

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Fox Valley Memory Project Announces Leadership Transition



Menasha, WI – January 6, 2025, The **Fox Valley Memory Project Board of Directors and Staff** are pleased to announce a significant leadership change as **Mike Rohrkaste**, EXECUTIVE DIRECTOR since 2019, announces his retirement. During his tenure, Mike has been instrumental in expanding programs, fostering partnerships, and advancing the organization’s mission to support many individuals and families living with dementia. His leadership has helped position the Fox Valley Memory Project as a trusted resource in the community.

Carrie Esselman, who has been an integral part of the organization as its Grant Manager, is stepping into the role of EXECUTIVE DIRECTOR. Her extensive knowledge of the Fox Valley Memory Project’s mission and operations, along with her proven success in grant management and program development, makes her well-equipped to lead the organization into its next phase. Her internal transition ensures continuity and a seamless leadership handoff.

“Mike’s dedication and leadership have left a lasting legacy,” said Jim Reid, Board President. “As we welcome Carrie, we are confident in her ability to lead the organization into its next growth phase, ensuring we continue to meet the evolving needs of our community.”

Under Carrie’s leadership, the organization plans to continue expanding dementia support services into rural and underserved communities in Waupaca, Calumet, Outagamie, and Winnebago counties.

The Fox Valley Memory Project extends its gratitude to Mike for his years of dedicated service and looks forward to the future under Carrie’s guidance.

About Fox Valley Memory Project:

Fox Valley Memory Project is a community organization in northeastern Wisconsin helping people living with memory loss, their care partners, and families to live well through compassion, understanding, engagement, acceptance, inclusion, and joy. Working with many partner organizations, we offer multiple programs including socialization events, caregiver education and support, respite, referral services, and community education. Based at the Goodwill Community Campus in Menasha, the organization received its independent 501(c)(3) status in 2018.

Board of Director Members: Jim Reid (President), Paul Larson, MD (Vice President) Mike Hablewitz (Treasurer) Tara Crawford (Secretary), John Barkmeier, MD, Lisa Kokontis, MD, Keith Kostecke, Curt Baltz, MD, Jessica Ebertsch, Eric Broten, Jim Heiting, and Ted Regalia.

Staff Members: Carrie Esselman (incoming Executive Director), Mike Rohrkaste (retiring Executive Director), Carissa Paul (Community Development Manager), Kristy Millar (Resource Navigator), Sarah Swant (Resource Navigator), Kyle Hicks (Resource Navigator), Kayla Weyker (Program Coordinator), Holly Knipfer (Program Coordinator) and Amanda Buckowski (Data Administrator).

For more information, contact Carrie Esselman, Executive Director 920.225.1303 or Carrie@foxvalleymemoryproject.org

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