WISCONSIN DENTAL ASSOCIATION
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Wisconsin Dental Association names Brenna Sadler executive director

WEST ALLIS, WIS. – The Wisconsin Dental Association (WDA) announces the appointment of **Brenna Sadler** as its executive director effective Nov. 1 following a national search for its next top leader. Sadler will champion WDA's core values while overseeing the organization's strategic direction, operations and partnerships. She will work closely with staff in two offices and the association's Board of Trustees to guide the next phase of the WDA's growth and impact.

Sadler has served as the WDA's director of membership and communications since 2018. In this role, she directed strategy to grow the association and expand its influence, found creative and compelling ways to tell dentistry's stories throughout the Badger State and led a team to serve the WDA's 3,000-plus member dentists. Over the course of her tenure, Sadler revitalized WDA recruitment, retention and programming; served as the trusted point of contact for member and public communications strategies for sensitive issues; led the reinvention of WDA's signature events; and strengthened relationships during a national pandemic and other challenging situations.

"For the past seven years, Brenna has been an invaluable part of our team, demonstrating exceptional leadership, dedication and a deep commitment to our members and mission," said WDA President **Dr. Tom Reid** (Madison), who led the Executive Director Search Committee. "In an extensive pool of impressive candidates, Brenna's proven track record, strategic vision and knowledge of organized dentistry make her the ideal choice to lead the WDA into its next chapter."

With more than 25 years of professional experience, Sadler has held leadership positions at two downtown Milwaukee communications and public affairs firms. Prior to that, she worked as a reporter and editor with daily newspapers in Florida and Michigan.

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

Sadler succeeds Mark Paget, who will retire at the end of October after 19 years of distinguished leadership.

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About the Wisconsin Dental Association

The Wisconsin Dental Association, with 3,000 member dentists and a number of dental hygienists, is the leading voice for dentistry in the Badger state. 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, Instagram and LinkedIn.