



## Speaker Biographies

**Marcia Arneson** is a Wellness Facilitator, Tar Wars Coordinator, Community Needs and Benefit Expert, as well as the Supervisor of the Center for Healthy Living at Sacred Heart Hospital where she has worked for the past 18 years. Marcia designed and implemented a worksite wellness program which has been successfully launched in many local businesses. She also works with the Sacred Heart Hospital's internal wellness program and initiatives and serves on over 18 community boards working towards health, wellness, prevention and lifestyle change. Marcia was the first ever recipient of the Friends of Sacred Heart Hospital "Commitment to Community Award" and is an avid speaker on the topic of stress management, life balance, health, and wellness. She is a certified Franklin Covey speaker and has been a featured speaker on these topics for numerous local, state and national organizations. In January of 2013, Sacred Heart Hospital launched a new "GO" Campaign. Marcia was the catalyst behind a community wide effort to get the residents of our community to just move for 15 minutes more than they did the day before! Marcia continues to maintain her Bachelor's of Science Degree in School Health Education and Athletic Coaching which she received from the University of WI-La Crosse.

**Dr. Carmen Bergom, M.D., Ph.D.** received her M.D. and Ph.D. training from the University of Wisconsin-Madison and the Medical College of Wisconsin. She is currently an Instructor in the Department of Radiation Oncology at the Medical College of Wisconsin, where she treats breast cancer patients and has a research laboratory that examines novel tumor suppressor signaling in breast cancer. She has also conducted clinical studies on the correlation between body mass index (BMI) and side effects and prognosis in early stage breast cancer patients who receive radiation therapy.

**Dr. Vincent Cryns, M.D.** is the Marian A. and Rodney P. Burgenske Chair in Diabetes Research and Chief, Division of Endocrinology, Diabetes & Metabolism at the University of Wisconsin School of Medicine and Public Health. He received his bachelor's and medical degrees from Harvard and did subspecialty training in endocrinology at Massachusetts General Hospital. Before coming to Madison, Dr. Cryns was a Professor of Medicine at Northwestern University's Feinberg School of Medicine. Dr. Cryns leads a multidisciplinary team who focus on understanding how cells die. His group is especially interested in elucidating how abnormalities in cell death contribute to diseases such as cancer and obesity and in translating these insights into improved therapies. Dr. Cryns' research is funded by the NIH, the Breast Cancer Research Foundation, and other agencies. His work has been featured on National Public Radio's "All Things Considered" and highlighted in Nature and Nature Reviews Cancer. Dr. Cryns has been the recipient of several awards, including an Outstanding Junior Faculty Award from the Avon Foundation, and he is an elected member of the American Society for Clinical Investigation.



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**Amy Meinen, MPH, RD, CD** is a registered dietitian with formal training in public health. She has spent the past thirteen years working in the obesity prevention field, which has included with an American Indian tribe and at the state level. Amy has extensive experience in designing, implementing, and evaluating public health interventions to prevent obesity, especially in early childhood, school, and community food environment settings. Most recently, Amy was the State Nutrition Coordinator for the Wisconsin Department of Health Services' Nutrition, Physical Activity and Obesity Program. Now, she is working with partners on the emerging development of the Wisconsin Obesity Prevention Network, which is using Collective Impact to build relationships and alignment among state agencies, local public health agencies, community coalitions, universities, non-profit organizations, and advocacy organizations to address obesity.

**Georgia Smith, RN, BSN, MHA, OCN** is the Director of Cancer Care Services at Sacred Heart Hospital. She received her initial nursing degree from Solano College in Suisun, California and her BSN from University of Phoenix. She also holds a Masters in Health Administration from the University of Phoenix, and is currently enrolled in their MSN program. She has clinical and administrative experience in adult and pediatric oncology and hematology, HIV/AIDs, critical care, and community health. In addition, she completed an externship in oncology at Fox Chase Cancer Center in Philadelphia, and is board-certified in oncology by the Oncology Nursing Society. She is a member of the Oncology Nursing Society, the American Academy of Medical Administrators, the American College of Oncology Administrators and the Association of Community Cancer Centers. Ms. Smith has been published in oncology, home health care, and pain management, and has presented at national conferences including the Oncology Nursing Society's Annual Congress, the National Home Infusion Association's Institute, American College of Oncology Administrators and others. In addition she has served as a clinical advisor to the Susan G. Komen Foundation, the Ryan White Foundation, and serves on the steering and the public policy committees of their Wisconsin Cancer Council. She has also been awarded grants to research disparity in cancer care and HIV/AIDS care for minority populations, as well as developing a coordinated program of oncology home health care in coordination with the H. Lee Moffitt Cancer Center. Ms. Smith has received include the Chamber Award from the Tampa Bay Chamber of Commerce for her efforts to improve access to cancer care and screening for minorities, and recognition from the Veterans of Foreign Wars for her volunteer efforts to improve cancer care and screening for former servicemen and women.

**Paul Westrick** has served in a variety of health care leadership roles for nearly 35 years - supporting the disciplines of strategy, business development, project management, mission integration, health policy and government relations. Paul recently retired from his role as Vice President with Columbia St. Mary's Health System, based in Milwaukee, Wisconsin. His areas of responsibility at Columbia St. Mary's included health access and community outreach services; government relations and health policy; workplace spirituality, ethics, and diversity initiatives. Paul is active with a variety of professional and community organizations. He currently chairs the Board of the Leukemia & Lymphoma Society - Wisconsin Chapter and the Wisconsin Cancer Council Policy Committee. Paul holds a Master's Degree in Business from the UW - Madison Programs in Health Management and is completing a Master's Degree in Theology at Cardinal Stritch University in Milwaukee.