



President's Message

by Bob Glowacki



Dear CAPOW members,

CAPOW is a special organization because it is driven by our membership through the board to have a real feel for the state of our disability provider community. As a result, we respond quickly to the situation

"on the ground." The CAPOW board in response not only to the state of the economy, but also the threat posed by potential state budget cuts felt we need to add membership, add voices and make it easier to join CAPOW.

As a result, the board has authorized me to offer dramatically lower membership dues for new member agencies. New member agencies can save hundreds of dollars in dues if they join now in 2009.

We need to get the word out---please forward this message to others who want to not only add their voice to our charter members, but who want to be engaged in real legislative advocacy on behalf of their organization and the direct care staff that deliver our much needed services.

I want to applaud the board of CAPOW for their vision in expanding the membership and offering CAPOW new opportunities with expanded membership.

If you an interested organization, visit our website at www.capow.org or call our office for more information.

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Lobbyist's Report: Working For You "Under the Dome"

by Ramie Zelenkova



This week the Joint Committee on Finance will meet in executive session, starting a series of meetings to take action on 2009 Assembly Bill 75, the Governor's 2009-11 Biennial Budget Recommendation. The Committee is expected to act on the Board on Aging and Long-Term Care on Thursday, April 16. The Governor's proposal expands the definition of "long-term care facility" to include Residential Care Apartment Complexes (RCACs) for the purpose of the Board on Aging and Long-Term Care

ombudsman activities. The proposal requires RCACs to post, in a conspicuous location a notice about the Board's ombudsman program, including the name, address, and telephone number. The Joint Committee on Finance will take into account a number of discussion points, including an argument that RCACs are not long-term care facilities, like nursing homes, rather independent living apartments, and therefore residents are less vulnerable and not likely to require ombudsman services.

While the Joint Committee on Finance is meeting in executive session, the Department of Health Services is meeting with providers to discuss the 2009 ForwardHealth Rate Reform Project. The project is a "comprehensive examination of how Medicaid purchases specific health care services." The goal is to look for effective, across the board reforms, but short-term solutions are needed to address a \$415 million gap in the 2009-11 Medicaid budget. The Department met with provider groups at the beginning of April, of which CAPOW was part, to discuss both short and long-term reforms. The expectation is that the Department will conduct internal fiscal and policy analyses and present the findings to the focus groups at the end of May. For more information on the project please visit the CAPOW website to view a PowerPoint presentation on the "LTC ForwardHealth Rate Reform Project," and for a list of rate reform discussion points.

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What Drives Your Desire

by Robert Evans Wilson

The Un-Comfort Zone

It was love at first sight. I was a 15 year old working as a parking lot cashier, when a brand new car pulled up to the booth. I'd never seen anything like it; it was a new model from Toyota called Celica. Approaching the legal driving age, I dreamed of owning a car. Now

my dream had a form. For the next two years, I saved all my money and during that time a Celica couldn't come within my peripheral vision without my noticing it. It was the only car I wanted. I went to the showroom dozens of times to sit in it, feel it, smell it. I talked with every owner of one who passed through my parking lot. I was driven.

Unfortunately, a new one was too expensive, so I looked in the newspaper every day for a used one, but I was always more than \$1,000 short. At 17 and half years old, borrowing my parents car was painful. The desire and the peer pressure to own a car – any car – was nearly overwhelming, and my dream was wavering. My friends began suggesting cars that I could afford. Then my dad introduced me to a car wholesaler. When I met with him, I reluctantly gave him a list of cars I thought I could afford. As we talked about them, he seemed to sense my lack of enthusiasm. He pressed me, "Are there any others you're interested in?" "Well... there's the Toyota Celica," I replied, "but I know I can't afford it." He jotted it down and said, "You let me worry about that." My eyes lit up as he asked me about colors and options. Then he drew a big circle around the word Celica. Less than a week later, he phoned me. He found one I could afford. It had a small dent in the fender which I could fix for under \$100. Cha-ching. Desire satisfied.

When was the last time you were obsessed with something? Desire is a powerful motivator, but unlike Fear it cannot be easily triggered. Oh, sure, I can create a television ad depicting a thick juicy steak sizzling on a grill and make your mouth water. Maybe I can even get you off the couch and into your car to go get one. As a marketer, an employer, or even as a parent, I can plant the seeds of desire, but in order for it to blossom, it must develop from within. Once it takes root, Desire has the amazing ability to drive itself. When it becomes very powerful, we call it Ambition. So few people reach this level that we use the word Hunger to describe it because that is a Desire that everyone can understand.

When you observe the world's most successful people – in business, sports, or politics – you see that Desire takes precedence over every other aspect of their lives. As Frank Sinatra sings in I've Got You Under My Skin: "I'd sacrifice anything come what might." Most us have many things



Upcoming Meetings

- Meeting:** CAPOW Board Meeting
- Date:** Wednesday, April 22, 2009
- Time:** 12:00 pm - 2:00 pm
- Location:** Broydrick & Associates, Inc.
44 Mifflin St - Suite 404
Madison, WI 53703
- Special Guest:** Patti Jo Becker
Director
Dane County Quality
Home Care Commission

we are unwilling to sacrifice. Family and friends are two of the most common. Winners give their Desire complete attention, focus and energy. Michael Jordan is an excellent example; he became one of the greatest basketball players by making 2000 practice shots everyday. Are you that dedicated to your dream?

On the other hand, perhaps you gain more satisfaction from your hobbies than your work. In that case, you probably wish you could spend more time pursuing them instead of your job. That is because pleasure is the force that fans the flames of Desire. Marsha Sinetar in her book *Do What You Love the Money Will Follow* writes: "When you study people who are successful...it is abundantly clear that their achievements are directly related to the enjoyment they derive from their work." Are you ready to give up everything for your Desire?

Robert Evans Wilson, Jr. is a motivational speaker and humorist. He works with companies that want to be more competitive and with people who want to think like innovators. For more information on Robert's programs please visit www.jumpstartyourmeeting.com.