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**GUSTAFSON JOINS WISCONSIN DENTAL ASSOCIATION  
AS DIRECTOR OF GOVERNMENT SERVICES**

WEST ALLIS, Wis. – The Wisconsin Dental Association recently announced that Andrew “Gus” Gustafson has joined the Association as Director of Government Services. In this position, he will manage the Association’s relationships with state lawmakers and regulators; oversee insurance and public health issues; assist in directing activities of the WDA Political Action Committee and lead the WDA’s Madison team.

An expert in policy and legislative processes, Gustafson has cultivated relationships with legislators and staff through more than 20 years in and around the Wisconsin State Government. He comes to the WDA after serving in leadership roles for several state legislators. Gustafson also spent eight years as the director of advocacy for SSM Health Wisconsin, where he led the health system’s lobbying efforts and managed relationships with trade associations.

Gustafson has always had an interest in dentistry. His vivid childhood memories of receiving dental care have left an impression.

“By nature, dentists are collaborative, engaged and generous professionals” said Gustafson. “They are doing wonderful work for our communities, and I look forward to contributing to these important health initiatives.”

In his new role, Gustafson will advocate in favor of legislation that advances the dental profession and promotes quality oral health care for the public.

“We are excited to have a seasoned professional like Gus join the WDA team,” WDA Executive Director Mark Paget said. “In addition to his legislative and advocacy expertise, he brings a tremendous amount of energy and enthusiasm to our Association. Gus will serve as a critical connection point between the Wisconsin state government and our 3,100 member dentists to help ensure that every Wisconsinite has access to the dental care they need.”

Gustafson, a resident of Waunakee, holds a bachelor’s degree in behavioral science and law from the University of Wisconsin-Madison. He is based in the WDA’s legislative office in Madison and can be reached at [agustafson@wda.org](mailto:agustafson@wda.org) or 414-755-4130.

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**About the Wisconsin Dental Association**

The Wisconsin Dental Association, with 3,100 member dentists and a number of dental hygienists, is the leading voice for dentistry in Wisconsin. WDA members are committed to promoting professional excellence and quality oral health care. Established in 1870, the WDA is headquartered in West Allis and has a legislative office in Madison. The WDA is affiliated with the American Dental Association - the largest and oldest national dental association in the world. For more information, call 414-276-4520, visit [WDA.org](http://WDA.org) and find us on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).