



## President's Message

by Shelley Hansen-Blake

### How to Build a Better Mousetrap



When Ralph Waldo Emerson spoke of building a better mousetrap, it was in the mid-1800s. He said if you built a better mousetrap, the world would beat a path to your door. Why, then, do most mousetraps still use the same design? There have been variations on the theme; and even a few wacky contraptions, but by and large the same mechanism dominates the mousetrap market today as it did when horses were the primary mode of transportation.

Think about it. Horses are now obsolete as the common mode of transportation. Why? They are slow, inefficient, need a lot of upkeep, are unpredictable, take up a lot of space, and are rather unsafe. You can't fit your family on a horse and the buggies aren't exactly luxury rides. The mousetrap, on the other hand, has proven itself superior to many up and comers. The mechanism is simple and easy to operate. It is a bit risky, and I suppose more than a few fingers have gotten snapped trying to load it with cheese. For whatever reason, mousetraps didn't rise to the level of importance that motorized locomotion took.

Maybe there isn't a demand for better mousetraps. Or, maybe no compelling rationale exists to push the envelope for mousetrap advances. The mice would be happy if we did away with them altogether, and happier still, if we left some cheese. At one time, the traditional mousetrap was the height of innovation. Today, it barely receives notice.

Think about how services are delivered to people with cognitive and physical disabilities, elders who need care, people with serious mental health conditions, and others who rely on a system to ensure their basic needs are met. Most often, they require an outside party to pay for the services they need; oftentimes a government funded agency. The person who receives the service and



the party that pays for it may have conflicting priorities. What is more important; quality or cost, choice or efficiency? Are the innovative programs of the '70s and '80s the stale, outdated offerings of today? What fuels the spark that ignites inventive, creative thinking?

We need to find the fire in the belly that compelled the emergence of community-based services for tens of thousands of people. Our collective energy needs to be redirected to morph competing priorities into a cohesive design that does not pit one purpose against the other. How can we think outside the box, when the box keeps getting smaller? Time must be spent pondering and dreaming about better ways to serve people without constraints of "systems" and fear of novel ideas. I believe Emerson was wrong when he said a path would be beaten to your door for a better mousetrap. A better mousetrap just traps mice better.

We all know the challenges of the current environment. Most are outside our ability to control or change. So, what next – do we continue to do more of the same and hope that one of these times it works better? Or do we build a better mousetrap because the time has come.

As Winston Churchill said, "a pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty." Which camp are you in?

#### Shelley Hansen-Blake

CAPOW President

REM Wisconsin State Office

(608) 327-5945

shelley.hansen-blake@thementornetwork.com

## Upcoming Meetings

**Time:** Noon-2:00pm

**Location:** Hubbard, Wilson & Zelenkova Offices  
44 E. Mifflin St, Ste 605  
Madison, WI 53703

**Dates:** July 27th (Teleconference only)

August 24th

September 28th

October 26th

November 16th - Annual Meeting

December TBD

# Lobbyist's Report:

## Working for You "Under the Dome"

by Ramie Zelenkova



No, it's not déjà vu. While not a traditional campaign cycle, Wisconsin is indeed moving toward a general election that will feel like 2008, 2010 and soon, 2012. State Senate incumbents are facing recall elections for either their vote in favor of legislation to limit collective bargaining, or for leaving the state to protest and slow down debate on the issue. In all, there are six Republican Senate incumbents and three Democrat Senate incumbents facing recall elections.

June 12th paved the way for Democrat challengers to take on all six Republican incumbents on August 9th after handily winning primary challenges from Republican protest candidates running as Democrats. Democrat incumbents are slated to face-off in a primary on July 19th and a general election on August 16th. The outcome of these races will determine the balance of power in the Wisconsin State Legislature for the remainder of the legislative session. Democrats are vying to pick-up three seats to tip the balance in their favor.

Many members have asked how Wisconsin's new voter photo ID law will impact citizens across Wisconsin. The Government Accountability Board (GAB) provides voter ID information on its website at <http://gab.wi.gov/elections-voting/photo-id>. Starting in 2012 voters will need to show an ID to receive a ballot, with certain exceptions. If eligible voters need an ID card one will be provided by the Wisconsin Department of Transportation at no charge. More information on how to get an ID card can be found on the DOT website at <http://www.dot.wisconsin.gov/drivers/drivers/apply/idcard.htm>.

As the perpetual campaign continues, the Department of Health Services is tasked with implementing unspecified programmatic changes to the Medicaid program and a freeze on Family Care expansion and its related programs as part of the 2011-13 Biennial Budget Bill, which was signed into law on June 26th. The Department must submit proposed programmatic changes that require federal approval to the Joint Committee on Finance. The Committee has the authority to schedule a meeting for the purpose of reviewing the changes and the Department may only submit the changes on approval of the Committee. The freeze on Family Care expansion and its related programs is troublesome and will create waiting lists; however the Legislature made an effort to provide services to individuals with the most urgent needs by providing just over \$12 million in 2011-12 and 2012-13 for crisis services. The Department is responsible for identifying eligible individuals and estimates the funding will cover services for 400 individuals per year. ADRCs and county human services agencies should continue to be a resource for individuals in need of long-term care support and CAPOW is working to determine how the Department will identify eligible individuals for crisis funding.

CAPOW is committed to working with our partners to find solutions that support the best possible outcomes for consumers in the most cost-effective and accountable manner. Members are encouraged to contact CAPOW leadership to find out how to be the best possible advocate for the profession and the people we serve.

### Ramie Zelenkova

CAPOW Lobbyist

Hubbard, Wilson & Zelenkova, LLC

(608) 255-0566 / Cell: (608) 695-1402

[rzelenkova@hwz-gov.com](mailto:rzelenkova@hwz-gov.com)

## CBRF Voter Identification Changes

There have been some changes to voter identification that affects residents of CBRFs:

- An absentee elector who resides in a nursing home, qualified retirement home, qualified community-based residential facility (CBRF), qualified residential care apartment complex, or qualified adult family home where special voting deputies are sent may, in lieu of providing a copy of proof of identification, submit with his or her absentee ballot a statement signed by the special voting deputies that contains the name and address of the elector and verifies that the name and address are correct. The deputies must enclose the statement in the certificate envelope.
- An absentee elector who resides in a qualified retirement home, qualified CBRF, residential care apartment complex, or adult family home where special voting deputies are not sent may, in lieu of providing a copy of proof of identification, submit with his or her absentee ballot a statement signed by the same individual who witnesses voting of the ballot and that contains the certification of an authorized representative of the complex, facility, or home that the elector resides in the complex, facility, or home and the complex, facility, or home is certified or registered as required by law, that contains the name and address of the elector, and that verifies that the name and address are correct.

Please see the attached documentation for more information (specifically pages 3-4).

### Officers for 2011

Shelley Hansen-Blake – President

Bob Glowacki – Vice President

Julie Nichols-Younes – Treasurer

Richard Berling – Secretary

# The Reward is in the Eye of the Beholder

by Robert Evans Wilson



In the early 1970s I was a young teenager who was completely caught up in the Zeitgeist. I admired the long-haired rebels and radicals who were engaged in protesting the establishment and developing the counter-culture. I didn't really know what any of that meant, but to me it was all about empowering youth and declaring our independence from the adults. My parents in particular.

As with any normal teenager, I was trying to grow up as fast as I could.

And, because it annoyed my parents, wearing my hair long was its perfect expression. That, and it was de rigueur among all the teenagers who wanted to be cool. So, the longer the better – or in the immortal words from the title song to the 1968 Broadway Musical HAIR, “Oh, say can you see, My eyes if you can... Then my hair's too short!”

It drove my parents completely crazy. They could not understand why any male would want to wear long hair. We fought about it all the time.

Meanwhile, I was in my first year of high school and the transition to a new school was causing my grades to drop dramatically. My parents saw an advantage, and the law was laid down: keep my grades above a certain minimum or cut my hair. It worked. I brought home a dismal report card, and it was off to the barber shop. Not surprisingly, my next report card met the minimum.

The formula is simple: if you can find out what is valuable to someone, then you have the key to motivating them. For me, at age 13, the length of my hair became the coin of the realm.

A year later, I accidentally made the Honor Roll. I say it was an accident because I was only trying to meet the minimum grades required by my parents and I somehow exceeded that. When I received the engraved certificate with the embossed gold seal, I was surprised by the feeling it gave me. I felt important – especially when my teachers praised me. I liked that feeling, and I wanted to experience it again. Suddenly the coin of the realm changed, and it was no longer the length of my hair that was motivating me. It was high grades and the sense of pride they gave me. Oh, my hair continued to grow, but my grades were all about achievement. From that point forward until I graduated, I never failed to make the Honor Roll.

Find out what is valuable to the person you want to motivate. What hobbies do they have? What are they passionate about? How do they spend their spare time? Then when you learn what rocks their world, find a way to tie your goals to it.

If you're not sure what is valuable to someone, you can always make them feel important with an award or some other public acknowledgment. Everyone likes to hear their name announced in recognition at company or association meetings. Everyone likes to read their name in print in the organizational newsletter or website. Many business newspapers have a section where you can post your employees promotions and accomplishments. These low-cost to no-cost incentives truly have the power to motivate.

*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](http://www.jumpstartyourmeeting.com)*

----- Publishing Information -----

*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](http://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](mailto:robert@jumpstartyourmeeting.com).*