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AARP Wisconsin begins 2024 with volunteer board & staff additions

MADISON, WI – AARP Wisconsin State Director Martha Cranley today said the state office is kicking off 2024 with the announcement of three appointments to its all-volunteer Executive Council (EC) and two additional staff members.

“We are thrilled to be diving into the new year with an AARP Wisconsin team of staff and volunteer leaders who are excited to work together on legislation and community-enhancing engagements that will make life better not only for those 50 and over, but all Wisconsinites as they age,” Cranley said.

The Executive Council, which helps establish goals, strategies and tactics for efforts that help the more than 800,000 AARP members in Wisconsin, is led by volunteer State President Leslie Spencer-Herrera of Whitefish Bay. She welcomes three additional members to the council, including Terrence Moore of Milwaukee, who will serve as AARP WI’s inaugural Vice President, along with Sue Miller of Waupaca and Sue Dierksen of Gleason.

Cranley also announces that two staff members – David Bowen of Milwaukee and Martin Hernandez of Middleton – have joined the AARP Wisconsin team to lead the state office’s efforts around advocacy, campaigns, and volunteer management.

Here is information about each of the three Executive Council appointments, followed by the two staff additions:

Terrence Moore, Sr. – Terrence is an Economic Development Specialist for the City of Milwaukee Department of City Development Commercial Corridor Team. Prior to that he was a Business Development Specialist for the Hmong Wisconsin Chamber of Commerce. He also has experience in leadership development at

numerous levels. Terrence is Secretary of the Milwaukee County Commission on Aging and will serve as Vice-Chairperson beginning in 2024; He is Board of Director of the African American Leadership Alliance Milwaukee (AALAM). He's a member of United Way Reducing Barriers for Employment for African Americans and sits on many local, national and international boards and committees.

Sue Miller – Sue's career spanned 27 years in sales and senior leadership in commercial insurance and health plan sectors. Since retiring to central Wisconsin, she found that her skills and experience were transferable to non-profit board leadership. In addition to serving on AARP WI's EC, she is on the State Bar of Wisconsin's Fund for Client Protection. "I find these and previous board roles both challenging and fulfilling. I enjoy a network of post-career connections which have contributed greatly to my personal growth and still enjoy plenty of time with family, friends, golf, and travel," she said.

Sue Diersken – As an RN with a Master's Degree in public health, Sue spent her career with two major corporations, developing and managing employee health and wellness programs which integrated with employee health benefits. In 2018 she joined the team of AARP WI volunteer advocates, supporting legislation affecting Wisconsinites age 50-plus. In this work she has connected with elected officials on issues such reducing the cost of prescription drugs, quality high-speed internet, and support for caregivers. She is 2022 alumni of the Wisconsin Women's Network Policy Institute increasing her knowledge of the legislative process and connections with lawmakers. She hails from the rural Northwoods in the Tomahawk and Rhinelander area.

David Bowen – Is AARP WI's new Associate State Director of Advocacy. He has 16 years of experience as a former elected official and director of a non-profit organization. After building a reputation for being active and present on local and state police for families and underserved communities, Bowen was then elected to represent the 10th District on the Milwaukee County Board of Supervisors, becoming the youngest member of the board and one of the youngest Black local elected officials in Milwaukee's history. Bowen then advanced to the Wisconsin State Assembly, where he served four terms as State Representative for the 10th Assembly District, helping to pass bipartisan bills under governors of each party.

Martin Hernandez – Was born and raised in San Diego, CA and is a graduate of Gonzaga University. As Associate State Director of Advocacy at AARP, he works alongside a dedicated team of volunteers, ensuring that Wisconsinites age 50-plus have their voices heard from the State Capitol in Madison and Washington, D.C. Hernandez has spent the last decade working on electoral campaigns from local city council races up to the presidential race in 2020. He has years of experience working with talented, dedicated, and insightful volunteers. "AARP, like any successful political campaign, is only going to go as far as our volunteers have the strength to carry us," he said. "I've made it my goal to empower our Wisconsin advocates to achieve their legislative goals."

“All of these staff members and volunteers are committed to being strong and capable voices for carrying out AARP’s mission here in Wisconsin, which is to make life better for all of us,” Cranley said. “We are so very pleased to have them leading our statewide efforts.”

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AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people turn their goals and dreams into real possibilities, strengthens communities and fights for the issues that matter most to families such as healthcare, employment security and retirement planning. We advocate for consumers in the marketplace by selecting products and services of high quality and value to carry the AARP name as well as help our members obtain discounts on a wide range of products, travel, and services. A trusted source for lifestyle tips, news and educational information, AARP produces AARP The Magazine, the world's largest circulation magazine; AARP Bulletin; www.aarp.org; AARP TV & Radio; AARP Books; and AARP VIVA, a bilingual news source. AARP does not endorse candidates for public office or make contributions to political campaigns or candidates. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at www.aarp.org.