

WNHSPA Board Meeting Minutes for October 1, 2025 held at Wilderness Hotel and Golf Resort.

Board Attendance:

Kayla Larson, SWY coordinator	ADRC of Southwest WI	Dodgeville
Tena Seipel, Secretary	Pierce County DHS	Ellsworth
Fawn Senn Vice President	Marshfield Medical Center	Beaver Dam
Teresa Clement, Treasurer	Maryhill Manor	Niagara
Kim Wuethrich, CEU coordinator	Pleasant View	Monroe
Tabitha Becker, President	Eagle Point Assisted Living	Appleton
Julie Severin	Rennes Health Center	Appleton
Matthew Passineau	Edgewater Haven	Port Edwards
Lisa Leahy	St. Croix Healthcare	New Richmond
Lueta Mena	Avina	Fond du Lac
Grettchen Shimko	DHS BOALTC Ombudsman	Madison

Also present was Riley Conn SE Region DHS BOALTC Ombudsman.

1) Call to order – at 7:02 pm.

2) Introductions— completed.

3) Secretary’s Report. The board reviewed the minutes from the board meeting held on July 9, 2025. Teresa motioned to approve the minutes and Kim seconded the motion.

4) Treasurer’s Report: Teresa reviewed the treasurer report. Current balance of account is \$38112.26. Teresa indicated that registration is at 69 for the fall conference. Teresa indicated that in her estimation, she believes we will be in the positive for this conference, but not all of the expenses have been processed yet. Teresa indicated that \$1250.00 in sponsorship fees were received from the 3 sponsors. Fawn made a motion to approve the treasurer’s report and Julie seconded the motion.

5) Committee Reports:

NASW: Kim volunteered to represent WNHSPA on the NASW WI board. Kim indicated that all of their meetings have been virtual. Kim stated that they have been discussing a variety of bills that pertain to relevant causes. Kim stated that she has been forwarding the board any emails that she receives that she feels are relevant and of interest to the board.

Historian: Tabitha indicated she updated the board for display at the fall conference. Tabitha stated that her husband made a QR code for her to place on the board to increase our digital marketing options. Tabitha state that there is a website called Canva that has a free version that you can use to make up flyers. Kayla has been using Canva in some of the Facebook posts she has put on the WNHSPA Facebook site.

Membership/Marketing (Teresa): Teresa indicated that we currently have 72 members. Teresa indicated that currently WI has 336 skilled nursing facilities in WI. In 2020, there were

363 SNF's in WI. This number continues to change/drop. Grettchen indicated that she can share the updated listing of SNF's in WI in early January when board members send out letters to Social Worker's at SNF's regarding our organization and to encourage them to rejoin or join if not already a member. Grettchen stated that they as Ombudsman's are actively involved in SNF's closing and assist with relocation of residents as needed.

Website updates (Fawn): Steve Schultz is the owner of Webmagination from Oshkosh, WI that we utilize to update and maintain the WNHSWA website. Fawn stated that Nichole gave her videos and written information on how to upload items on the website. What Fawn was not able to figure out, Steve was able to assist her with updates. The board member listing needs to be updated on the website. Fawn will complete this as able. Fawn also indicated that she will upload meeting minutes once approved to the website.

Scholarships (Tena): Gina Wautlet from Sturgeon Bay, WI was awarded the Sister Veronica scholarship for \$1000.00. Gina confirmed she will be attending the fall conference and will be given a certificate of the award during the conference.

CEU's (Kim): Kim indicates she received approval from NASW for CEU certification for the fall conference.

Social worker of the year: Jessica Good, Social Worker at Reedsburg Area Senior Life Center was nominated for WNHSWA Social Worker of the year. Plaque was picked up and ready to present to Jessica tomorrow. Jessica will have nursing home staff and family present tomorrow for her presentation of the award.

6) Timeline: Reviewed the timeline. Will schedule the Executive board meeting and January board meeting. Reviewed sending out letters to Social Workers at SNF's early next year for marketing and membership. Tabitha will write up a draft and email to board members for review before sending out.

7) Old Business: Tabitha indicated she is still working on getting Linked In working for WNHSWA. Fawn has access to the WNHSWA email account.

8) New Business:

Tabitha and Fawn indicated that the hotel/conference center charges \$200.00 per table for a couple of extra folding tables to use for the raffle drawings. Lisa made a motion and Kayla seconded the motion for Tabitha and Fawn to purchase a few folding tables for the organization to use and keep to use for future conferences as needed.

Tabitha had 500 bookmarks printed with WNHSWA information on it along with a QR code to our website and organization information. Tabitha indicated that the cost for the bookmarks was \$22.00. Kayla made a motion and Matt seconded the motion to reimburse Tabitha for the cost of the bookmarks to be used for advertising.

Fall 2025 conference will be held at the Wilderness Resort on October 2-3, 2025. Fawn indicated that the fall conference will have 11 credits.

Rates for fall conference 2025 are as follows:

	Both days	Thursday only	Friday only
Member	\$250.00	\$220.00	\$195.00
Non-member	\$325.00	\$250.00	\$230.00

Registration rates for 2025 fall conference are up slightly to accommodate increase in food/beverage costs for the conference.

Room rates at the Wilderness Resort are \$98.00 for single and \$129.00 for double, triple, or quad and this includes water passes for all registered guests.

Julie prepared name tags for attendees of the conferences for 2025. Teresa provided registration names with Julie to complete this task.

Will have a basket raffle at the fall conference to generate extra income for conference expenses and for scholarship awards. Tabitha obtained the annual raffle permit from the State of WI.

Reviewed who will be doing what tasks for the conference, registration, speaker introductions, SWY and scholarship awards, etc.

Previously discussed using survey monkey or other free online surveys for the conferences. Kim contacted Marc at NASW to inquire if we can use an online survey system versus our current paper survey to meet criteria for CEU certification. Kim indicated that Marc stated it is not conducive to use the online system as you have to have a way to track and maintain survey results. Survey Monkey does not provide this option for tracking.

For those board positions who have odd year renewals or for vacant positions, ballots have been made and will be distributed tomorrow to members for voting. Write in candidates are also welcome.

Spring 2026 conference will be held in Wausau/Rothschild at the Holiday Inn and Suites on April 17, 2026. Fawn indicated that room rates are \$129.00 per night. Fawn confirmed this date and time for the spring conference with the Holiday Inn and Suites.

Fall 2026 conference will be determined after getting the survey results from the fall conference. Fawn will look at requested areas for the fall conference and then contact

conference centers to get cost estimates. Someone suggested Landmark in Door County an option for a fall conference site/location.

Discussed that we should only have sponsors come for fall conferences as it is too short of a time and not enough break times for sponsors to come to the spring conferences. Also determined no more than 5 sponsors per conference due to space and cost to have sponsors present. (Cost of tables and cost of offering meals/lunch). Discussed to not offer sponsors meals at the next conference as they have the ability to leave as needed for meals/breaks.

Teresa also indicated that we should review the speaker agreements and make changes as needed that once signed, the agreement is final. Teresa indicated that a speaker was requesting to get meals paid for after the agreement was signed that did not specify meals outside of the conference were to be paid/reimbursed.

Lisa Leahy updated the board that she will be retiring at the end of 2026.

9) Next Board Meeting: will be the executive board meeting and will be held virtually on November 18, 2025 at 3:00 pm. The next full board meeting will be held virtually on January 13, 2026 at 3pm. Tabitha will email invites to attend the meeting.

10) Adjournment: at 8:21 pm. Lisa motioned for the meeting to adjourn and Kayla seconded the motion.

Minutes submitted by Tena Seipel, WNHSWA Secretary