



FOR IMMEDIATE RELEASE
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Wisconsin Board on Aging and Long Term Care Announces Retirement of State Ombudsman Kim Marheine and Welcomes Jenna Helminski Juve

MADISON, Wis. – The Wisconsin Board on Aging and Long Term Care (BOALTC) today announced an important leadership transition effective **September 8, 2025**, in the State Long Term Care Ombudsman Program.

After more than 17 years of service, **Kim Marheine**, who has led the program since 2023 as State Ombudsman, will retire later this month. Marheine began her BOALTC career in 2008 as Ombudsman Services Supervisor, where she supported staff and advanced systems advocacy through service on numerous statewide and national committees. With over three decades of experience in aging and long-term care, including leadership roles with the Alzheimer's Association of Greater Wisconsin, Marheine has been a trusted collaborator, mediator, mentor, and advocate. Her career has been defined by a strong resident-centered focus and an unwavering commitment to dignity and respect for older adults.

"Kim has provided exceptional leadership and advocacy for Wisconsin's older adults, leaving a lasting impact on residents and long-term care in the state," said BOALTC Executive Director **Jessica Trudell**. "As we thank Kim for her years of dedicated service, we are excited to welcome Jenna, whose leadership experience and commitment to advocacy will carry forward the mission of the program with a strong person-centered focus."





Effective **September 8, Jenna Helminski Juve** will assume the role of State Long Term Care Ombudsman. Helminski Juve previously served as a Supervisor at the Aging and Disability Resource Center (ADRC) of La Crosse County, where she led a team of professionals and oversaw programs supporting long-term care counseling, caregiver services, youth transitions, and Older Americans Act initiatives. She brings a wide range of experience in systems advocacy, complaint investigation, policy improvement and housing initiatives.

Board Chair **Dr. Valerie Palarski** added, “This transition honors the incredible legacy of Kim Marheine while positioning the Ombudsman and Volunteer Ombudsman Programs for a strong future under Jenna’s leadership. Wisconsin’s older adults and their families will be well served.”

The Board on Aging and Long Term Care extends its gratitude to **Kim Marheine** for her distinguished service and looks forward to welcoming **Jenna Helminski Juve** as the new State Long Term Care Ombudsman this fall.

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Contact:

Board on Aging and Long Term Care

1-800-815-0015

BOALTC@wisconsin.gov