

**Wisconsin Chapter of the Healthcare Financial Management Association  
Meeting Minutes of the Board of Directors  
Hotel Mead – Wisconsin Rapids  
September 27, 2007**

**1. Call to Order**

President - David Snow called the meeting to order at 4:08 PM

**Roll Call**

<b>Officers</b>	<b>Leader</b>	
President	D. Snow	Present
President-Elect	J. Voight	Present
Secretary	B. Zeisberger	Present
Treasurer	J. Nelson	Absent
VP Programs	M. Everson	Present
<b>Directors</b>		
Northern District	B. Lorenz	Present
Western District	C. Schank	Present
Eastern District	K. Gigot	By Phone
Southern District	D. Meister	Present
Southeastern Dist. #1	M. Herder	Present
Southeastern Dist. #2	J. Adkisson	Absent
Southeastern Dist. #3	S. Wallner	Present
Director-at-Large #1	A. Mertig	Present
Director-at-Large #2	C. Lichter	Present
Assistant Treasurer	C. Miettinen	Present
Immediate Past President	C. May	Present
Prior Past President	B. Sullivan	Present
WHA – Ex Officio	B. Potter	Absent
<b>Committee Assembly</b>		
Advisory	B. Sullivan	Present
Certification	L. Banfi	Absent
Compliance	C. Wolf	Present
Directory	J. Dietsche	Absent
Financial Review	C. Swanson	Absent
Founders Awards	K. Berger	Absent
Legislative Advocacy	Open	
Long Range Strategic Plan	J. Voight	Present
Medicare/Medicaid/State Issues	L. Wink	Absent
Membership & Membership Marketing (co-chairs)	T. Tanel M. Ruesch	Present
Newsletter	M. Staubach	Present
Nominating	C. May	Present
Electronic Communications (Co-chairs)	S. Wallner D. Severson	Present Present
Program Chair – Fall	J. Brick	By Phone
Program Chair – Winter		
Program Chair – Spring	A. Stowman	Absent
Small & Rural Providers	Open	
Social	B. Gulig	Present
Sponsorship	G. Boerema	Absent

## II. Approvals

### a. Secretary's Report: Approval of Minutes from July 27, 2007.

Jean Voight requested that we strike the first sentence in Section V – G (Small & Rural Providers) as stated, "The Chapter is looking for a volunteer to Chair this committee". The Board members agreed and the remainder the minutes were approved by voice vote.

### b. Treasurer's Report: August 31, 2007 Financial Statements

The Financial Reports were reviewed and Sue Miettinen reported (for Jim Nelson) that we have converted to HFMA's web based program. All seems to be going well thus far. We are loading the budget into the new software, so future reports will have budget comparisons. We do not have historical data to show YTD to last YTD with the exception of a full year's worth of data. So, the YTD comparisons will not be available until next year. Most of the financial activity for this reporting period has been in sponsorships and directory advertising and some Fall program and the Mega conference. Discussion took place regarding combining a couple of reports into one, and question regarding what is in the investment income line item. This does not appear in National's Chart of accounts. These items will be discussed with Jim Nelson and further dialog to take place at our next Board meeting.

## III. Officer/Committee Chair Reports Not Requiring Board Action / Input

### a. Presidents Report

Dave Snow shared some of the highlights of the Presidents Meeting that he and Jean Voight attended in San Antonio, TX. Dave & Jean met with other leaders within our region and discussed items like demographics, member aging, getting more members involved with chapter planning and activities, certification (get employers to use it), etc.

National will be conducting member satisfaction surveys. There will be an alert sent to members via e-mail. Jean & Dave will draft survey results in the January issue of New & Profiles.

### b. President Elect Report – BCS Update

Jean Voight reported that our Chapter member educational hours are much less than National recommended standards. Some of this reduction has been the result of not having small & rural workshops, and not co-sponsoring other conferences such as HIPAA COW – WICPA – WCCA - Office of Rural Health, etc. Other chapters lend their names to co-sponsored events and get credit for those HFMA members that attend. We will be discussing co-sponsoring opportunities and other ways to increase member educational hours and participation in qualified programs.

### c. Membership / Membership Marketing

Tom Tanel reported that our membership now stands at 577, which includes the 108 members that have not renewed their membership to date. The Brewer game was a success. 32 people attended and 3-4 potential new members are expected to join or Chapter. Tom discussed the "Member Get a Member" campaign / information from National and proposed we increase the amount of money offered to our members for getting new members on board. The Board agreed to the proposal.

### d. Directory Report:

Jim Dietsche reported that the 2007-08 Chapter directory is in process and that the format will be similar to last year's directory. Anticipated completion date is the end of October. The committee is in need of the most current sponsor and certification lists. Scott Wallner raised the issue of making it very clear to our members as to how to make changes to their demographic information. Carmen Wolf reported that the Resource Directory has generated about the same number (40) of subscribers and revenue as last year.

### e. Electronic Communications

Scott Wallner introduced DuWayne Severson from Mercy Health System, who has agreed to assist Scott with this committee. Scott & the Board thanked DuWayne for volunteering to be part of this committee. Solicitation to the membership during the September meeting will take place to determine if we need a "face lift" to possible improvements to our website. Results of that solicitation will be discussed at our next Board meeting.

**f. Sponsorship**

Discussion took place as to who would Chair this committee based on Gail Boerema's resignation. Several possible candidates were identified and Sue Miettinen volunteered to Chair this committee. Further dialog and resolution will take place at our next Board meeting.

**g. Newsletter**

Monica Staubach reported that there appears to be a problem with some members (at Froedtert) who have not been receiving the News and profiles. She will do a survey in-house to see how many of them have not received the newsletter. Scott Wallner will send out a mass e-mail to members to determine if they also are not receiving the newsletter. Results will be discussed at the next Board meeting.

**VI. Past President Report – Scholarship Proposal**

After much discussion as to scholarship eligibility, etc., the Board agreed to accept the revised Proposal as presented. We also need to make sure our guidelines are clear, and to allow the task force members to use their discretion based the criteria set forth in the proposal to select qualified candidates. Carol May will draft an article for the News & Profile highlighting the Scholarship program.

**V. Future Board Meetings**

- A. November 29, 2007 - (Thursday) – 10:00 AM - Location to be determined
- B. January 30, 2008 – (Wednesday) 4:00 PM Kalahari / Mega Conference
- C. March – Location to be determined
- D. May 22, 2008 (Thursday) 4:00 PM – The Abby Resort – Fontana

**VI. Adjournment**

A motion to adjourn the meeting was seconded and approved by voice vote. The meeting was adjourned at 6: 00 PM

Respectfully submitted,  
*Bud Zeisberger*