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DWD Secretary Newson Announces Key Agency Appointments

Dave Anderson named Assistant Deputy Secretary; BJ Dernbach named Legislative Liaison

MADISON – Department of Workforce Development Secretary Reggie Newson today announced the appointment of Dave Anderson as Assistant Deputy Secretary and BJ Dernbach as Legislative Liaison.

"Dave Anderson and BJ Dernbach bring strong and diverse backgrounds to their new roles in DWD," Secretary Newson said. "They will be tremendous assets as we pursue our vision of building a workforce that moves our state forward."

Anderson, of Wausau, brings a professional background that spans a multitude of areas such as government relations, policy analysis, education, marketing, small business, and nonprofit leadership. He most recently was District Director for the office of U.S. Rep. Sean Duffy in Wausau since January 2011, and before that was District Director for U.S. Rep. Tom Petri in Fond du Lac for six years. In addition, Anderson served for over nine years in top advisory positions during the administrations of former Governors Tommy Thompson and Scott McCallum.

Anderson's private-sector experience includes previous roles as a government relations director and a vice president of marketing. He began his career as a high-school German teacher in Minocqua after graduating from the University of Wisconsin-Superior with a Bachelor of Arts in Social Studies and German. His community service includes leadership in organizations such as the Rotary, UW-Superior Foundation, and the Wisconsin Historical Society Board of Curators.

Dernbach, of Verona, has been Chief of Staff since 2010 for state Rep. Dan Knodl, who currently chairs the Assembly Committee on Labor and is a member of the Committee on Workforce Development. Before that, BJ was an aide to former state Rep. J.A. "Doc" Hines from 2006-2010.

Dernbach earned his Bachelor of Arts in Politics and Government with a minor in Communication from Ripon College. He has completed coursework towards a Masters of Public Affairs through the UW-Madison La Follette School of Public Affairs.

Anderson succeeds former ASD John Fandrich, who left in October to resume a leadership career in state government civil service. Dernbach succeeds former Legislative Liaison Connie Schulze, who left in September to pursue an opportunity in the private sector. Anderson and Dernbach will begin their new roles in the coming weeks.