

President's Message

by Bob Glowacki



Dear CAPOW members,

The economic news gets grimmer by the day. With the economy dropping faster than anyone predicted, our state has a huge shortfall. Needless to say, even if the economy was good, they had a shortfall! Governor Doyle is saying, "If

the budget for your program is not cut, that is an increase!" Washington DC is trying to figure out where and how to spend hundreds of billions of dollars and spend it QUICKLY. The numbers are astounding.

There is an opportunity for many of us to talk with our legislative leaders about the needs of adults with disabilities. As the government wants to spend billions to have "green" buildings, maybe they should also assure that government buildings are truly accessible. As community block grant dollars become available, new or updated facilities for the services we provide are necessary, so we have facilities that can access the internet, are fully accessible, modern and "green."

This is a time for CAPOW to really talk about issues with our legislators on a broad scale. As legislators vote on Medicaid and BadgerCare will they see the faces of the people we serve and the faces of our staff that are dependent on those programs?

Look at those lobbying for autism services to be covered by health insurance. A few years ago the idea of a new mandate on health insurance was unimaginable, now the bill is all but assured of passage. Did the economics change? What changed was a unified voice reaching the ears of legislators on both sides of the aisle with a passionate appeal for help.

Do your legislators know the sound of your voice? Have they met the men and women who work at your agency? Have they met the people we support and heard their stories?

Lobbyist's Report

by Ramie Leonard-Zelenkova



Like many governors and state legislatures, Governor Jim Doyle and the Wisconsin State Legislature are anticipating an emerging federal stimulus bill, which is expected to help stimulate the economy by infusing money into transportation and infrastructure projects, education, healthcare, and energy, as a mechanism to create jobs and stabilize state budgets. Much of the funding from the federal stimulus package will flow to states in the form of block grants, but also through existing formulas and grant

programs. States will very likely receive additional federal matching funds for state Medicaid programs. Earlier this year in his State of the State Address, Governor Doyle made it clear that "staying even is the new increase," but his priorities have remained the same – protecting funding for education, healthcare and essential local government services. While a federal stimulus bill would certainly help Governor Doyle finalize his 2009-2011 biennial budget recommendation, he plans to introduce his recommendation to the legislature on February 17, 2009, citing the need to adapt his recommendation after a stimulus bill is passed.

While we hold our breath for the state budget process to officially begin, CAPOW has been working with other groups to educate new members of the legislature on the basics of Wisconsin long-term care. The Long-Term Care Academy, comprised of a number of participating organizations including CAPOW, Residential Services Association of Wisconsin (RSA), Rehabilitation for Wisconsin (RFW), Wisconsin Personal Services Association (WPSA), and the Wisconsin Health Care Association (WHCA), launched its first event on February 4 in the State Capitol. New legislators and staff participated in the event and heard presentations about: Medicaid funding for LTC services, Family Care, LTC Services for non-Family Care counties, DHS licensure, certification and monitoring of LTC services, and the long-term care workforce. The first event was a useful tool, not only for legislators trying to better understand long-term care services, but also as a learning tool for us to better present our message and address concerns and questions of legislators.

Lastly, CAPOW will be working with other long-term care provider groups to discuss problems and concerns with the Family Care program. As a large coalition the goal is to meet with the Department of Health Services and MCO representatives to voice our concerns and look at changes to Family Care that could occur through the budget process or as separate legislation.

Look for more information on these topics and others as the 2009 legislative session continues to move forward.

Will You Freak-Out or Hunker Down?

by Robert Evans Wilson

The Un-Comfort Zone



I was abruptly awakened and told, "The house is on fire. Go outside!" As I ran out of my bedroom and into the hall my socks slipped on the polished oak floor. A guiding hand helped me keep my footing and a frantic voice urged, "Hurry! Hurry!"

As I got to the door I looked over my shoulder and saw flames leaping out of the heating grate on the floor. The door was thrown open and I was shoved outside into the carport. "Go stand in the driveway and wait for me. And, DO NOT come back inside. Do you hear me? DO NOT come back inside the house!"

The door shut and I began to cry. I stood and stared at the seafoam green door with the frosted jalousie windows. I waited and waited, but I did not go stand in the driveway. I couldn't move. I began to shiver as the cold concrete floor seeped through my socks, and the winter air penetrated my pajamas. It seemed to take forever, and with each passing minute, I cried harder. I could taste the salt of tears flowing down my face and into my mouth.

Finally the door reopened and my mother announced, "The fire is out." Relief flooded my body as I ran into her arms and she held me tight. I was two years old and the mental images of that day are as clear as if it happened yesterday. It is perhaps my oldest memory.

As an advertising and marketing consultant, I know there are many things that motivate us. During my presentations I frequently conduct straw polls, where I ask my audiences what motivates them. The first answers are usually about desires, but eventually someone remembers the most powerful motivator of all. FEAR.

Fear is a primal instinct that served us as cave dwellers and today. It keeps us alive, because if we survive a bad experience, we never forget how to avoid it in the future. Our most vivid memories are born in Fear. Adrenaline etches them into our brains.

Nothing makes us more uncomfortable than fear. And, we have so many: fear of pain, disease, injury, failure, not being accepted, missing an opportunity, and being scammed to name a few. Fear invokes the flight or fight syndrome; and our first reaction is always to flee back to our comfort zone. If we don't know the way back, we are likely to follow whoever shows us a path.

Marketers use fear as a motivator as often as they can. They present a scenario they hope will invoke our sense of fear. Then they show us a solution – a path back to our comfort zone – that entails using their product or service. Fear is used to sell virtually everything: cars, tires, and life insurance are classics. But, clever marketers also use it to sell breakfast cereal and deodorant. As a result we purchase all sorts of things that a generation ago were considered unnecessary: antibacterial soap, alarm systems, vitamins... the list goes on and on.

WARNING: Fear can be too powerful to use as a motivator because it can also paralyze – the classic deer in the headlights syndrome. Would you like to use fear to motivate your employees to perform better? "If you don't sell more widgets – you're FIRED!" It can work, but there are rules you must follow for it to be successful. To use fear successfully as a motivator, a solution must be offered with it. A new path to follow. You can tell an employee he or she must sell more, but unless you show them how, fear will cause flight or worse: paralysis.

Fear is a powerful motivator, but it is a negative one. I prefer to motivate someone by eliminating doubt. Doubt destroys motivation. If you can help a person get rid of it, you will motivate them positively. I will elaborate on this next time.

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.



Upcoming Meetings

- Meeting:** CAPOW Board Goal Setting
- Date:** Wednesday, February 25, 2009
- Time:** 10:00am-2:00pm
- Location:** Bethesda Lutheran Homes and Services, Inc
700 Hoffmann Dr
Watertown, WI 53094
- Details:** The retreat will focus on CAPOW's organizational focus that will be the most benefit to our members and will attract new members:
- legislation
 - association
 - trade group
 - training

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- Meeting:** RSA-WI Regional Meetings: DHS-83 & ISP's
- Date:** Tuesday, March 17, 2009
- Time:** 1:00pm-4:30pm
- Location:** Whyte Hirschboeck Dudek S.C.
Conf. Room #6
33 E Main St
Madison, WI 53703
- Details:** For more information please contact the RSA-WI office:
414-276-9273
info@rsawisconsin.org
www.rsawisconsin.org

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- Meeting:** RSA-WI Regional Meetings: DHS-83 & ISP's
- Date:** Tuesday, April 14, 2009
- Time:** 1:00pm-4:30pm
- Location:** Country Inn & Suites by Carlson
7011 122nd Ave
Kenosha, WI 53142
- Details:** For more information please contact the RSA-WI office:
414-276-9273
info@rsawisconsin.org
www.rsawisconsin.org

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- Meeting:** CAPOW Board Meeting
- Date:** Wednesday, March 25, 2009
- Time:** 12:00 noon-2:00pm
- Location:** To be announced