



## **SATH Names Wendy L. Philipsten Director of Public Outreach and Information**

Madison, Wisconsin – Effective of February 19, 2008, the Society for Accessible Travel and Hospitality, will appoint Wendy L. Philipsten, 39, to the position of director of public outreach and information. Philipsten will be doing so as a volunteer, and will report directly to Murray Vidockler, founder and chairman of SATH.

Including her role as senior director, marketing communications at Pike & Company, Philipsten will be responsible for promotional tasks including public relations activities, the coordination of all SATH literature and managing SATH's entire website.

Philipsten has been with Pike & Company since 1998. Her past experiences also include, manager, corporate communications for Kohler Products from February 1994 to May 1998. Before that, she was employed right out of college by Morgan & Myers, as a senior account executive and retail client practice. Philipsten started as an account executive with Morgan & Myers and was promoted to senior account executive after a little more than a year.

“We were very intrigued by Wendy Philipsten from the very beginning,” Vidockler said. “We are very impressed that she was willing to seek us out for a job as a volunteer. We are very excited to have someone on board with her level of qualifications and experience in communications.”

“I am very pleased and excited to be joining the SATH team,” Philipsten said. “I can not wait to start making a difference in people's lives, especially when the issue at hand hits so close to home.”

SATH was founded in 1976, and is intended to raise awareness of the needs of all travelers with disabilities. SATH is well-established in helping those with and interested in helping persons with disabilities. SATH had a hand in writing the regulations affiliated with the ADA. SATH continues to work hard towards creating a Society for Accessible Travel and Hospitality (SATH).

### Contact Information:

Ty Mavis  
347 Fifth Ave, Suite 605  
New York, NY 10016  
Tel: 212-447-7284  
Fax: 212-447-1928  
E-mail: [sathtravel@aol.com](mailto:sathtravel@aol.com)  
[www.sath.org](http://www.sath.org)

