife, Katie, and their four children live in Whitefish Bay. Joining the Swing for Sight Golf Committee this year and helping bring in several new golfers and tee sponsors, Adam has shown his enthusiasm and commitment for Prevent Blindness Wisconsin's sight-saving work.

Rhonda Powell, MS, BS, RN is an Assistant Nursing Professor [at Milwaukee School of Engineering](#) (MSOE) with a passion for working with underserved and vulnerable populations in the community. Rhonda received her Bachelor's Degree from Marquette University and her Master's Degree from UW-Milwaukee. Rhonda is dedicated to training a new generation of nurses who are caring, compassionate, and skilled in cutting-edge, innovative care, and has shown her passion for children's healthy vision by partnering with Prevent Blindness Wisconsin to train and certify the students in her community health and family nursing courses as Children's Vision Screeners. Each year, Rhonda's students conduct vision screenings for more than 1,000 school-age children who would otherwise not receive a vision screening and possibly struggle in the classroom because they cannot see well-enough to learn. Rhonda has been married to her husband, Wallace, for almost 31 years and they have six young-adult children. God, faith, and family are the values that she holds most dear.

### **Our Mission**

Founded in 1958, Prevent Blindness Wisconsin improves the lives of children, adults, and families through early detection of eye conditions to prevent blindness and preserve sight. On-going vision screening activities and state-wide public health education lead to a lifetime of healthy vision.

For more information about Prevent Blindness Wisconsin, please call (414) 765-0505 or visit <https://wisconsin.preventblindness.org/>.