



Sudden
Cardiac Arrest
Association

Power and passion, saving lives

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Sudden Cardiac Arrest Association Names John Fiegel, CAE as New Interim President

WASHINGTON, DC (April 26, 2012) – The Board of Directors of the Sudden Cardiac Arrest Association has named John L. Fiegel, CAE as the Association’s new Interim President. Fiegel replaces Lisa Levine, CAE now Executive Director of the Energy Bar Association.

“SCAA experienced great success last year from the launching of new patient-centered initiatives and community based educational and advocacy programs, and the Board of Directors thanks Lisa Levine, CAE for her leadership in these endeavors. As a result, SCAA is currently at a unique juncture in its development and is distinctly poised for further alignment with other cardiovascular related patient advocacy groups and growth within the medical device and emergency response industries,” said Jeffrey G. Micklos, SCAA Chairman. “John’s vast background and experience within the association sector, specifically with Transition Management Consulting, will provide SCAA with a sharp analytical and strategic focus to help propel the Association forward in its mission and give the Board of Directors time to fill the vacancy with a permanent president.”

Fiegel comes to SCAA with over 20 years of association management experience, having worked for both association management companies (AMCs) and stand-alone organizations. He has provided interim executive leadership to a number of organizations in transition, including the Association of Air Medical Services, National Parking Association, National Ornamental & Miscellaneous Metals Association, Destination ImagiNation and the Society for Competitive Intelligence Professionals.

“I look forward to providing SCAA with a fresh perspective while working with its diverse network of chapters and patient advocates during this time of transition to help advance the association’s corporate platform and further its reputation as a leading authority figure within the cardiovascular health space,” said Fiegel.

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About the Sudden Cardiac Arrest Association

SCA kills nearly 300,000 Americans each year. It is not the same as a heart attack. Advancements in medical technology and treatment can eliminate up to 40 percent of all sudden cardiac arrest deaths, yet the national survival rate for out-of-hospital SCA remains a low five percent. SCAA is the nation’s leading nonprofit patient advocacy organization exclusively dedicated to SCA awareness and prevention. For more information, visit www.suddencardiacarrest.org.