ADAP Advocacy Association Seats Two Board Members:
Aaron Baldwin & Chrys Thorsen bring added diversity, expertise and leadership to the organization

WASHINGTON, D.C. (April 2, 2014) – The ADAP Advocacy Association, also known as aaa+®, today announced that it has appointed two new members to its Board of Directors. Aaron Baldwin of San Francisco, who works as an agent with New York Life Insurance and leveraged their award winning deferred income annuities for the first of its kind Positive Planning practice for the HIV-positive community, and Chrys Thorsen of Los Angeles, who is a leading technology consultant and former IT project lead on a PEPFAR-funded electronic health record program, were seated to the Board of Directors.

"The ADAP Advocacy Association has further enhanced its organizational leadership with the addition of Aaron and Chrys to our board of directors," stated **Brandon Macsata**, CEO of the ADAP Advocacy Association. "Aaron's personal experience as someone living with HIV-infection on the AIDS Drug Assistance Program certainly prepared him for his current position at New York Life Insurance, as well as his role on our board. Additionally, we have so much to learn from Chrys' expertise in the information community technology space, and lessons learned from her work across the globe."

aaa+® is governed by a dedicated, diverse volunteer board of directors. The organization now benefits from the combined experience of eight HIV-positive members, three ADAP recipients (plus three former ADAP recipients), one physician, one pharmacist, nine influential community activists, and three disability/diversity rights champions. The board of directors includes: **Michelle Anderson** of Dallas, Texas; **William E. Arnold** of Washington, DC; **Robert Breining** of Levittown, Pennsylvania; **Janine Brignola** of Omaha, Nebraska; **Elmer L. Cerano** of Lansing, Michigan; **Eric Flowers** of Oakland, California (*Ramsell Corporation corporate representative*); **Darryl Fore** of Cincinnati, Ohio; **Philip A. Haddad, MD** of Shreveport, Louisiana; **Glen Pietrandoni** of Deerfield, Illinois (*Walgreens corporate representative*); **Elizabeth Shepherd** of Summerton, South Carolina; **Joey Wynn** of Fort Lauderdale, Florida; and **Brandon M. Macsata** (ex-officio) of New York, New York.

Aaron Baldwin serves as the first out LGBT & HIV-positive agent in the insurance industry, and a former ADAP recipient. His work at New York Life Insurance has pioneered new financial concepts and strategies, such as the first of its kind Positive Planning for the HIV Positive Community. By combining his knowledge of the LGBT community, with sound financial planning strategies from New York Life, Baldwin seeks to help his clients not only meet, but to exceed their unique planning (needs). Prior to joining New York Life, Baldwin spent over seventeen (17) years in various consulting and employment engagements, often leading the management of large corporate installations of Enterprise Content Management systems. ECM is an umbrella term covering document management, web content management, search, collaboration, records management, digital asset management (DAM), workflow management, capture and scanning. His involvement with grassroots HIV/AIDS and LGBT work has included roles from Board Chair/Member and other positions at the Bay Area Youth Summit Foundation, Tenderloin Tessie Holiday Dinners, Openhouse, The Sisters of Perpetual Indulgence, and the AIDS Candlelight Memorial. Baldwin earned a bachelor degree from Baldwin Wallace University and attended the Master's of Business Administration School at Rensselaer Polytechnic Institute.

Chrys Thorsen is an education and technology consultant who innovates sustainable enterprise training solutions. In her lifetime as an IT professional, she has garnered over 35 IT certifications including Certified Cisco Systems Instructor and Network Professional (CCSI/CCNP), Microsoft Certified Trainer, Systems Engineer and IT Professional (MCT/MCSE/MCITP), ISC(2) Certified Information Systems Security Professional (CISSP) and ISACA Certified IS Auditor (CISA). Living by the mantra that "the only true measure of a successful program is results on the ground - everything else is just noise," Chrys designs, develops and delivers solutions with the end goal in mind. In Africa, from 2009 – 2011, she worked for SmartCare, a PEPFAR-funded electronic health record (EHR) program that is a collaborative effort between the Centers for Disease Control and Prevention (CDC) and the Republic of Zambia's Ministry of Health. Recognizing that "drive-by activism" from a donor nation is a recipe for failure, Chrys led an international team to create the "viral teaching method" to continuously train and certify Zambian health professionals in the EHR software system. In 2011, Chrys developed the SmartCare exhibit for the annual PEPFAR conference in Johannesburg. At that conference, SmartCare won the PEPFAR Marketplace award for the "Most Innovative" PEPFAR project. By the time Chrys returned to the US in February 2012, over 700 Zambian health professionals (from all provinces and districts) had been trained and certified using the viral method. Today the count stands at over 3000 and climbing. Her team's demanding certification exam is a government requirement for all health professionals who receive SmartCare training. Chrys' current project in Africa is The Advanced Technical and Business Management Institute of the United States, a school that will build a sustainable, international-market-ready labor pool from the Zambian people. Her international writing and design team at TBH Consulting has authored fifteen textbooks on an array of IT subjects, with four more in the works. Over the past 17 years as a master trainer, Chrys has delivered 400 IT certification classes and taught 5000 students.

To learn more about the ADAP Advocacy Association or its Board of Directors, please contact Brandon M. Macsata at info@adapadvocacyassociation.org.

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