



**Annual Business Meeting
8:30 a.m. to 10:00 a.m., May 5, 2021**

Proposed Agenda

- I. Call to Order, Quorum Determination**
- II. Adoption of Agenda**
- III. Leadership Reports**
 - A. Secretary's Report, Sue Seegert — Minutes of May 18, 2020 Annual Business Meeting
 - B. LeadingAge National Report: Katie Smith Sloan, President/CEO
 - C. Thank you to the 2020-21 Board of Directors
 - D. Recognition of Outgoing Board Members
 - E. Outgoing Chair's Remarks, Dan Goodier
 - F. Incoming Chair's Remarks, Kris Krentz
 - G. President's Remarks, John Sauer
- IV. Association Business Matters**
 - A. Proposed 2021-22 Budget- Dennis Ferger, Treasurer
 - B. Nominations Report, Dan Goodier: Nominees and Election for LeadingAge Wisconsin Board of Directors
 - C. Region Director Elections Results
 - D. Report on Proposed 2021-22 Officers
- V. Other Business**
- VI. Adjournment**



**LeadingAge Wisconsin Annual Business Meeting Minutes
May 18, 2020 - Online via Teams
8:30 a.m. – 10:00 a.m.**

Motion: Move by Fulcher, second by Seegert, to adopt the agenda as presented. Motion passed unanimously

Motion: Move by Krentz second by Fulcher, to accept the minutes as presented. Motion passed unanimously.

Motion: Move by Krentz, second by Fulcher, to approve the 2020-21 Budget as presented. Motion passed unanimously.

Motion: Move by Fulcher, second by Ferger, to approve the following individuals to serve on the Board of Directors: Sue Seegert, Villa St. Francis, Milwaukee, to serve her second, three-year term; Jennifer Vosen, Sauk County Health Care Center, Sauk City, to serve her first, three-year term; Barbara Beardsley, Brookside Care Center, Kenosha to serve her first, three-year term; Kim Gochanour, North Central Health Care, Wausau to serve her first, three-year term; and Paul Treffert, Sheboygan Senior Community, Sheboygan, to serve his first, three-year term. Motion passed unanimously.

Motion: Move by Meyer, second by Seegert, to adjourn the 2020 LeadingAge Wisconsin Annual Meeting. Motion passed unanimously.

- I.** Goodier called the meeting to order and determined a quorum was present via the participant numbers connected online.
- II.** The Agenda was presented and reviewed.

Motion: Move by Fulcher, second by Seegert, to adopt the agenda as presented. Motion passed unanimously

III. Leadership Reports

Secretary's Report – Conroy presented the minutes from May 3, 2019.

Motion: Move by Krentz second by Fulcher, to accept the minutes as presented. Motion passed unanimously.

Goodier recognized outgoing Board members: Terry Snow, Pleasant View Nursing Home; Steve Seybold, Homme Home of Wittenberg; Michelle Putz, Ovation Communities; Heather Sheehan, Water's Edge; Jill Gengler, Colfax Health & Rehab, and Morgan Hinkley, Brewster Village; and thanked them for their time serving our members on the Board of Directors.

Chair's Remarks – In the midst of a health pandemic, Goodier noted all the good work over this past year should not be ignored. Goodier referenced the Association's 2019-20 Annual Report highlighting the impressive accomplishments over the past year. He also acknowledged the tireless work of the LeadingAge Wisconsin staff helping be the voice of those fighting on the front lines.

Our LeadingAge Liaison, David Fulcher introduced Katie Smith Sloan (President/CEO of LeadingAge national) a true trusted voice for the aging.

Katie Smith Sloan thanked everyone for their hard work in serving older adults. This is a challenging time, but we can get through it together! The national association goal is action! The house recently passed the HEROES Act, although the Senate has not signaled when it will consider this legislation. LeadingAge will aggressively advocate for members—you can count on that.

IV. President/CEO Remarks

Fulcher took a moment, on behalf of members, to thank Sauer being a strong advocate for Wisconsin's long-term care provider community, and for acting as the spokesperson for so many organizations (dealing with media and government officials).

Sauer briefly highlighted a few of the association highlights accomplished in the past year: gaining significant Family Care & Medicaid funding increases; passing the CNA training bill/and with other workforce initiatives; expanding advocacy and educational efforts; hiring full-time clinician on staff (Wolzenburg), and helping members gain substantial savings with Value First. He thanked association staff, Board of Directors, LeadingChoice Network, and praised the relentless work of the providers who care for older adults and persons with a disability, who are truly on the frontlines during this crisis. Moving forward, Sauer added the staff will continue to advocate hard for members during the COVID-19 health crisis. Primary efforts will focus on: working to improve provider Family Care/Medicaid reimbursements; COVID-19 testing and facility reporting; and work with the provider community to tackle facility visitation policies and staffing issues.

V. Association Business Matters

Meyer shared the Treasurer's Report and the proposed 2020-21 Budget. Highlights include: \$30,000 from reserves to be used for strong advocacy (media campaign) throughout 2020-21; Building and strengthening our advocacy effort via the Husch Blackwell contract; \$30,000 towards the Learning Management System (LMS) which provides remote online learning platform, a much-needed option during the pandemic; and a modest dues increase (ranges from \$0-225).

Motion: Move by Krentz, second by Fulcher, to approve the 2020-21 Budget as presented. Motion passed unanimously.

Nominating Chair Trost announced three regions have completed their regional elections and the new Directors are: Erin Francois, New Glarus Home, New Glarus (Region II); Ellen Thompson, Heritage of Elmwood, Elmwood (Region IV); and Justin Cieslewicz, Homme Inc. of Wisconsin, Wittenberg (Region V). He then summarized the Committee's nominations to the 2020-21 Board of Directors and a motion was offered in support of these nominations:

Motion: Move by Fulcher, second by Ferger, to approve the following individuals to serve on the Board of Directors: Sue Seegert, Villa St. Francis, Milwaukee, to serve her second, three-year term; Jennifer Vosen, Sauk County Health Care Center, Sauk City, to serve her first, three-year term; Barbara Beardsley, Brookside Care Center, Kenosha to serve her first, three-year term; Kim Gochanour, North Central Health Care, Wausau to serve her first, three-year term; and Paul Treffert, Sheboygan Senior Community, Sheboygan, to serve his first, three-year term. Motion passed unanimously.

Trost noted the Committee recommends the following individuals be nominated to serve as Officers on the 2021-22 Board of Directors (the Board will act on these nominations after adjournment of the Annual Business Meeting):

Chair.....Dan Goodier, Christian Community Homes and Services, Hudson
Chair-Elect.....Kris Krentz, Skaalen Retirement Services, Stoughton
Vice Chair of Public PolicySondra Norder, St. Paul Elder Services, Kaukauna
Vice Chair of Operations..... Dan Meyer, Morrow Home, Sparta
Vice Chair of Member Services ...David Fulcher, Milwaukee Catholic Home, Milwaukee
Treasurer Dennis Ferger, Clement Manor, Greenfield
Secretary..... Sue Seegert, Villa St. Francis, Milwaukee
Immediate Past Chair.....Douglas Trost, SSM Health LTC-Post Acute, Fond du Lac
LeadingAge Liaison..... Tim Conroy, Capitol Lakes, Madison
Senior Advisor..... Fran Petrick, Retired, Racine

VI. Closing.

Goodier wrapped up the meeting and asked the new and current Board of Directors to come remain online to conduct a brief swearing in of the Officers. There being no further business the following motion was made:

Motion: Move by Meyer, second by Seegert, to adjourn the 2020 LeadingAge Wisconsin Annual Meeting. Motion passed unanimously.

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Immediately following the Annual Business Meeting, the Board members remained online to conduct next order of business. Goodier convened the Board of Directors for purpose of acting on a single order of business, the election of the 2020-21 Officers:

A quorum was present: Beardsley, Chedid, Cieslewicz, Conroy, Ferger, Francois, Fulcher, Gochanour, Godfrey, Goodier, Janke, Krentz, Meyer, Norder, Radmer, Seegert, Thompson, Treffert, Trost, Vosen, and Zieseemer.

Motion: Moved by Radmer, second by Zieseemer, to accept the Officer Nominees as presented. Motion passed unanimously.

Goodier closed the meeting by reminding members, the Board meetings are typically the 3rd Thursday of each month, with the next meeting (including board orientation) scheduled on June 18, 2020.

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April 27, 2021

To: LeadingAge Wisconsin Members
From: Dan Goodier, Chair, LeadingAge Wisconsin

Subject: LeadingAge Wisconsin's Annual Business Meeting

- Proposed Board Nominees
- Region Election Results
- Proposed 2021-22 Officers
- Outgoing Board Members
- Proposed 2021-22 LeadingAge Wisconsin Operating Budget

The LeadingAge Wisconsin Annual Business Meeting will be held from 8:30 a.m. to 10:00 a.m. on Wednesday, May 5, 2021. During this meeting, members will act on a slate of nominations to the LeadingAge Wisconsin Board of Directors; reflect on the past year's accomplishments and the road ahead as noted in our [2020-21 Annual Report](#); hear from our State leadership, including our outgoing Chair, Dan Goodier, and, from a national perspective, Katie Smith Sloan, LeadingAge President/CEO; and approve the Association's proposed 2021-22 operating budget.

Registration for the Annual Business Meeting and the two Keynote Addresses is at no cost. If you plan to participate in both of the Keynote Addresses (*which have been approved for a combined total of 1.75 hours of continuing education units for nursing home administrators from NAB/NCERS*) and the Annual Business Meeting, you must [register here](#) to ensure you receive links for each of the meetings. (*Please note: You must participate in both keynote addresses to receive nursing home administrator credit hours*). Additional information on the Keynote presentations is provided below. However, if you do not need continuing education credits and intend to only join for the Annual Business Meeting at 8:30 a.m. on Wednesday, May 5, 2021, you may [register here](#).

Proposed Board Nominees and 2021-22 Officers

On behalf of the LeadingAge Wisconsin Nominating Committee, we would like to thank all members who applied to serve on the LeadingAge Wisconsin Board of Directors. Participation and leadership in LeadingAge Wisconsin is critically important as we collectively strive to serve older adults and persons with a disability. We congratulate this year's nominees and encourage those members who were not nominated to continue to actively serve their Association through the many networking, forum, task force, committee, and regional opportunities.

Nominating Committee Recommendations

The Nominating Committee recommends that the following individuals be elected by the membership at the Annual Business Meeting to serve as **At-Large Directors** on the LeadingAge Wisconsin Board of Directors:

- **Sandy Hackenmueller**, St. Croix Health Care Center, New Richmond, to serve her first three-year term
- **Michael Sattell**, Ovation Communities, Milwaukee, to serve his first three-year term
- **Patrick Senzig**, Eagle Crest (Bethany Riverside), La Crosse, to serve his first three-year term
- **Tim Conroy**, Capitol Lakes, Madison, to serve his second three-year term
- **Kevin Schwab**, St. Camillus Health Center, Wauwatosa, to serve his second three-year term

Region Elections

Region I and III members have completed their respective regional elections and the results are:

- **Kathy Cavers**, The Lutheran Home, Wauwatosa (Region I), to serve her first three-year term (Region I)
- **Marissa Janke**, Eagle Crest Communities, La Crosse (Region III), to serve her second three-year term (Region III)

Proposed LeadingAge Wisconsin 2021-22 Board Officers

We also are pleased to report that the Nominating Committee recommends the following slate of officers for the 2021-22 LeadingAge Wisconsin Board of Directors. The LeadingAge Wisconsin Board will consider this slate immediately after adjournment of the 2021 Annual Business Meeting:

Chair	Kris Krentz , Skaalen Retirement Services, Stoughton
Chair-Elect	David Fulcher , Milwaukee Catholic Home, Milwaukee
Vice Chair of Public Policy	Sondra Norder , St. Paul Elder Services, Kaukauna
Vice Chair of Operations	Tim Conroy , Capitol Lakes, Madison
Vice Chair of Member Services ..	Stephanie Chedid , Luther Manor, Milwaukee
Treasurer	Kevin Schwab , St. Camillus, Wauwatosa
Secretary	Sue Seegert , Villa St. Francis, Milwaukee
Immediate Past Chair	Douglas Trost , St. Francis Home, Fond du Lac
LeadingAge Liaison	Michelle Godfrey , Marquardt Village, Watertown
Senior Advisor	Craig Ubbelohde , Bethany St-Joseph's, La Crosse (Chair's Nomination)

Outgoing Board Members

On behalf of the LeadingAge Wisconsin Board of Directors and our entire membership, we would like to extend our sincere thanks and gratitude to our outgoing Board members:

- **Fran Petrick** has served on the Board for the past nine years., including as your Board Chair from 2017-2019. For the past 18 months, she served as the Association's Senior Advisor. Throughout her Board tenure, Fran led our strategic planning sessions and directions. She also chaired the Budget and Finance Committee and the Program Committee, served on the I-LEAD Selection Committee, and served on the LeadingAge Leadership Forum.
- **Dennis Feger** led an active Region I and has held multiple leadership positions on the Executive Committee, most recently serving as Treasurer. Dennis helped to shape the CEO Network, participated on the Pharmacy Task Force, and serves as a Coach for the I-Lead program.

- **Dan Meyer** has served on the Board of Directors since 2015 and currently is serving on the Executive Committee as Vice Chair of Operations and previously served as the Treasurer. He is an advocate for rural organizations, participated on the Pharmacy Task Force, and is active on the Family Care Task Force and Public Policy Forum.
- **Mark Radmer** has served on the Board of Directors since 2015 and has been a strong voice for county homes. He has been active in our public policy forums, advocacy efforts, and leadership development, serving as an I-LEAD Coach.
- **(Editor's Note): Dan Goodier**, Executive Director of Christian Community Homes and Services, Hudson, is completing his tenure on the Board of Directors. In May 2021, Dan will have completed his eighth year on the Board, having served as an Officer on the Executive Committee since 2015-16, first as Secretary and, for the past two years, as your Chair. Dan also has announced he will be retiring from his honored profession in May. During Dan's tenure, he has been instrumental in guiding the association's public policy and member services paths, mentored numerous individuals entering the field, promoted an innovative, entrepreneurial, and inclusive spirit on the Board, and reminded us to balance our devotion to long-term care and services with our personal lives. As we have battled our way through the pandemic, Dan demonstrated how mission-driven leadership and attention to our core values, along with an irrepressible sense of humor, will help us arrive at a better place.

Fran, Dennis, Dan, Mark, and Dan — Thank you for your service!

Proposed 2021-22 LeadingAge Wisconsin Operating Budget

At the 2021 Annual Business Meeting, members will be presented the LeadingAge Wisconsin Annual Report highlighting the impressive accomplishments achieved by the membership over the past year. Membership also will consider the Association's proposed 2021-22 operating budget.

The budget provides the resources to advance the Association's public policy, education, and member services initiatives, and continues the \$70,000 strategic Growth and Development Fund. We anticipate resumption of in-person events and conferences in 2021 (Fall Conference in Green Bay on October 6-8, 2021), while budgeting for more modest Association non-dues revenues as we all rebound from the pandemic. The budget invests in our workforce, quality improvement, advocacy and leadership initiatives and in our staff leading these efforts. Finally, the budget includes a modest 2.5% dues increase to support the collective efforts of the Association.

Thank you for your support and for being a proud member of LeadingAge Wisconsin.

More information on the 2021 Virtual Spring Event

This Spring Event in our [Learning Center](#) will feature two inspiring keynote addresses and our Annual Business Meeting spread across three days – May 4-6, 2020.

With the generosity of two of our Diamond Sponsors – Ziegler and Wipfli LLP – this event is open to all LeadingAge Wisconsin members and subscribers free of charge.

- **May 4, 2021 – 12:00 PM to 12:45 PM: *The Changing Landscape of Senior Living***, presented by HumanGood President and CEO John Cochrane. The pandemic, climate change, and important social issues are continuously changing the marketplace and how we serve our customers and team members. Customer expectations are shifting, and it is critical to stay ahead of these important

transitions within, and outside of, our field. Mr. Cochrane will discuss the impact of these changes on our core business model and what we must do to meet changing consumer demands in 2021 and beyond.

- **May 5, 2021 – 8:30 AM to 10:00 AM: *LeadingAge Wisconsin 2021 Annual Business Meeting***--Join us for this important meeting during which we will reflect on how far we have come in the past year and where we will go together in the months ahead. More details are provided above. If you intend to just attend the Annual Business Meeting on 8:30 am on Wednesday, May 5, 2021, you are able to register (and receive a direct link) for this meeting directly [here](#).
- **May 6, 2021 – 12:00 PM to 12:50 PM: *Moving Forward***, presented by Carol Silver Elliott, President and CEO, Jewish Home Family, Rockleigh, New Jersey and LeadingAge Chair. To move forward doesn't mean to push past where we have been. On the contrary, to truly move our organizations forward, we must leverage where we have been to become stronger and smarter. Ms. Silver-Elliott's *Moving Forward* keynote presentation will focus on building upon the lessons learned during the COVID era to help foster change and progress for elder care providers. A blend of messages to motivate and ideas to implement, *Moving Forward* is a message for anyone who works in the field of elder care.

**LeadingAge Wisconsin
Income Statement**

	2020-21 Budget	2020-21 Projected	2021-22 Budget
Member Dues	\$ 732,875	\$ 711,686	\$ 729,478
Associate Dues	\$ 35,000	\$ 27,518	\$ 27,518
LeadingAge Dues	\$ 55,000	\$ 48,700	\$ 48,700
Conferences/Seminars	\$ 289,000	\$ 175,848	\$ 324,675
Member Services	\$ 83,070	\$ 65,198	\$ 75,550
Value First/Vantage Point	\$ 223,700	\$ 180,175	\$ 211,267
LeadingChoice Network	\$ 4,200	\$ 4,200	\$ 8,400
Misc Income	\$ -	\$ 78	\$ -
Total Revenue	\$ 1,422,845	\$ 1,213,402	\$ 1,425,588
Staff Costs	\$ 971,714	\$ 1,032,701	\$ 940,225
Professional Services	\$ 97,440	\$ 116,598	\$ 97,440
Value First	\$ 27,000	\$ 1,125	\$ 27,000
Staff Travel	\$ 25,000	\$ 367	\$ 25,000
Professional Development	\$ 3,000	\$ 300	\$ 3,000
Board/Networking	\$ 20,000	\$ 2,826	\$ 23,000
Office Insurance/Taxes	\$ 11,000	\$ 9,549	\$ 11,000
Telephone	\$ 6,000	\$ 4,124	\$ 6,000
Copier	\$ 15,500	\$ 10,832	\$ 15,500
Postage	\$ 4,000	\$ 4,370	\$ 4,000
Computer Expense	\$ 15,200	\$ 15,200	\$ 15,200
Printing	\$ 4,000	\$ 200	\$ 4,000
Supplies/Sub./Memberships	\$ 14,000	\$ 11,649	\$ 10,000
Conferences/Seminars	\$ 121,392	\$ 116,928	\$ 222,735
Legal Counsel	\$ 25,000	\$ 25,000	\$ 25,000
Audit	\$ 8,000	\$ 8,000	\$ 8,000
Bank Expense/Misc.	\$ 1,000	\$ 3,284	\$ 2,000
Member Services	\$ 27,499	\$ 17,265	\$ 32,391
Depreciation	\$ 21,000	\$ 21,000	\$ 21,000
Office Building	\$ 28,500	\$ 19,989	\$ 28,500
Total Operating Expenses	\$ 1,446,245	\$ 1,421,306	\$ 1,520,991
Net Revenue/Expenses	\$ (23,400)	\$ (207,904)	\$ (95,403)
Gain(Loss) Investments	\$ 24,000	\$ 183,255	\$ 65,000
Net Income (Loss)	\$ 600	\$ (24,648)	\$ (30,403)
LMS (growth and ent fund)		\$ (30,000)	
MBS Engagement		\$ (75,000)	
PPP loan		\$ 186,092	
Employer Retention Credit		\$ 120,000	
Total other adjustments	\$ -	\$ 201,092	\$ -
Total Net Income	\$ 600	\$ 176,444	\$ (30,403)
Property & Equipment	\$ 8,000	\$ -	\$ 8,000
Growth and Entrepreneurial fund	\$ 70,000	\$ -	\$ 70,000
LMS (above)	\$ 30,000	\$ 30,000	\$ -
Advocacy Campaign (above)	\$ 30,000	\$ 75,000	\$ -

Budget Narrative

- ❖ The budget provides the resources to advance the Association's public policy, education, and member services initiatives, and continues the \$70,000 strategic Growth and Development Fund.
- ❖ We anticipate resumption of in-person events and conferences in 2021 (Fall Conference in Green Bay on October 6-8, 2021), while budgeting for more modest Association non-dues revenues as we all rebound from the pandemic.
- ❖ The budget invests in our workforce, quality improvement, advocacy, and leadership initiatives and in our staff leading these efforts.
- ❖ Finally, the budget includes a modest 2.5% dues increase to support the collective efforts of the Association.