

NEWS RELEASE

FOR IMMEDIATE RELEASE: August 8, 2025

Contact: Susan Peterson, Regional Director, Junior Achievement of Wisconsin Northwest & Coulee Areas
speterson@jawis.org | Phone: 715.214.1124 | Cell: 608.219.3774 | coulee.ja.org

Tammy Schmitz Joins Junior Achievement of Wisconsin as Associate Director

LA CROSSE, WIS.—Tammy Schmitz of French Island is joining Junior Achievement of Wisconsin – Coulee Area as Associate Director as the nonprofit seeks to expand its strategic initiatives aimed at equipping K-12 students and young adults with economic empowerment and critical life skills.

Schmitz has nearly 15 years of nonprofit experience in the La Crosse community and surrounding areas. She joins Junior Achievement (JA) after eight years in several positions with Central Conservation where she was key in the development and direction of a new organizational division. Her credentials include executive and director positions with Scouting America and work in disability services. She received her bachelor's degree in psychology from UW-La Crosse.

As Associate Director, Schmitz will play a crucial role in promoting and providing critical JA educational programs to local K-12 students working closely with the Regional Director and Program Coordinator to support program funding, event planning and coordination, community outreach and promoting JA learning pathways including financial literacy, entrepreneurship and college and career planning.

Schmitz is proud to make her home in the Coulee Region having returned to French Island where she grew up. She values lifelong learning and enjoys uncovering new discoveries from the area's rich natural and cultural history with partner Jon and their dog Joplin.

About Junior Achievement

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and community volunteers and provide relevant, hands-on lessons that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills. Since 2021, Junior Achievement volunteers have taught life skills learning experiences for 14,653 students in the Coulee area. For more information, visit [Wisconsin.ja.org](https://www.wisconsin.ja.org).