



President's Message

by Bob Glowacki



Hello Members!

CAPOW has a tremendous board that is always asking, "What do our member agencies want?" and "What are the issues effecting members today?"

Over the last few months, we have heard much from our members about the FamilyCare expansion and the process of reaching contract agreements. In these economic

times, thoughts of rate reductions are a real threat not just to a program or home, but threaten survival of agencies. We have heard concerns about providers not "being at the table" when decisions are being made and without an opportunity to share our experience, our challenges and our expertise in supporting individuals with disabilities in a community based setting. This absence leaves real-life experience out of the conversation and the person served becomes a number, not acknowledging how these large efforts impact each individual in a unique way.

Our board members have taken these concerns and met with lead staff at the Department of Health Services, legislative staff and elected leaders sharing our concerns, our willingness to take part in discussions and our hopes and determination for a successful expansion of FamilyCare and other managed care programs into new communities. We are supportive of efforts that end waiting lists and support the member-centered philosophy of the managed care expansion. We have continued to stress the member-centered nature of services in practice and the need for that to remain a central tenant in expansion, not giving way to a single-minded desire to reduce costs and cut rates that will only lead to the fraying of our network of support for individuals with disabilities and erode direct care workers compensation. We believe in a transparent process that allows for providers and others to give input to discussions. We have heard positive comments from our elected and appointed state officials for our message.

Being an association that provides a forum for discussion on Long-Term Care policy is an important CAPOW effort. We invite you to join us at our upcoming meeting with Managed Care Organizations: Care Wisconsin. Learn more about their current status, lessons learned from their initial expansion efforts and learn more about the contracting processes they follow. CAPOW members and those who are *not yet* members are strongly encouraged to join us.

Bob Glowacki

CAPOW President

Easter Seals Southeast Wisconsin

(414) 571-5566 x405

bobg@eastersealswise.com

Lobbyist's Report:

Working For You "Under the Dome"

by Ramie Zelenkova



There are a number of ways to reach out to lawmakers – telephone, email, personal letter - but face-to-face meetings have the greatest impact. I encourage CAPOW members to schedule facility tours with legislators in their districts. Personal tours offer legislators real world examples of how the work

they do in Madison impacts people "back home." A personal story always puts a face on the issue.

Meeting with legislators is easier than you might think. You can find contact information for your state legislators by visiting the Wisconsin Legislature's homepage. Always call to request a meeting and be patient and flexible when working with staff to schedule a facility tour. A legislator's schedule is often booked tight. Scheduling a facility tour may take a number of weeks. Once a tour is scheduled understand that circumstances arise that may force your legislator to be late, or may require staff to reschedule.

It is important to be conscious of your legislators' background and experience, political affiliation, and committee assignments. You will find that some legislators are more knowledgeable on criminal justice and public utilities, and others on natural resources and health. Keep your message simple to make the biggest impact. Biographies on each member of the Wisconsin Legislature can be found on the Wisconsin Legislature's homepage. In addition to an introductory tour of your facility please contact CAPOW board members for information and talking points on specific legislative issues prior to your legislative tour.

Follow-up with a thank you message. It is important to recognize legislators for taking time out of their schedules to better understand constituent needs. Stay in touch with your legislators. Legislators are more likely to fight for specific issues if they hear from their constituents on a regular basis! It is our responsibility to educate and work with legislators to find solutions to problems.

Please visit: www.legis.state.wi.us as a first step toward getting to know your elected officials.

Ramie Zelenkova

CAPOW Lobbyist

Broydrick & Associates

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

rzelenkova@broydrick.com



Keeping The Ball Rolling

by Robert Evans Wilson

The Un-Comfort Zone

I know an advertising agency owner who never fully takes a vacation. He takes his family to fairly exotic locations, but never so alien that they are outside the reach of modern communication. In other words, he is never further than a cell phone call or email

away. He checks in with the office several times a day – much to the chagrin of his family who want him to be fully engaged in the holiday at hand. So, he ends up sneaking off under the guise of visiting the restroom, or going to the bar for a cocktail, in order to connect with his staff, a client or a prospect. His wife and kids aren't fooled; they just sigh and accept the inevitable. I used to think he was a control freak – someone who couldn't let go and let someone else take over – until I came to understand the concept of Momentum.

In science, Momentum is equal to Mass times Velocity. Or just think of Indiana Jones in *Raiders of the Lost Ark* running as fast as he can out of the tunnel while that huge stone ball rolls faster and faster after him. In business, Momentum is the point at which success begins to come easily. Business veterans jokingly refer to it as having, "paid my dues." In short, Momentum is an accumulation of acquired knowledge, skill, experience and connections. And, those who understand it... also know it can be fragile and easily lost.

Sales professionals who have achieved Momentum will tell you that you must pursue a number of activities to generate sales leads: phone calls, emails, sales letters, networking events, etc. You keep it up building dozens, then hundreds of leads at a time. Then to convert those leads to sales you keep following up on each of them in a timely fashion. Meanwhile, you are still maintaining all the activities that continue to generate leads. So between generating leads, following up on leads, then turning leads into sales, you begin to feel like the guy in the circus who spins plates on top of poles – rushing from one plate to the next to keep them spinning.

No wonder these folks hate to take vacations – it breaks the Momentum they've spent months or years creating and they know it takes time to get it going again.

Years ago when I first started giving speeches, a seasoned professional speaker advised me, "It took me ten years to quit sweating cash flow, but even so, it is still all about non-stop marketing." In other words: maintaining Momentum.

For a growing company, Momentum is the point where you have done enough advertising, marketing, public relations, networking, customer service, and so forth that business



Upcoming Meetings

October 28, 2009

Care Wisconsin

Meetings with Managed Care Organizations (MCO)

Discussion will be on expansion efforts and rate-setting for providers and an update on the MCO agencies

Madison Area Rehabilitation Centers, Inc. (MARC)
901 Post Road • Madison, WI 53713

12:00 pm – 1:00 pm
Light refreshments served
Members & Member Staff Only

December 16 Meeting: MARC-Madison

begins to flow. It is the point where you are garnering the precious and often elusive *word-of-mouth* referrals. Momentum is about building a reputation. Acquiring it, however, doesn't mean you can taper off on your efforts... but it does mean that your efforts will become easier.

The best thing about Momentum is that once you get it, motivation becomes self-perpetuating. Momentum is energizing. It keeps you on your toes. And, the rewards come quickly and regularly.

I have found this to true in all pursuits. Even when I am writing fiction there is always a certain point in a novel that it takes on a life of its own and demands my daily attention, energy and focus until it is complete. Unfortunately, nothing quite puts the brakes on Momentum like finishing a book, or completing any other major task. The trick to avoid losing that Momentum is to begin another book or another task before you complete the first one. Then you just shift your energy over to the next project that is already under way.

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.

This article is offered free of charge on a nonexclusive basis. The copyright is retained by Robert Evans Wilson, Jr. You may reprint or post this material, as long as my name (Robert Evans Wilson, Jr.) and contact information (www.jumpstartyourmeeting.com) are included. If you publish it, please send a copy to Jumpstart Your Meeting! PO Box 190146, Atlanta, GA 31119. If you post it, please send the URL to robert@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!**

