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Philipsten Joins SATH

The Society for Accessible Travel & Hospitality appointed a new director of public outreach and information, February 2008. Founder and chairman of SATH, Murray Vidockler, appointed Wendy L . Philipsten to help the organization manage promotional production and manage the organization’s Web site.

“We are glad to have her as a part of our team. She will be a great asset to SATH and our possibilities with her are endless,” said Vidockler.

Although Philipsten will manage some aspects of SATH, she will still hold her current job as Senior Director at Pike & Company. She will use Pike & Company’s resources to help her in her work for SATH. There she helps the company to develop and grow senior-level client relationships, as well as maintain and grow existing client business.

Philipsten became interested in SATH through cousin’s challenges when traveling and was impressed with the communication efforts of the organization and sought a job. “I’m very excited to work for such a helpful organization,” Philipsten said.

Prior to Pike & Company, Philipsten was Manager of Corporate Communications at Kohler Products. There she planned and carried out public relations activities about the retailer’s business and community involvement. She also led media relations efforts through local, regional and national news organizations.

Philipsten has a Bachelor of Arts in public relations, acquired from University of Wisconsin- Whitewater in 1988. Then she continued her education at UW-Whitewater and received a Master of Arts in communication in 1991.

SATH’s goals are to raise awareness of the needs of all travelers with disabilities, remove physical and attitudinal barriers to free access, and expand travel opportunities in the U.S. and abroad.

For more information about SATH, please visit [www.SATH.org](http://www.SATH.org) or email SATH at [sathtravel@aol.com](mailto:sathtravel@aol.com).

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Media Sheet:

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| **Access for Disabled Americans** | 1475 Broadway Suite 420, Walnut Creek, CA 94596 | Patricia Smither | (925) 932-9001  Psmither@aol.com |
| **Travel and Leisure** | 66 Alexander Rd, Newton, MA 02461 | Rich Beattie | (617) 969-4102  TLeditor@aexp.com |
| **Syndicated News** | 232 Post Ave, Rochester, NY 14619 | Frank Judge | (585) 328-2144  http://www.snsnews.com |
| **Sun Prairie Star** | 207 E Main Street  Sun Prairie, WI 53590 | Chris Mertes | (608) 837-2521  spedit@hometownnewsgroup.com |
| **Wisconsin State Journal** | P.O. 8058, Madison, WI 53708 | Teryl Franklin | (608) 252-6117  tfranklin@madison.com |
| **Sheboygan Press** | 632 Center Ave., Sheboygan, WI 53082 | Mike McQuade | (920) 457-7711 mmcquade@sheboygan.gannett.com |
| **Whitewater Magazine** | 800 W. Main Street Whitewater, WI 53190 | Thomas J. Kolda | (262) 472-1105  alumni@uww.edu |
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