

Program Certificates Update

Purpose:

Review question from previous board meeting regarding our chapter process on program certificates.

Findings:

A conference call was held with Jim Brick-Sponsorship, Carmen Wolf-Programs, Tom Tanel-Membership and Bruce Lorenz-Treasurer.

We reviewed the current process with the certificates that are distributed by the Sponsorship and Membership committees. We found that there is some tracking of who receives the certificates, however, there is no tracking of which ones have or haven't been used.

Recommendation:

Based on the findings:

- Each committee handling certificates will have their own spreadsheet listing each certificate recipient, certificate #, date of issue and expiration.
- Each certificate will have an expiration date of 2 years from the date of issue.
- The spreadsheet should be sent to the program chair and the treasurer.
- Recipients may register online with the Promo code-CERTIFICATE, and must bring the certificate to the program.
- When certificates are redeemed, the sponsorship and membership committee chairs will be notified so that the redemptions can be tracked. This tracking will also assist with program reconciliation.
- There will not be any accounting entries made for the certificates.

Submitted By:
Bruce Lorenz

HFMA Wisconsin Chapter
Treasurer's Report
July 2009

Investment Selection Update

Purpose:

Review question from previous board meeting regarding what our chapter should be investing in.

Findings:

A review was completed of the HFMA Investment Policy Guidelines in the 2009-2010 Financial, Tax and Insurance Management Guide.

The objectives of the investment program include assuring maximum safety of principal as well as maintaining liquidity.

National HFMA outlines the available permitted investments to include Certificates of Deposit, U.S. Government Securities, Repurchase Agreements, Commercial Paper (restricted to certain ratings) and Cash Management accounts.

Recommendation:

Based on the findings, the recommendation is that we continue with the investment selections the Wisconsin Chapter has.

Submitted By:
Bruce Lorenz

WI Health Care Financial Management Association

Scholarship Update

July 10, 2009

Activity since May 21:

1. One of the scholarship recipients submitted verification of enrollment. Request for payment was submitted.
2. The five winners of free student memberships and waived registration fees were sent student member applications and asked to submit them to me for processing. Three of the five submitted the applications. These were forwarded for processing and payment.
3. Information on this year's, and last year's, students (expected graduation date) was sent to Carmen Wolf to assist with providing waived registration fees for chapter programs.
4. I met with Debra Schwier, one of the students who received a free membership and waived registration fees. She needed to interview a hospital CFO for a school project, but we also discussed educational opportunities available through the chapter, etc.

Mary Koenig

July 10, 2009

Certification Committee – July 2009

Regarding certification exams, we had one member take the core exam (and pass) on 6/29. She requested to borrow the Chapter's Accounting and Finance Specialty study guide. All Specialty and the Core Study guides are currently checked out. There appears to be some renewed interest within the Chapter to take the exams. An article regarding the benefits of Certification, as well as the "how to's" will be published in the next issue of News and Profiles.

Thanks,
Leslie

Leslie Claas, FHFMA

Committee CoChair

Electronic Communications Committee

Board Meeting Report for July 17, 2009

The website was updated for the new HFMA year, most notably with information on new chapter leaders. Sponsors were updated, although a number of prior year sponsors are still listed in hopes of their renewal.

A Photo Album was recently added to the website. Currently, photos from the May 2009 meeting in Sturgeon Bay are included. It is hoped that pictures from all future chapter events will be added to the album.

There are currently only two (2) ads included in the Employment Board, the lowest level since its inception. Perhaps this is simply an indication of the tightened employment market in the current economic environment, although some promotion efforts may also be worthwhile.

The Sponsorship Committee was assisted with the distribution of materials via email to the business associate members in our chapter.

Respectfully submitted,

Scott Wallner and DuWayne Severson
Co-Chairpersons

Membership & Marketing Report – July 2009

As far as progress toward Membership Goals, we are up to 685 in membership through End of May. I will have another update from National after July 15th when the month end June numbers will be available. Hopefully I should have those for the meeting on the 17th. we may also see a big drop on that report with the non-renewers numbers kicking in which historically reflects 100 members either delaying, forgetting, and just not renewing, ultimately impacting the total count. Then we begin the process of contacting non-renewers after the National tele-marketing campaign ends in a couple of months, and through our efforts following the completion of that effort. We hope with a new member drive, and better than average non-renewers coming back that we will try and maintain last years numbers. With the current economy, and budget cutbacks, that remains to be seen. But I remain optimistic with some of the proactive plans that we have to see if we can counter-balance that effect. I see that National put a reduced number in across the board for all chapters to reflect an anticipated shortfall. We will try and look past that strategy and look for growth, even by 1.

I am in the process of working with Carmen to get names and numbers of past attendees that were not members in the attempt to solicit as new members. And I have contacted a few CFO's so far to get their input in writing as to why they joined, to be used in a proactive campaign to target other non-members CFO's, Finance Directors and Executives.

We are also in the process of identifying members with milestone anniversaries to give special recognition to as well.

And just an FYI. I recently received an email from Michele Ruesch, my co-chair, who stated that she was stepping down from her co-chair position due to her son's recent accident and pending recovery. Plus, Ministry's budget cutbacks have impacted member participation. She must not have made the cut. Consequently, I will assume the Chair position, with the thought of grooming a successor, possibly in a co-chair position. There are no immediate plans on my stepping down.

Well that's about all I have for now. More to come. I will probably see you at next week's Board meeting.

Tom

Tom Tanel
Chair,
Membership and Marketing
WI Chapter of the HFMA

News & Profiles - Board Report – July 2009

1. Deadline for September/October edition is August 15th.
2. \$100 Contest results – We received a number of good articles from members and associates of members. However, none from the provider side. I plan to re-run the “contest” for the next edition and see if we can stir-up some more facility member involvement. Summer/holiday/economy all played a part.
3. E-Newsletter – We think we should begin migrating at least two of our editions into a new format and incorporate the website & newsletter into a singular delivery method.
4. Question for discussion... What do members think of reducing the number of editions per year? What is the benefit of 6 per year? Could we do well with 4?

Thanks, dc.

David Cartier