



President's Message

by Shelley Hansen-Blake



Hello Members!

Here we are, already in November. It's the time of year to be introspective, as we enter the Holiday Season and start to wind down another year. Where does the time go? November is the time for giving thanks. In these difficult times, you may wonder what there is to be thankful for.

As the incoming president of CAPOW, I want to take a few moments to reflect upon what I am grateful for. Of course, I am thankful for my family and my health. Beyond that, I am thankful I am able to make a career doing something I am deeply committed to and passionate about. After more than 30 years in this field, I have seen many ebbs and flows in funding and service delivery. I firmly believe we will ride this one out and become stronger because of these challenges.

I am incredibly grateful to the people we support. There is a profound humility when another human being places trust for their lives in your hands. My life is immeasurably enriched by the relationships I have with individuals we support. And frankly, it's way more interesting, too.

I have a deep appreciation for the direct support professionals who are the backbone of our services. Without them, there would be no system of community support for people with disabilities. Their roles carry a great deal of responsibility involving very personal and intimate care. It is because of our workforce that CAPOW was founded a decade ago. The quality of our workforce directly correlates with the quality of community based services people receive. CAPOW is the only trade association in Wisconsin whose mission is to improve both tangible and intangible conditions for the direct service profession. I am proud to have been at the table when CAPOW was conceived.

I am thankful I can look forward to 2010 with optimism. Don't get me wrong, I know there are many challenges and obstacles ahead of us. I also know there are many talented, creative people who want to find a new way. Innovation is the result of pressure; and we need to channel that energy into progress. We are the catalysts of change. I am grateful to be part of the solution.

Lastly, I want to extend my personal thanks and CAPOW's appreciation to Bob Glowacki, our outgoing president. Bob's insightful leadership and tireless advocacy have benefited community based services greatly. THANKS BOB!

Shelley Hansen-Blake

CAPOW President

REM Wisconsin State Office

(608) 327-5945

shelley.hansen-blake@thementornetwork.com

Lobbyist's Report:

Working For You "Under the Dome"

by Ramie Zelenkova



Last week, the legislature wrapped up the fall floor period by passing a number of measures including several bills to better position Wisconsin for a federal "Race to the Top" grant to fund K-12 education programs. The legislature also approved sweeping reforms to the Wisconsin Shares program, a childcare subsidy program for eligible families. In an override attempt, Representative Kitty

Rhoades offered a motion to take up vetoed language in the 2009-11 Biennial Budget. The language would give legislative oversight of the Medicaid Savings Plan, which directs the Department of Health Services to identify and cut \$625 million in the Medicaid program during the 2009-11 biennium. The motion failed 44-49. The legislature will return in January to wrap up the 2009-10 regular session, which ends in the spring.

Members of the legislature and the Doyle Administration will continue to work on a number of items despite the end of the fall floor period. The Department of Health Services convened a stakeholder workgroup to discuss Family Care contracting principles and the scope of services in community residential settings. CAPOW is represented in the workgroup and will participate in the upcoming meeting on November 20.

On November 12, Representative Peggy Krusick, chair of the Assembly Committee on Aging and Long-Term Care, held an informational hearing on the Wisconsin Family Care Program. Representative Krusick invited the Department of Health Services, managed care organizations, providers, and advocacy groups to provide informational testimony. Shelley Hansen-Blake and Patti Mueller represented CAPOW and highlighted adequate funding, worker wages, contracting with MCOs, and provider regulations as main concerns with the Family Care program.

A bill to give legislative oversight of cuts to the Medicaid program may be a result of the hearing. The hearing also prompted members to collaborate in an effort to identify best practices in the long-term care managed care program.

To view the committee hearing and for a copy of our testimony, please visit our website at www.capow.org.

Ramie Zelenkova

CAPOW Lobbyist

Broydrick & Associates

(608) 255-2566 / Cell: (608) 695-1402

rzelenkova@broydrick.com



Bleed It Out

by Robert Evans Wilson

The Un-Comfort Zone

Half a century ago, marketing consultant James Vicary pulled a hoax on the American people as a way to promote his advertising agency. He reported that he flashed the words "Drink Coca-Cola" and "Eat popcorn" on the screen for

a millisecond during a movie in a theater, and caused large numbers of people to visit the concession stand. He called the effect Subliminal Advertising. Subliminal means that the effect functions below the threshold of consciousness. Years later, when others failed to duplicate his results, he admitted that he made the whole thing up. Never-the-less, the myth continues.

So, is there any advertising that does work below the threshold of consciousness? Yes. Much of advertising is clearly designed to speak to you on a subconscious level. Ads are created to get you to relate to the setting; the background music; the age, race and gender of the actors; their clothing; and the activities in which they are involved. The idea is that you will recognize yourself in these people and, in turn, make the connection, "Ah, this is my kind of product." You don't think it... you feel it. And, feelings move us to act.

A few years ago I was involved in non-profit fund-raising for a Christian Mission in Africa. In order to learn what type of appeal would bring in the most money, we conducted a series of focus groups. We asked, "Which would you be more likely to do: A. Give money to feed starving babies; or B. Give money to teach people how to grow drought resistant crops that would end starvation in their community." The answer they gave was almost universally: B. The comments we heard frequently included the proverb: "Give a man a fish and you feed him for a day; Teach a man to fish and you feed him for life."

We then tested both appeals. Oops, the focus groups were wrong. The appeal for feeding starving babies won by a landslide. The lesson we learned was that the emotional appeal to save the life of a child is much more powerful than a logical appeal for teaching a village survival skills that would eliminate starvation. From that point forward, the heart-tugging stories of babies dying headlined every ad we ran.

Emotion trumps logic every time. Take for example, Nick Ut's 1972 photograph of a 9-year-old Vietnamese girl who was naked, shrieking and running away from her village that had just been bombed with napalm. Fear, despair and suffering were written all over her face. More than anything, it was her complete vulnerability that captured our attention.



Upcoming Meetings

Next Meeting

Date: December 2

Time: 12:00pm-2:00pm
MARC in Madison

Agenda: Review the Nov. 12th Legislative testimony (next steps), CAPOW organizational strategy review, seating of our new officers, setting date for CAPOW planning session and FUN!

New Officers for 2010

Shelley Hansen-Blake – President
Bob Glowacki – Vice President
Julie Nichols-Younes – Treasurer
Richard Berling – Secretary

One snapshot revealed the gut-wrenching horror of war, and millions of people, whose hearts were touched, turned their attention toward ending the Vietnam War.

Perhaps you recall hearing these potent words in a speech by Jesse Jackson back in 1984: "These hands... these black hands... these hands that once picked cotton will now pick presidents." Thrilling words. Exciting words. I remember them well. And, even though I wasn't his target audience, they created a powerful image in my mind, and when he finished, all I could say was, "Wow!" Meanwhile, for millions of African Americans, it was the motivation needed to put apathy aside and go to the ballot box.

We are charged and moved by many emotions. Here are just a few: acceptance, amusement, anger, angst, annoyance, anticipation, arrogance, awe, anxiety, bitterness, calmness, caution, confidence, courage, determination, disappointment, discontent, disgust, desire, delight, elation, embarrassment, envy, excitement, fear, friendship, frustration, gratitude, grief, guilt, hate, happiness, impatience, inadequacy, irritability, inspiration, joy, jealousy, kindness, loneliness, love, lust, modesty, negativity, nostalgia, paranoia, patience, pity, pride, regret, resentment, sadness, self-pity, serenity, shame, surprise, timidity, torment, worry, yearning, and zeal.

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.

Special NEW Member Discount !!!

FREE Dues for the remainder of 2009 plus 25% off in 2010!

New members who join before the end of the year will receive the remaining time in 2009 complimentary... **AND 25% off** the dues for 2010. Join CAPOW today and **SAVE!**