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CHRIS MAMBU RASCH

PROFESSIONAL EXPERIENCE

Wisconsin Medical Society

Director of State and Federal Relations

Government Relations Specialist

09/2009 – Present

11/2012 - Present

10/ 2009 – 11/2012

Responsibilities

- Key member of weekly senior leadership planning meetings, and work directly with the Chief Executive Officer and Vice Presidents.
- Registered lobbyist with the State of Wisconsin on behalf of the Wisconsin Medical Society, which is consistently ranked as one of the most active lobbying organizations in the state. I help manage the communications of the Society's advocacy efforts to physician members, members of the legislature, and the general public. "Medical lobby is a powerhouse in Wisconsin Capitol": *Milwaukee Journal Sentinel*; June 28, 2014.
- Coordinate and lead advocacy outreach to the Wisconsin congressional delegation and various health committee staff in Washington, D.C. Consistently gained support for Society issues from elected officials and staff by regularly communicating, briefing and meeting with key leaders.
- Treasurer of the Wisconsin Medical Society's Federal Political Action Committee and Political Action Committee Administrator/Director of the Society's State Political Action Committee. Manage the PAC budget and responsible for the public record filings with the Government Accountability Board and Federal Election Commission. Lead the PAC Board meetings with the PAC Board Chair.
- Staff Society policy and legislative councils.
- Organize and coordinate all Doctor Day at the Capitol advocacy day events.
- Work with a diverse group of medical students as the Society's Medical Student Liaison for the state's two medical schools.
- Write weekly e-newsletter articles on the Society's advocacy efforts which is sent via the Society's e-newsletter "Medigram" to over 10,000 physicians, health care managers, and medical students.
- Initiated and led the Society's first ever Medicare Physician Fee Schedule comments to the Centers for Medicare and Medicaid Services in 2011, and every year since.

Key Successes

- Instituted the Society's first Doctor Day at the Capitol in nearly a decade in 2010, and built it into an extraordinarily successful yearly event which is now one of the largest in the entire country.
- Initiated the idea and implemented a plan to identify and communicate with physicians who were eligible for an average Medicaid pay increase of 35 percent. My efforts resulted in a significant increase in the amount of physicians who self-attested to become eligible for the payment increase.

Managerial Experience

- Supervise the Society's Political Action and Legislative Member Liaison
- Jointly supervise the Society's Government Relations Coordinator

Public Speaking Engagements

- Testified in front of Wisconsin Legislative Committees on health care issues important to the Society.
- Presented government relations and health care reform updates for physician and medical student leaders at Society Board of Directors, county, medical staff, and medical student meetings.
- Presented Continuing Medical Education (CME) accredited update on the Affordable Care Act for medical faculty from the University of Wisconsin School of Medicine and Public Health.
- Anthem BlueCross BlueShield conference speaker on the Affordable Care Act.

- Wisconsin Society of Healthcare Risk Management (WSHRM) conference speaker and was ranked as one of their top presenters at the WSHRM conference over the previous five years.
- American Association of Medical Society Executives (AAMSE) panelist speaker at AAMSE's national conference.

Wisconsin Federation of Nurses and Health Professionals

04/2006 – 09/2009

Organizer

- Led and directed healthcare organizing campaigns at Milwaukee-area hospitals.
- Formulated organizing plans and developed campaign communication messages.
- Conducted outreach communication and led group meetings with workers, members, and the public.
- Identified, recruited, trained, and mobilized worksite leaders.
- Created and maintained an information management system database of 85,000 employees.
- Researched and analyzed technical information of compensation packages for workers that were used for framing messages on organizing campaigns.
- Built support for nurses' issues with groups and coalitions to raise greater community awareness and support of the nurses' efforts.

AFSCME Council 31

10/2001 – 03/2006

Organizer

- Consistently led and won organizing drives that produced over 1,500 newly organized members.
- Successfully organized workers at the Illinois Tollway Authority and negotiated legal issues of the Illinois State Labor Relations Act with the Illinois Tollway Authority regarding the legal appropriateness of the bargaining unit.
- Worked with the legal team to strategize for Unfair Labor Practice charge hearings, and testified at numerous hearings including during litigation in Washington D.C.
- During de-certification petition of 1,700 Cook County Clerk of the Circuit Court members, represented members with contract issues and local affiliate matters.

Wisconsin Citizen Action

03/2000 – 09/2001

Community and Political Organizer

Dane County Labor Electoral Coalition: Labor Electoral Coordinator

- Coordinated the 2000 fall campaign political effort for the 2nd Congressional District.
- Developed, implemented, coordinated, and oversaw the Dane County Labor Electoral Coalition's membership communication program for 40 affiliates for the spring and fall 2000 elections.
- Trained local member coordinators and activists for member-to-member and volunteer programs.
- Executed a voter registration drive of 750 newly registered members.
- Developed literature for direct mail member communication and oversaw phone banks.

Health Care Task Force Community Organizer

- Assisted in public relations and wrote press releases for the prescription drug bill "Wisconsin Care," which was later enacted as "SeniorCare."
- Conducted trainings and communicated with members and the public on the prescription drug bill.
- Assisted in legislative outreach to build support for the prescription drug bill.
- Staffed the Health Care Task Force.
- CWAG "SeniorCare" Advisory Committee member

Campaign Finance Reform Organizer

- Obtained support from 70 judges and community leaders for the Impartial Justice Campaign Finance Reform Bill.

OTHER EXPERIENCE

- Wisconsin State Senate Sergeant at Arms 02/1999 – 02/2000
State Senate Messenger
• Staffed Senate floor periods and committees.
- Garvey/Lawton Gubernatorial Campaign 06/1998 – 11/1998
UW Madison Student Coordinator
• Coordinated the UW Madison Students for Ed Garvey and Barbara Lawton gubernatorial campaign.

EDUCATION AND HONORS

- College
University of Wisconsin, Madison 09/1997 – 12/1999
• Completed dual degrees in Political Science and History, 1999
- University of Wisconsin, Fond du Lac 09/1996 – 05/1997
• University of Wisconsin, Dean's List 1997
• Phi Theta Kappa Honor Society 1997
- Carroll College 09/1995 – 05/1996
• Carroll College, Dean's List 1996
- Honor
Badger Boys State Representative: 1994
• Lomira High School Badger Boys State Representative

PERSONAL INTERESTS

- Brewers Hill Neighborhood Association 2014-15
• Personally raised over \$10,000 of the \$40,000 raised for our neighborhood association's Gateway Signage Project.

SIXTEENTH STREET COMMUNITY HEALTH CENTERS

POSITION: Director of Government and Community Relations **LOCATION:**
PAY GRADE: **DEPT:** Administration

JOB RESPONSIBILITIES:

1. Work to achieve official and public support for Sixteenth Street projects and programs
2. Develop and maintain relationships with local, state, and federal elected officials and their staffs as well as state and local governmental bodies to effectively channel the goals and program needs of the Sixteenth Street
3. Educate elected officials (and their staff) and regulatory bodies on the value of an FQHC to their community and on issues of import to the organization
4. Develop and recommend to the Board of Directors an organizational policy agenda that identifies and prioritizes issues of importance
5. Advocate on behalf of Sixteenth Street on issues related to health care, poverty, and other programming related to the work of the organization
6. Monitor local, state, and national political landscape. Evaluate opportunities for advocacy and collaboration
7. Assure compliance with state and local ethics/lobby law and campaign finance regulations
8. Represent the agency as a participant or advisor in developing and presenting testimony or public policy statements
9. Foster a positive relationship with the community to maintain an environment that benefits both the agency and the community
10. Raise community awareness of the programs, services, and value of Sixteenth Street
11. Develop and maintain relationships with representatives of community organizations both within the Milwaukee and Waukesha communities and within the Wisconsin healthcare community as well as with the public at large
12. Identify areas of potential collaboration and create connections to Sixteenth Street programmatic staff as appropriate
13. Advocate for key policy issues and mobilize staff participation in advocacy efforts when necessary
14. Prepare and/or distribute awareness, education and outreach materials
15. Organize and/or participate in community events, forums, training events and in cultural celebrations
16. Serve as point-of-contact related to health fairs and community events and coordinate with staff for representation at such events
17. Provide tours of Sixteenth Street to community groups and individuals to showcase our work and promote the organization
18. Other duties as assigned by the VP of Advancement

QUALIFICATIONS:

1. Bachelor degree in related field

2. Three to five years of direct experience in public relations, government relations and/or community relations
3. Ability to plan and organize multiple tasks while working as part of a team
4. Ability to relate well to people from diverse ethnic and cultural backgrounds
5. Demonstrate initiative, ability to work with others, and good professional judgment
6. Ability to work independently and organize time effectively
7. Excellent written and verbal communication skills
8. Strong organizational skills and attention to detail
9. Working proficiency in Microsoft Word, Excel, Outlook, and Power Point
10. Spanish language skills a plus

LINES OF SUPERVISION:

The Director of Government and Community Relations reports directly to the Vice President of Advancement.

DISCLAIMER:

The above statements are intended to describe the general nature and level of work being performed by people assigned to this job class. They are not construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

WISCONSIN MEDICAL SOCIETY

TITLE: Vice President of Advocacy and Member Relations

SUMMARY

Research, analyze, recommend, implement and evaluate strategies for improving health care policy and administration with the objectives of achieving better access, improved quality and greater efficiency. Work with Government Affairs to develop, implement and coordinate the Society National advocacy strategy. Collaborate across the institution to integrate products, services, government relations, communications, strategies and development opportunities for the purpose of expanding membership value. The VP of Advocacy and Member Relations will reinforce the Society's value proposition by supporting key customer relationships, identifying strategic opportunities and engaging with Member and potential Member organization.

DETAILED RESPONSIBILITIES

1. Work with the governance of the organization, HoD, Board, Councils and Task Forces to develop and implement policies that support the mission and vision of the organization.
2. Engage Senior leaders within the integrated delivery systems to guide policy development and increase membership.
3. Initiates and/or collaborates on planning strategies that enable the Society to increase its member value opportunities through mission-driven activities.
4. Management of the staff, activities and budget of the Membership and Policy Departments.
5. As potential strategies are identified, works with key internal and external stakeholders such as health care agencies, health care associations, and governmental entities to develop alliances as needed for successful implementation.
6. Represents the Society through a variety of roles and commitments beneficial to the strategic relationships and membership opportunities of the Society.
7. Develops annual advocacy plan in support of organization strategy and objectives.
8. Develop annual membership plan to maintain and increase members and dues revenue.
9. Supervise member relations and policy staff to ensure department and organizational objectives are met or exceeded. Attracts, recruits, retains and motivates a highly trained and qualified staff.
10. Ensures that opportunities are in place for departmental staff to develop and broaden their skills.
11. Ensures that the department understands and responds to member challenges; ensures that staff has access to the centralized support necessary for them to provide the highest level of service to members.
12. Works closely with Communications & Marketing leadership to ensure that core themes and messages are delivered consistently to targeted audiences in a manner that is in keeping with the Brand and meets the needs and expectations of specific audiences.

Competencies

1. Problem Solving/Analysis.
2. Business Acumen.
3. Strategic Thinking.
4. Results Driven.
5. Leadership.
6. Team Building.
7. Customer Focus.
8. Technical Capacity.
9. Communication Proficiency.