# Center for Plain Language Announces New Board of Directors

**WASHINGTON, D.C., JULY 1, 2015** – The Center for Plain Language announces the election of three new members to its Board of Directors. The new board members are Maria Boos of Siegel+Gale, Jeffrey Greer of Blue Cross Blue Shield of Michigan, and William Ryan of the Transportation Security Administration.

The Center for Plain Language is a non-profit organization based in Washington, D.C. Its volunteer Board of Directors includes leaders from both the private and public sectors who are committed to promoting plain language in communication.

"Each year, we draw professionals with impressive achievements and deep knowledge of the field to our volunteer Board,” said Susan Kleimann, Center for Plain Language chair. “This group of new Board members is no exception. Each of these individuals’ rich professional backgrounds and passionate commitment to plain language will bring insightful perspectives to our Board.”

Maria Boos, Group Director, Simplification, Siegel+Gale, is an unrelenting advocate for the benefits of simplicity. With over 25 years experience helping companies streamline and simplify complex communications and interactions to enhance customer experience, she has led transformative efforts for Citi, Humana, Kemper, SAP, Aetna, PNC, and the IRS, among others.

Jeffrey Greer, Digital Content Strategist, Blue Cross Blue Shield of Michigan, is responsible for helping Michigan make sense of health insurance. He led the team that brought a customer focus to the Blue Cross websites by understanding what people really need from their health insurance company and providing it in a clear and simple manner.

William Ryan, Program Manager, Transportation Security Administration, is a veteran of public service, championing plain language in government communications for over 20 years. He serves as a trustee of the Burton Foundation, which recognizes achievement in the legal community—with a focus on good legal writing.

The Center would like to thank outgoing board members Kath Straub, Principal, Usability.org, and Rohit Bhargava, CEO, Influential Marketing Group, for their leadership and continued support. "Kath Straub and Rohit Bhargava have been tremendous assets to the Center and the cause of plain language," said Kleimann. "Their significant contributions to the Board will have a lasting impact. We thank them for their insights and wish them well."

The 2015-2016 Center for Plain Language Board of Directors are:

* Chair, Susan Kleimann (President, Kleimann Communication Group)
* Vice-Chair, Karen Baker (Vice President, Mission Initiatives, Healthwise)
* Corporate Secretary, Brian Berkenstock (Content Strategist, AETNA)
* Treasurer, Julie Clement (Principal, J Clement Communications)
* Maria Boos (Group Director, Simplification, Siegel+Gale)
* Deborah Bosley (Principal, The Plain Language Group)
* Christopher “Chip” Crane (CEO, CPoint Consulting)
* Jeffrey Greer (Digital Content Strategist, Blue Cross Blue Shield of Michigan)
* Joanne Locke (Principal, J. Locke Plain Language Consulting)
* Steven R. Rush (Director, UnitedHealth Group, Health Literacy Innovations Program)
* William Ryan (Supervisory Program Manager, Transportation Security Administration)
* Michael Villaire (Chief Executive Officer for the Institute for Healthcare Advancement)
* Meghan Codd Walker (Principal, Zuula Consulting)

**About the Center for Plain Language**
**The Center for Plain Language**, a non-profit organization, supports those who use plain language, trains those who should use plain language, and urges people to demand plain language in all the documents they receive, read, and use. For more information and to become a member, visit [www.centerforplainlanguage.org](http://www.centerforplainlanguage.org).

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