

**WSIA Board Meeting
June 25th & 26th, 2015
Skamania Lodge**

In Attendance

Therese Baxter
Grace Casey
Lori Daigle
Jan Donley
Carrie Freeland
Dan Greco
Cloie Johnson
John Klor
Linda LaMonte (Only Thursday)
Lisa Nelson
Gail Pearson
Patrick Reiman
John Shervey
Sheri Sundstrom

Lisa Vivian

Staff

Kari Heinold
Patrick Koenig
Kris Tefft

Not in Attendance

Glenn Hansen
Matt Saxon

President Sheri Sundstrom called the meeting to order at 9:00am. Sheri welcomed everyone and thanked them for taking time out of their busy schedules to come to the retreat. Sheri and Kris went over the agenda for the day and the items in the board packet. Kris then went over the highlights handout in the board packet. Kris then previewed our new website to the board.

General Business

Approval of Minutes

A motion to approve the April 16, 2015 Board meeting minutes made by Lori Daigle, and seconded by Lisa Vivian.

Motion passed.

Mission/Vision Check-In: Report on Executive Committee Discussion/Goals

Sheri went over what was discussed in the Executive Committee discussion yesterday.

Focus areas:

- Policies
- Audit Reform
- Wage Advocacy
- Vocational Group ongoing activities
- Self- insured computer system
- Relationships
 - L&I relationship with WSIA as the department/regulator and the individual relationships and team relationships with Individuals in WSIA (advancing/strengthening)
- Coalition AWB vs WSIA role
 - WSIA subject experts/leadership role in Coalition
 - WSIA relationship with key member organizations and leadership with regards to workers comp.
- WSIA internal
 - Strong, consistent message to be used for retention/pursuing new members Membership development plan
 - Member retention
 - Members who have dropped in the last ten years
 - If not a current member

- State fund business as potential members Use of website - need to review new website
- Safety committee role
- We need to discuss vision with Committees
- Education
- Role of region meetings
- Office relocation (perception, use of space, time frame)

Board Survey Results & Discussion of Roles/Responsibilities

Kris went over the board survey results. The handout is in the board packet. Linda suggested doing a yearly survey to the members. Carrie wants to know what is the percentage of employees of the self-insured that are part of WSIA not just employer. Lisa N would like an org chart of the Departments S-I division of title and description of position.

How Do We Implement the Vision in our Unique Areas?

Advocacy Mission (Legislative; Regulatory; Legal)

Lori spoke of how she sees the vision of the legislative committee going in the next five years and keeping the legislative priorities at the forefront. She would like to keep the coalition going. Lori would like to find someone who would take her place on the board when her term is up so that she can mentor them in the position. Next year both Kris and Lori would like to see more employers be available to testify in the legislative session. Sheri thinks we should offer some training to those that we would like to see testify. Lori says that is a good thing to add at the legislative committee. Do a mock committee hearing at the legislative committee. Possibly do a lunch time or cocktail hour meet and great during the legislative session. Lisa V would like to spend a lot of energy on rule reform in the next five years.

John K talks about how he is going to create with WSIA staff an attorney based listserv. John also added a handout to the board packet and he reviewed a couple of items on it. He is also open to help with legal issues related to educational programs to assist in getting them pulled together.

Education Mission (IIU; WWCP; Prof. Dev. Programs)

Lisa N reports that they are making good progress on the revamp of the WWCP. There was then a discussion around how the WWCP came about and how we see it going forward. Possibly go back to the Department to see if the WWCP could be in place of the state test. Bring that idea up at the next quarterly meeting. Can it be made generic enough to include state fund and retro? Is it important enough to hire a consultant to manage the project and write the curriculum? Start marketing now with the price and content outline, written description of prerequisites, and why to do it. Possibly testimonials.

Member/Community Programming (Conferences; Regional Meetings)

Linda spoke of how the last program year went. She and others felt like they were not involved in the planning and would like to again. We will be holding a conference program planning meeting in late August. She would like to focus more on credits awarded for the conferences. Pat would like to recognize the committee members on the website.

There is then a discussion around Regional Meetings. Lisa V suggested holding the meetings in the afternoon and then hold a wine & cheese event afterwards. Lisa N states that the regional meetings are meant for networking and for vendors as well as credits. Have Gail send out an invite for the meeting as well as WSIA for marketing. Make dedicated day/month/same location for the meetings. Marketing of the topic. Credits awarded. Door prize. Film for later use. Linda suggested tapping into the facilitators to help with the regional meetings. Needs a committee to help. April, August and December do the regional meeting have set it advance so it is the same date/time/location every year.

Come back for the next board meeting with a game plan.

Highlight an employer in the area at each meeting. Have them talk about their WC program.

Potential Growth Areas (Safety, Our Relationships with the Medical Community, Workers' Comp Community-wide; State Fund and Retro)

John S spoke about the safety committee and how it is going and how he sees it growing. John has formed a relationship with ASSE and the WA Farm bureau. John states that we serve a tweener group of safety. Pat asked if we can have subject expert's categories. He would like to have tool box meetings at our Annual Conference for safety committees. A decision was made to change our tag line to "WSIA Washington's Leader in Workers' Compensation and Workplace Safety".

Grace spoke of what the Medical Representative has done in the past and how she sees this position looking over the next five years. Sheri would like a list of committees in SI community, to include name of committee, chair and what the committee does. How are we managing all of the different medical issues, committees? Therese thinks the EDI piece will be helpful. Jan is going to get with Dan about getting Virginia Mason as a member. Therese would like a list of SI employers that are not members with a contact name as a lot of our board members probably know the person and could bridge the communication about membership.

Office/Operations (Finance; Relocation Issues; Capital Issues; Staffing Issues)

Jan and Lisa V are on a subcommittee to help Kris with the process of the office relocation. Kris would like to add Matt to the subcommittee. Kris spoke of the relocation. Kris spoke briefly on the finances. Kris then talked about wanting to add staff in the next five years. Linda suggested college interns.

Closing Remarks

There being no further business, Therese called the meeting adjourned at 4:38pm

Friday June 26th

Sheri called the meeting to order at 8:35am

Membership Models (Growing; Retaining; Engaging: Employers & Associates)

Dan gave an overview of what has been going on the last couple years of the membership and marketing committee. Kris spoke of the five aspects of his membership game plan. Welcome to being self-insured welcome kit. Pat suggested for the Friday newsletter to blub it to everyone (members and non-members) then if members a click here to read the full newsletter or a join button for those that are not members. There was then a discussion around levels for memberships. Link new website to kid's chance website. Lisa N suggested Kris calling/writing the boss of a volunteer/board members to tell them thank you for letting them help us and how much we appreciate them. Sheri would like to form a messaging committee to help get the consistent messages across. Surveys, relationships, trial lawyers, medical community. Lisa V says we should think about it all until September meeting to come up with a plan on messaging. Be able to put a positive spin on responses to something/someone being negative to self-insure. Labor puts on a WC training (meeting of the minds) we should get a group together to go. Ask labor to do a presentation for us. Leverage our relationship with Donna, the ombudsman, on this topic. How to get people back to work when labor is involved would be a good topic for training. Kris suggested in working with a PR firm to work on our messaging, special project budget.

Claims Management Supporters (Liaison; Vocational)

Cloie spoke of the LMSR. She would like to send out a survey to

Put on our website a want to be a speaker form, it could include the presentation, bio and learning objectives.

Sheri would like to see success vocational stories on our website and pull that information from within our community. Pat gave a rundown of what has been going on in the liaison meetings. Lisa V said she has quite a few items from the last couple days of meetings to bring up at the next liaison meeting.

Wrap UP, Next Steps, and Send Off

Kris spoke of bench marking the goals we have set during these meetings.

When reporting back at our meetings include success stories.

Regional Meetings – Come back in September meeting with a game plan (set dates, location)

WWCP – Move forward with re-launch in 2015-16 program year

Voc Rehab – JA's, return to work success stories, surveys, training mixed with department

Website – Add messaging just not content

Safety – Trainings, collaborating with industry experts.

Conference Planning – Active participation by the committee.

Send out email reminding the board members what they are supposed to be working on reporting back to in September.

Closing Remarks

There being no further business, Therese called the meeting adjourned at 10:40am

Respectfully Submitted,

Kari Heinold, WSIA Administrative Assistant
for WSIA Secretary Carrie Freeland