



State of Wisconsin
Department of Health Services

Jim Doyle, Governor
Karen E. Timberlake, Secretary

For Immediate Release

December 4, 2008

CONTACT: Stephanie Smiley, (608) 266-1683

Seth Boffeli Announced as Department's New Communications Director

Department of Health Services Secretary Karen Timberlake today named Seth Boffeli as Communications Director beginning December 8, 2008.

"Seth's background in government and communications gives him a broad range of experience that is well suited for the position," said Secretary Timberlake. "He will play a critical, strategic role and with his talent and creative vision, we will be able to effectively promote the Department's priorities during difficult economic times. I am pleased to have him join our team."

Boffeli has ten years of communications experience, mostly in the public sector, and has served as Communications Director for the Assembly Democratic Leader, Rep. Jim Kreuser since 2005. There, he has been responsible for developing communications strategies, writing all press releases and speeches and has been the primary point of contact for state reporters. He also coordinated statewide media tours and press events during his tenure.

Previously, Boffeli worked as Communications Director for the Democratic Party of Wisconsin where he coordinated large-scale events including media logistics and was the principal on-the-record spokesperson. Prior to moving to Wisconsin, he served as the Press Secretary for U.S. Senator Tom Harkin, was spokesperson for the U.S. Senate Agriculture Committee and worked as a Field Coordinator for the Iowa Democratic Party.

Boffeli received a bachelor's degree in political science from the University of Northern Iowa in 1996.

-END-