



Motion #1:

I motion that the following individuals be appointed to the Ronald McDonald House Charities' Board of Directors for their first three-year term effective January 1, 2022.

Shannon Wendricks, UnityPoint Health, Director of Integration & Implementation

Brian Flad, Flad Development, Vice President

Chris Roth, UW Health, Chief Marketing Officer

Motion #2:

I motion that the following members take the assigned roles of Ronald McDonald House Charities' Board of Directors Executive Leadership Team for the year 2022 effective January 1, 2022.

2022 Executive Committee Members

President: Nick Shutwell

Vice President: Jason Speich

Secretary: Kathy Kostrivas

Treasurer: JoAnne Vaccaro

Motion #3:

I motion that the following RMHC Board Committees be established for 2022, the following Directors appointed to each Committee for the year 2022 effective January 1, 2022, and the following initial community members be appointed to the relative Committees.

2022 Governance Committee

Kathy Kostrivas
Wendy Lommen
Mary Basel
Brian Flad
Nick Shutwell

2022 Development Committee

Amber Bucciferro
Brian Flad
Mary Basel
Wendy Lommen



Facilities Committee

JoAnne Voccaro
Shawn Arneson
Community: Steve Hoff

Operations Committee

Shannon Wendricks
Chris Roth
Shawn Arneson
Heidi Kloster
Community: Kim Vander Ploeg

Investment/Finance Committee

Jason Speich
JoAnne Voccaro
Nick Shutwell
Community:
Steve Ritt
Annette Hellmer
Patrick Rindleish
Patrick Ryan

Strategic Planning (New)

Kathy Kostrivas
Kyle Nondorf



Brian Flad

Ronald McDonald House Charities Madison Board of Directors

Brian was born and raised in Madison, then headed west to San Diego State University, earning his Bachelor of Arts degree in Communications, graduating magna cum laude.

His early career was spent in Chicago, focusing on consumer-brand marketing and public-relations work, playing several key leadership roles within global award-winning agencies that included clients MillerCoors, Wrigley, Kraft Heinz and McDonald's. In 2017, as the Senior Vice President and General Manager of the Olson Engage headquarters, he was recognized as one of PRWeek's National "40 Under 40." Brian served on the board of the Chicago chapter of the Public Relations Society of America and chaired the communications committee.

Brian's wife, Megan, is also a Wisconsin native. Though their children Colin (11), Molly (9), and Owen (7), were born during his tenure in Chicago, the Flads are longtime fanatics of the Badgers, Brewers, Bucks, and Packers.

In 2018, the family moved to Madison when Brian joined Flad Development & Investment Corp., a local real estate development company founded by his father, John. He continues to "learn the ropes" and currently oversees the company's commercial leasing and real estate management activities.

Brian and Megan are devotees of the RMHC Golf Classic and Red Shoe Soirée. He looks forward to supporting the House by working to elevate the House's brand awareness and utilizing his personal and professional networks to share the RMHC Mission and Vision.

Brian's parents, Coleen and John Flad, are among the founders of RMHC-Madison who built the original House. He credits them as role models for his values of philanthropy and servant leadership.



Chris Roth

Ronald McDonald House Charities of Madison Board of Directors

Chris joined UW Health in 2018 as the Chief Marketing Officer, and leads marketing and communication initiatives across the system, including strategic communications, media relations, branding, and all marketing growth efforts.

He grew up in the northwest suburbs of Chicago, earned his undergraduate degree in Business Administration from Miami University in Oxford, Ohio, and his master's degree in Business Administration from Northwestern University. Chris' early career was spent as a consultant to Fortune 500 companies on growth and innovation efforts, both within the U.S. and globally. He then transitioned to strategic marketing, taking on various leadership roles across UnitedHealth Group and spent the bulk of his career helping large and small companies to advance their missions and better connect services to clients.

The Roth family's passion for RMHC was founded when they supported close friends who lost their child to brain cancer, witnessing the challenges their friends faced during the extended-healthcare circumstances. Chris is committed to connecting families to resources and care, allowing them to be as comfortable as possible and lead their happiest and most fulfilled lives.

Chris and his wife Kate were married nearly 20 years ago, with their wedding ceremony held at the McDonald's corporate training headquarters in the Chicago suburbs! Kate works as a speech pathologist in the Mazomanie school district, and they have two young sons and a daughter, plus a Sheepadoodle puppy. As Chicago natives they enjoy living in the Madison area and cheer loudly for the Badgers but can't shake their Chicago sports ties. Most of their family time is spent outdoors, including on soccer fields.

Having been on the large corporate side of healthcare, Chris feels energized by the ability to impact children and their families at American Family Children's Hospital. As a Board member, he hopes to help drive greater awareness of the RMHC Mission and programs throughout the faculty and staff of UW Health, patients, and the population of the greater Madison area.



Shannon Wendricks
Ronald McDonald House Board of Directors

Shannon was first introduced to the Ronald McDonald House when her husband's niece was born with a diaphragmatic hernia and the family lived an hour away from the hospital. Shannon was moved by the RMHC Mission by seeing how the House became her sister-in-law's home-away-from home.

She was drawn further into a career in healthcare following her own experience of being hospitalized for over 120 days. In 2007, Shannon left her corporate career for a position within the neonatal intensive care unit (NICU) at UnityPoint Health-Meriter.

She has held multiple leadership positions throughout UPH-Meriter, using her passion for training, execution of operational process improvement, strategic planning, and managing complex projects. Since 2017, Shannon has facilitated the Joint Operating Agreement Integration between UW Health and UPH-Meriter. In her current role as Director of Integration & Implementation, she oversees Epic Informatics, Project Management, Process Engineering, Strategic Planning and Execution. Shannon is Planning Chief within the hospital incident command structure and served in a variety of roles within the COVID Command Center, including Planning Chief and Operations Chief.

Shannon earned her Bachelor of Arts from the University of Wisconsin School of Social Work. Though born and raised in the Midwest, Shannon's entire family lives on the East Coast. She lives in Cottage Grove along with her husband, Paul, and their two children, Gavin (18) and Brooklyn (15). They are water skiing enthusiasts and all four are members of the Mad-City Ski Team where Shannon has been a member of the board. She is a member of 100+ Women Who Care and serves her community with ties to the Big Brothers Big Sisters of Dane County and the Clean Lakes Alliance.

While working in the NICU, Shannon had the opportunity to see firsthand the impact of RMHC services and looks forward to leveraging her personal and professional experiences in healthcare while serving on the Board.

2022 RMHC Committee Assignments

12.1.21

2022 Committees* Meeting Times Scheduled/Recommended to Committee 2022 Strategic Alignment Goals/Recommended to Committee	Governance	Development	Facilities	House Operations	Investment/Finance	Strategic Planning (new)
	Every other month (1st Wed, odd months, 8 am)	Every other month (1st Wed, even months, 8 am)	Quarterly (2nd Wed, Jan/May/Sept, 8 am)	Every other month (2nd Wed, even months, 8 am)	Quarterly (3rd Wed, Jan/April/July/Oct, 8 am)	Every month thru March, every other month thru Dec (1st Friday, 8 am)
	1.Committee structure 2.Board mentoring 3. Board expectations 4.Strategic recruiting	1. Development Plan feedback 2. Development Plan support 2. Long Range strategy 3. Partnership and relationship building	1. Feedback on a Facility Plan 2. Support implementation of Global's Facility tracking system	1. Information sharing and two-way communication within hospital systems 2. Volunteer recruitment 3. COVID Response 4. Family feedback loops	1. Implement new passive investment strategy 2. Repurpose or create time for Financial Reviews 3. Review cash flows 4. Review audit	1. Finalize 2022 Strategic Plan 2. Plan 2022 Board Retreat 3. Review drafts of 2023-2025 Strategic Plan 4. Monitor implementation of strategies and metrics accomplishments
Board Committee Chair	TBD	TBD	TBD	TBD	TBD	TBD
Board Members*	Kathy Wendy Mary Brian Nick	Amber Brian Mary Wendy	JoAnne Shawn	Shannon Chris Shawn Heidi	Jason JoAnne Nick	Kathy Kyle Anyone else interested?
Staff Members (Ex-Oficio)	Kelly	Deborah Kelly	House Director - TBD Kelly	Shauna/House Director-TBD Dan Kelly	Kelly Nan	Kelly Shauna
Community Members*	TBD	TBD	Steve Hoff (Prior BOD)	Kim Vander Ploeg (AFCH)	Steve Ritt (Westbury Bank) Annette Hellmer (Johnson Financial Group) Patrick Rindleish (Morgan Stanley) Patrick Ryan (Madison Investment Advisors)	TBD

* These are items designated for Board approval in December. Please note that other individuals have expressed interest but have not yet been in the House for a Tour or expressed specific interest in a Committee in time for a December vote.