



THE ENLIGHTENED VISION PODCASTING TEAM OF EXPERTS

John E. Patchett

John Patchett is an attorney who founded Enlightened Vision LLC in 2006 to develop and provide innovative Internet-based communications services and programming, including podcasting production and services for professional groups, organizations, and businesses. John has maintained a passion for broadcasting since his childhood, and, prior to his election to the Iowa Legislature, he worked for three years as a broadcast journalist, anchor, and producer – and initially as a disc jockey - for commercial and public radio stations in Iowa. Forming Enlightened Vision has allowed him to continue and expand on that interest.

John spent 20 years in association management. He was CEO of the Wisconsin Medical Society for eight years, during which time he also served as Secretary of the Wisconsin Medical Society Holdings Board, Secretary of the Wisconsin Medical Society Foundation, and as Secretary-Treasurer of the Wisconsin Patient Safety Institute and a member of its Board of Directors. He was also a member of the Board of Directors of the Physicians Insurance Company of Wisconsin.

Prior to joining the WMS, John served for two years as Deputy CEO of the Florida Medical Association in Tallahassee and for ten years at the American Medical Association in Chicago where he directed state legislative advocacy services. Before the AMA, John was in the private practice of law in Iowa for five years and also served in the Iowa House of Representatives from 1973-1980. Since 2005, he has also acted as a consultant for **enetrrix** - a Middleton-based innovative technology company specializing in sophisticated, web-based “enterprise” business solutions – working primarily with medical and health-related associations, bar and legal associations, and political organizations.

John earned his Juris Doctorate degree with honors from the University Of Iowa College Of Law and his Bachelor of Arts degree in history and political science from the University of Iowa. John and his wife Mary Rita have four children and reside in Middleton, Wisconsin. When not working, you can often find him on a golf course or following collegiate and professional sports (including the “sport” of politics).

Steve Busalacchi

Steve Busalacchi is an award winning journalist with 25 years of experience in media and public relations. He recently formed his own health care communications firm – Steve Busalacchi Communications LLC – which offers a variety of media and consulting services (<http://www.PRDRSteve.com>).

Steve was Director of Public Relations for a statewide medical association for nine years. During that time he produced weekly radio programs on key healthcare issues that were broadcast across Wisconsin. These were also available on the organization’s website and were among the most sought after content. He also ghost-wrote dozens of newspaper columns which were also among the top pages hit on the site.

Steve was a broadcast producer, editor, and reporter for Wisconsin Public Radio from 1981-1997. He was WPR’s medical reporter for ten years during this time and was a frequent contributor to National Public Radio. He was described as one of WPR’s most prolific and acclaimed producers.

Steve has conducted numerous media training sessions for organizations and individuals, and from 1999 to 2004 he was also in charge of publicity for a CDC-funded grant for the Wisconsin Antibiotic Resistance Network.

Steve has received more than 25 awards from organizations such as the Public Relations Society of America – Madison Chapter, the Associated Press, American University, Northwestern University’s Medill School of Journalism, American Women in Radio and Television, the Wisconsin Broadcasters Association, the Northwest Broadcast News Association, and the Milwaukee Press Club.

Steve received his Bachelor of Arts in Journalism from the University of Wisconsin Madison. He and his wife Maureen reside in Madison, Wisconsin, with their two children.



Bruce A. Johnson

Bruce Johnson is an award-winning videographer, director, and editor, with over 25 years of experience in commercial, public, sports, and corporate television. He has worked in locales as varied as Siberia, Europe, Africa, Mexico, and all across the United States. An evangelist for new technology, Johnson writes for several magazines and speaks on video and technology topics at conventions, including the National Association of Broadcasters and DV Expo. He has worked at Wisconsin Public Television since 1987.

Bruce purchased his first computer in 1982 and has been online every since, moving to the World Wide Web when it was still in its infancy. Television programs he has worked on have been awarded both national and regional Emmy Awards, the Iris Award, the Ohio State award, and many Milwaukee Press Club and Wisconsin Broadcasters Association awards.

Bruce is a 1981 graduate of Boston University's College of Communications. He and his wife reside in Madison, Wisconsin, with their two daughters.

Michael Walton

Michael Walton was born and raised in Leeds, England. It was obvious from an early age that what we now call "Information Technology" was going to be a key interest for Michael. He built his first computer when he was ten years old. He was developing software at the age of 13 and released his first code while still in high school.

Following graduation from the University of Huddersfield in Great Britain, Michael worked as a software developer for a CAD/CAM software house until 1998 when he was recruited by a Wisconsin-based IT consulting firm. He relocated to the United States and is still employed by ADTEC Services of Madison, Wisconsin, where he has expanded his expertise in a number of areas including network administration, security, and disaster recovery. He works with a wide range of clients in a variety of IT-related roles.

Outside of work, Michael is a family man, Boy Scout leader, climbing instructor, nationally certified project COPE Director, and ropes course instructor. He and his wife reside in Elkhorn, Wisconsin, with their two children.