

## NEWS RELEASE

**For Immediate Release:** March 12, 2024

**Contact:** Susan Peterson, Northwest and Coulee Regional Director | [speterson@jawis.org](mailto:speterson@jawis.org)  
Phone: 715.214.1124 | Cell: 608.219.3774 | [Wisconsin.ja.org](http://Wisconsin.ja.org)

### Junior Achievement Adds News Members to Coulee Region Board of Directors

**La Crosse, Wisconsin.** Two Coulee Area executives are joining the Junior Achievement Coulee Region board of Directors.

Crystal Seilers is Vice President of Finance for Festival Foods, where she leads a team of 30 associates who handle technical and operational accounting, payroll, financial reporting, FP&A, and banking activities. She began her career at Trane in 2002 in accounting and has since worked as Controller for the La Crosse Area YMCA for two years and in various financial roles for the Mathy Family of Companies for 12 years until joining Festival Foods in 2020. She has a busy family that includes 4 children, aged 10 to 14 who attend schools in Holmen and Onalaska.



Napela Shim is a family law attorney at Johns, Flaherty & Collins, S.C (JFC) in La Crosse, Wisconsin where she provides legal services to families in six western Wisconsin counties. Before joining JFC, she worked for the Hawaii State Legislature's Education Committee, focusing on pre-k through 12 and higher education policy. The Arcadia, Wisconsin native is committed to advancing education opportunities for rural students. She enjoys gardening on the family farm and kayaking on the Mississippi River.

Junior Achievement of Wisconsin (JA) has provided financial literacy, entrepreneurship, and career readiness programming to students in the Coulee Region for the past 15 years. Through partnerships with corporate volunteers, educators, and local donors, JA fulfills its vision for a world where young people have the skillset and mindset to build thriving communities. During the current school year, 97 volunteers are registered to bring Junior Achievement life skills programming to over 3,500 students in the Wisconsin counties of La Crosse, Monroe, and Jackson.