

July 17, 2009 Board Meeting Agenda

Kalahari Resort – Wisconsin Dells, WI
Ebony Board Room

Toll-free access number: 1-866-439-4480. Participant PIN: 5822682#
Moderator PIN: 6892233

- I. Call to Order, Welcome and Introductions (10a.m.)
Bud welcomed everyone and asked for introductions. Those in attendance introduced themselves and shared their interests/hobbies.
- II. Secretary's Report
 - a. Approval of Minutes – May 21, 2009 Annual Meeting
Motion - Scott Wallner
Second - Mike Bovee
Approved
 - b. DCMS Update
No update due to one month into Fiscal Year
- III. National News Update 2009-10 Regional Executive - Donna Hutchinson
Written Report Submitted
- IV. President's Report
 - a. Lifetime Membership Request for Bill Bestor
Bill will receive his certificate at the September Meeting
 - b. ANI Recap
Bud stated that this was an excellent meeting, with informative content and was well attended by WI Chapter members. The Membership Committee received a bronze award for member retention.
 - c. Practice Operating Policies – Due August 1, 2009
Chapter Adoption of HFMA National's Conflict of Interest, Whistle Blower, and Document Retention policies for Fiscal Year 2009 – 2010 are due to National by August 1, 2009. Bud asked all in attendance to complete and sign-off on the Conflict of Interest Statement and those on the phone were asked to forward these to Bud.

Action Item: Policies will be added to the Chapter's Policy Manual by Bud and Jim.

Motion to adopt all three policies for Fiscal Year 2009 - 2010.

Motion – Jim Nelson

Second – Carmen Wolf
Approved

- d. Nominations for National Officer & Director Positions
Donna Hutchinson has already recommended Sarah Hull for a National Officer position. Discussion regarding other potential recommendations followed. Robert DeFelice recommended that the Board nominate Sarah Hull.

Motion to recommend Sarah Hull for a National Officer position.

Motion – Jim Nelson
Second – Bruce Lorenz
Approved

- e. National Member Survey
National will conduct a satisfaction survey in October, discussion on how to communicate to the members what we have done to improve our member satisfaction based on the results of the last survey. It was recommended that we have two website announcements, August News and Profiles, and an announcement at the September meeting.

Action Item: Subcommittee of Bud Zeisberger, Carmen Wolf, and Jim Nelson will draft language for announcements.

- f. Leaving a Legacy
Bud solicited the board for ideas on the Board would like to “leave a legacy.” What do we want to accomplish over the next year that the members will remember this Board of Directors?

The following ideas were posted on the Legacy flip chart:

1. Improve (interactive) communications (blog, facebook, twitter). Note: this idea, from Carmen Wolf, received the most votes from the Board members.

Action Item: Bud will work with Carmen to “brainstorm” ideas regarding implementation of this suggestion including formation of a sub-committee. Bud suggested Aaron Biebert be a member of the sub-committee.

2. Certification at Programs, Increase the numbers of certified members during the year.
3. Special recognition for long term members that reach milestones – 5-10-15 years plus
4. Have members introduce new members at meetings
5. Encourage members to read articles in News and Profiles by embedding short quiz items in articles and or on website articles.

6. Support / Resources for unemployed members
7. Diploma concept for program / webinar attendees at our “101” series
8. Smaller regional meetings as a way to encourage inactive members into more active involvement.
9. Have mini-conference on-site at a provider organization that the chapter is interested in targeting for new members or to increase involvement from members that are not active in HFMA.
10. Initiate new resources to maintain those members who do not attend conferences. Electronic means w / support and content is required.
11. Create niche of expertise that make HFMA a “Must Have”
12. For New Members at programs to answer questions about WI chapter, to meet Board members.

V. President Elect Report

- a. Chapter Balanced Scorecard 2009-2010
Due to the timing of this meeting no discussion was held.
- b. 2009 – 2010 Strategic Plan Update
In recognition of the state of the economy and travel budget freezes, National had revised the membership goals. Our previous goal of 681 has been revised downward to 665.
- c. Bylaws Review and Approval .
There were no recommended changes to the by-laws from Board members, and Dave Snow stated that he feels the by-laws are still current and applicable for the Chapter.

VI. Treasurer’s Report

- a. Year to Date Financial Report
Art reviewed the Financial Statements as submitted; showing a Year-to-Date loss of \$10,169. The auditors are in the process of completing the Agreed Upon Procedures and should be done within the next week, in advance of the August 1, 2009 due date.
- b. 2009 – 2010 Budget Review
The budget was previously reviewed at the May meeting and submitted to National prior to the June 1, 2009 due date.
- c. Assistant Treasurer Position
Action Item: Bruce was asked to review the current job description for this position and advise the board how he would utilize this position during his term as Treasurer.
- d. Mega-Conference Financial Update

Art reviewed the current receipts and disbursements for the Mega-Conference.

VII. VP – Programs Report

a. Annual Meeting Results

Carmen reviewed the May program and informed the board that the program had a net loss of approximately \$10,000.00.

b. Fall Program Update

Discussion as to the progress of planning for the Fall program; the committee is in the process of finalizing speakers. A social event will be held at Miller Park. Tentative program topics and speakers attached to committee report. Suggestion was made that the September Board meeting be held at Miller Park versus the Sheraton.

Action Item: Carmen will follow-up to coordinate location for the Board meeting.

c. Co-Sponsored Meeting – WICPA Update

Meeting information has been posted to the website, WIHFMA will co-sponsor at no expense to the chapter. Date of the meeting is August 20, 2009.

d. Carmen addressed the changes to Program Policy (C-1) attached to the Board packet.

Motion to accept changes to the Program Policy

Motion – Jim Nelson

Second – Mike Bovee

Approved

VIII. Mega-Conference Update

Jim Brick shared that he is no longer a member of a Mega-Conference Committee as he was unable to attend the meetings.

Carmen shared that the Program Committee for the Mega-Conference has been unfavorable to the use of Acteva for purposes of on-line registration. The Mega-Conference Program Committee is continuing to research other vendors.

Action Item: Carmen and Bud will contact Shawn Gretz to discuss WIHFMA's concerns regarding choosing another vendor when the majority of attendees are from HFMA, and HFMA members are familiar with the registration system. In addition, HFMA has pre-paid for a set number of registrations for a one year period in anticipation of the use of Acteva for the Mega-Conference.

IX. Scholarship Update

Scholarship recipients were identified at the May meeting, one scholarship has already been paid, and the other is pending.

X. Sponsorship Update

Sponsorship revenues to date are \$43,000. Jim Brick discussed that some sponsorships have been dropped, while one sponsor has increased their level of commitment. Total sponsorship for the current year was budgeted at \$50,000.00. Bud and Jim will reach out to sponsors from last year that haven't responded to communications from Jim.

XI. Committee Reports

a. See Submitted Reports. In addition Committee Chairs from the following Committees shared:

1. Certification – Bob DeFelice reported that the certification exam will be offered at the Fall Meeting. Leslie Claas will proctor. There is need for laptops and a dedicated hard line for each registrant (National Requirement). The hotel is requesting a fee of \$150.00 for the first line and a \$50.00 charge for each additional line. Discussion was held as to whether the exam could be held at a Froedtert training facility. Bob asked the Board if they would be willing to pay the additional cost if the training site was not an option. Board approval pending an offsite location was not available.

Action Item: Jean will work with Leslie to determine whether space for up to 5 persons wishing to take the exam can be secured at Froedtert training facilities for Thursday September 17, 2009 from 1 p.m. to 5 p.m.

2. Membership - Tom Tanel will provide a list of all non-renewing members at the September meeting. Tom anticipates that the list will be greater than in previous years due to the economic recession.
3. Directory – David Cartier would like to look at possibly changing the format of the News and Profiles to include electronic versions vs. printed versions which would be a cost savings.

Action Item: After discussion, it was agreed to try an electronic version in conjunction with a printed version to see how members respond.

4. Compliance – Kirsten Wild would like for the chapter to include education on how the Stimulus Bill (A.R.R.A.) will affect IT and Compliance in healthcare.

XII. New Business

a. Chapter Photographer

Bud shared that currently the Chapter has not identified an individual to take pictures at Chapter Programs and Events. The Chapter purchased a digital camera several years ago. Bud proposed that a method be established to identify photographers to assist with taking pictures. Various members of the Board agreed to act as photographers at events.

Alan Mendeloff, Jean Voight, Bruce Lorenz, and Kirsten Wild volunteered to assist. In addition, Carmen shared that Wendy Schultz took pictures at the last meeting and is willing to assist in the future. The Program Committee will identify photographers for each Chapter event. In particular, pictures of speakers and attendees should be included in upcoming newsletters.

Scott Wallner shared that a new picture section has been added to the website.

- b. Arkadin Teleconferencing vs. Ready Talk
Discussion was held whether to continue with Arkadin or change to Ready Talk. Carmen has interest in possibly using Arkadin for Webinars, so we will remain with them. We've also not had any issues with Arkadin.
- c. Job Board Postings
Discussion as to whether the Chapter should charge to post job openings on the website as an additional revenue source. It was thought that this is an excellent member benefit and the additional cash flow is not needed at this time.
- d. President Attending Social Events at Chapter Programs
Jean Voight stated that she felt the President's presence at social events was extremely important to the chapter, and she felt the Board should waive the cost of the President's fees to attend these events.

Motion to waive the cost of the Chapter President's attendance at program social events (Golf, Cruises, Bass Fishing, etc.).

Motion – Scott Wallner
Second – Tom Krystowiak
Approved

Action Item: Waiver of the President's attendance at Program Social Events will be added to the revised Programs Policy (C-1).

- XIII. Items for September Board Meeting
 - a. Review whether not printing handouts for Programs continues to be a source of member dissatisfaction based on evaluations.
- XIV. Upcoming Events:
 - a. Fall Conference – September 16-18, 2009 – Sheraton Hotel - Brookfield
 - b. Board Meeting - September 17, 2009 - 4-6 p.m. Miller Park - Milwaukee
 - c. Fall Presidents Meeting - September 27-29, 2009 - Aruba
 - d. Board Meeting - November 13, 2009 – Location TBD
- XVII. Meeting
 - Motion to Adjourn
 - Motion - Scott Wallner
 - Second - Brian Potter
 - Meeting adjourned at 12:46 p.m.