

WISCONSIN STATE
LEGISLATURE
COMMITTEE HEARING
RECORDS

2005-06

(session year)

Senate

(Assembly, Senate or Joint)

**Committee on
Agriculture and
Insurance
(SC-AI)**

File Naming Example:

- Record of Comm. Proceedings ... RCP
- > 05hr_AC-Ed_RCP_pt01a
 - > 05hr_AC-Ed_RCP_pt01b
 - > 05hr_AC-Ed_RCP_pt02

COMMITTEE NOTICES ...

- > Committee Hearings ... CH (Public Hearing Announcements)
- > **

- > Committee Reports ... CR
- > **

- > Executive Sessions ... ES
- > **

- > Record of Comm. Proceedings ... RCP
- > **

INFORMATION COLLECTED BY COMMITTEE
CLERK FOR AND AGAINST PROPOSAL

- > Appointments ... Appt
- > **05hr_SC-AI_Appt_pt14**

Name: D. Severson

- > Clearinghouse Rules ... CRule
- > **

- > Hearing Records ... HR (bills and resolutions)
- > **

- > Miscellaneous ... Misc
- > **

Vote Record Committee on Agriculture and Insurance

Date: 3-6-06

Moved by: Kedzie

Seconded by: Olsen

Attachments

AB _____

SB _____

Clearinghouse Rule _____

AJR _____

SJR _____

Appointment Deborah Severson

AR _____

SR _____

Other _____

A/S Amdt _____

A/S Amdt _____ to A/S Amdt _____

A/S Sub Amdt _____

A/S Amdt _____ to A/S Sub Amdt _____

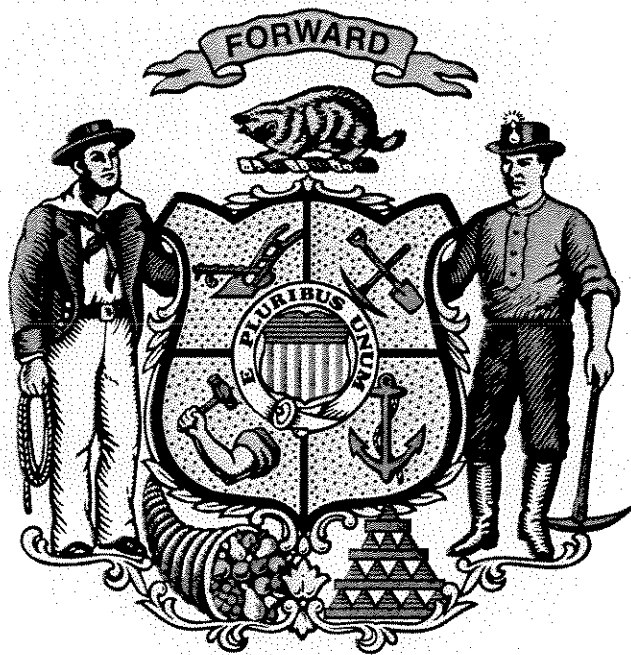
A/S Amdt _____ to A/S Amdt _____ to A/S Sub Amdt _____

Be recommended for:

- | | | | | |
|---------------------------------------|------------------------------------|---------------------------------------|---|--|
| <input type="checkbox"/> Passage | <input type="checkbox"/> Adoption | <input type="checkbox"/> Confirmation | <input type="checkbox"/> Concurrence | <input type="checkbox"/> Indefinite Postponement |
| <input type="checkbox"/> Introduction | <input type="checkbox"/> Rejection | <input type="checkbox"/> Tabling | <input type="checkbox"/> Nonconcurrence | |

<u>Committee Member</u>	<u>Aye</u>	<u>No</u>	<u>Absent</u>	<u>Not Voting</u>
Senator Dan Kapanke, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Neal Kedzie	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Ronald Brown	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Luther Olsen	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Jon Erpenbach	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator David Hansen	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Mark Miller	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals:	<u>7</u>	<u>0</u>	_____	_____

Motion Carried Motion Failed





JIM DOYLE
GOVERNOR
STATE OF WISCONSIN

SEVERSON D

February 20, 2006

To the Honorable, the Senate:

I am pleased to nominate and with the advice and consent of the Senate, do appoint Deborah Severson to be a Small Business Representative on the Health Insurance Risk-Sharing Plan Authority to serve a term expiring May 1, 2009.

Ms. Severson will be available to the Senate for hearings and my staff will assist in any way they can.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Jim Doyle".

Jim Doyle
Governor



JIM DOYLE
GOVERNOR
STATE OF WISCONSIN

February 20, 2006

Ms. Deborah Severson
1152 Grissom Dr.
Eau Claire, WI 54703

Dear Ms. Severson:

I am pleased to appoint you to the Health Insurance Risk-Sharing Plan Authority, effective February 20, 2006. Your experience, knowledge, and dedication will be a true asset to my administration and a great benefit to the people of Wisconsin.

I look forward to working with you to find creative ways of delivering services and implementing positive change for the citizens of our state.

Sincerely,

A handwritten signature in cursive script that reads 'Jim Doyle'.

Jim Doyle
Governor



JIM DOYLE
GOVERNOR
STATE OF WISCONSIN

GOVERNOR'S APPOINTMENT

NAME: Deborah Severson

MAILING ADDRESS: 1152 Grissom Dr.
Eau Claire, WI 54703

E-MAIL ADDRESS: deb.severson@realityworks.com

RESIDES IN: Eau Claire, WI

TELEPHONE: (715) 858-7162 (w)

OCCUPATION: Director of Administration, Realityworks, Inc.

APPOINTED TO: Health Insurance Risk-Sharing Plan Authority
Small Business representative

TERM: An interim term to expire May 1, 2006, and a
full term to expire May 1, 2009

SUCCEEDS: (Newly Created Authority)

SENATE CONFIRMATION: Yes

DATE OF APPOINTMENT: February 20, 2006

DATE OF NOMINATION: February 20, 2006

115-830-2072

**About Deborah Severson
Director of Administration
Realityworks, Inc.
715-858-7162**

Deborah Severson, thrives on the growth, change and challenge that are present in developing organizations – or organizations engaged in the development process.

A seasoned leader in the areas of administrative operations and human resource management, Deb's business experience includes high-profile appointments in the advanced technology, health care, and non-profit sectors. With professional accomplishments spanning startup to turnaround, Deb enters into each new opportunity with the same integrity and high standards that have distinguished her career as a dedicated agent of change. She has served as a strategic team member for three start-ups nationally and internationally, seven acquisitions, and three divestitures.

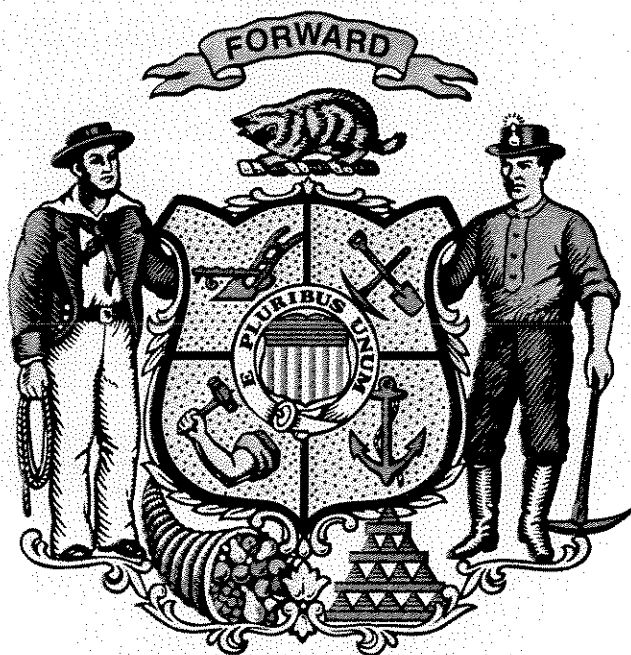
As Director of Health Information Management for a start-up, Midwest health care organization, Deb designed and led the company's first human resources infrastructure in support of seven health care facilities, 500 employees, and \$25 million in annual revenue. Her subsequent appointment as Director of Human Resources for an up coming Midwest high tech organization included a prominent role in the software company's two-year reorganization process, resulting in a dramatic return to growth in revenues and profitability. During her tenure the organization experienced steady growth of 40% per year and expanded nationally as well as internationally

As Director of Administration for Eau Claire based Realityworks, she has been instrumental in the strategic changes that are taking this small company to the next level. Implementing business efficiencies, establishing compensation and benefit programs and hiring key professionals has been the focus since the summer of 2004. She wrote a Request for Proposal in 2005 to compare the best possible alternatives available for group health insurance, which subsequently resulted in a model program in partnership with a community provider and insurance carrier. The strategic twelve month approach to holistic wellness will focus on employee education and disease management including employee responsibility.

During her twenty plus years of experience in business and human resources she has been a key negotiator for health insurance in the health care industry, (Bethany-St. Joseph Corporation, La Crosse), high-tech industry (Firstlogic, Inc., La Crosse), education/small business (Realityworks, Inc.,). She has worked with health care professionals, insurance industry brokers and key professional leaders.

She is an SPHR certified human resource professional through the Society for Human Resource Management, completed the *Women's Leadership Program* at the Center for Creative Leadership, is a former Ambassador of the greater La Crosse Chamber of Commerce, has served on non-profit boards most recently the YWCA of the Coulee Region in the capacity of Finance Chair and is the current District Governor of Rotary International District 6250 serving Western Wisconsin.

Deb received her Bachelor's degree from Viterbo University in La Crosse, and completed her graduate work at the University of St. Thomas, St. Paul, Minnesota earning a Masters in Business Administration.





STATE OF WISCONSIN
ETHICS BOARD

James R. Morgan
Chairman
Paul M. Holzem
Dorothy C. Johnson
Richard Warch
Courtney L. Hunt

Ag
On the capitol square at:
44 EAST MIFFLIN STREET, STE 601
MADISON, WISCONSIN 53703-2800
phone: 608/266-8123
fax: 608/264-9319
ethics@ethics.state.wi.us
<http://ethics.state.wi.us>

Roth Judd
Director

Senate Committee Members:

The attached Statement of Economic Interests is provided with regard to the individual's nomination to a State Public Office by Governor Jim Doyle.

Sincerely,
STATE OF WISCONSIN ETHICS BOARD

Nominee: Deborah Severson
Date: February 23, 2006

Feb. 15 2006 2:56PM

No. 5979 P. 6

Mail or fax to: Wisconsin Ethics Board, 44 E. W. Hill St., Suite 601, Madison, WI 53703-2800; Fax: (608) 264-9319

Statement of Economic Interests

Filed in 2006 for calendar year 2005

Name: SEVERSON, Deborah A
(last name, first name & initial)

State position: WI HIRSP Board
(include agency, division, branch or district, if applicable)

FOR EXPLANATIONS, EXAMPLES AND EXCEPTIONS SEE THE INSTRUCTIONS OR VISIT OUR WEBSITE AT <http://ethics.state.wi.us>.
If you have questions for priority service send an e-mail to ethics@ethics.state.wi.us or otherwise leave a detailed message at (608) 264-8115.
Attach additional pages as needed.

Part A Information current as of 2/16/06

1. INVESTMENTS. List stocks, bonds, limited partnerships, Wisconsin governmental securities, and mutual and money market funds you or your family held (minimum \$5,000).

Name of security	Type of security					Amount	
	stock/option/futures	bond	limited partnership	Wisconsin governmental security	mutual or money mkt fund	\$50,000 or less	More than \$50,000
<u>PAI - MUTUAL FUND</u>					<input checked="" type="checkbox"/>	<u>\$3,000</u>	

2. BUSINESS ACTIVITIES. List businesses, farms, rental, commercial, and income-producing real estate; and business activities in which you or your family had at least a 10% or greater interest.

a) Enterprise(s) operating under a business or trade name, list here.

Name of business	Municipality or Town	County	State	Describe nature of business
<u>CARSON OAKS</u>		<u>LACROSSE</u>	<u>WI</u>	<u>consulting-business</u>

b) Enterprise(s) NOT operating under a business or trade name, list here.

Street address or tire number	Municipality or Town	County	State	Describe nature of business

3. COMMERCIAL CUSTOMERS, CLIENTS, AND TENANTS. For each unincorporated business, subchapter S corporation, service corporation (SC), limited liability company (LLC), partnership, or income-producing real estate reported in Item 2, list businesses, organizations, and lobbyists that paid the enterprise \$1,000 or more in calendar year 2005.

Businesses, organizations, lobbyists that were customers, clients, or tenants	City	State
<u>NONE</u>		

4. BUSINESS PARTNERS. For each enterprise reported under Item 2, list its co-owners, partners, officers, and directors (other than yourself), unless the information is already registered with the Wisconsin Department of Financial Institutions.

Business	Partners, officers and directors	City	State
NAME			

5. NON-COMMERCIAL REAL ESTATE. List the specific location of WISCONSIN REAL ESTATE in which you or your family had an interest (except your principal residence and real estate whose location you listed in item 2).

LOCATION OF PROPERTY			NATURE OF INTEREST (own, lease, option, easement, land contract)
Street address or fire number	Municipality or Town	County	
NAME			

6. OFFICERS AND DIRECTORS. List organizations of which you or a family member was an officer or director.

Business or organization	City	State	Position
Realityworks	EAUCLAIRE	WI	EMPLOYEE + OFFICER OF BOARD OF DIRECTORS

7. AGENT, REPRESENTATIVE OR SPOKESPERSON. List organizations that authorized you or a family member to represent them in their dealings with others as an attorney-at-law, agent, spokesperson, or representative (unless listed in item 6 or 9).

Business or organization	City	State
NONE		

8. CREDITORS. List creditors to which you or your family owed \$5,000 or more.

Creditor	City	State	Amount	
			\$50,000 or less	More than \$50,000
Firefighters Credit Union	LACROSSE	WI	15,000	
Wells Fargo	MINNEAPOLIS	MN	12,000	
CHASE	WESTERVILLE	OH	9,665	
MERCHANTS BANK	WINDON	MO	10,700	

Part B For calendar year 2005

9. EMPLOYERS. List your and your family's EMPLOYERS (\$1,000 or more of income) in 2005.

Name of employer (If State of Wisconsin, identify agency or institution)	City	State	Nature of employer's business
Realityworks, INC.	EAUCLAIRE	WI	Educational Simulation Product Development + ASSEMBLY

10. ADDITIONAL SOURCES OF INCOME. List other sources from which you or your family received income of \$1,000 or more in 2005.

Source of Income	City	State

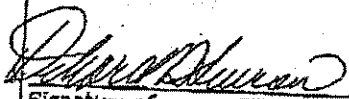
11. ENTERTAINMENT AND GIFTS. List individuals and organizations that provided you with entertainment or gifts (more than \$50) in 2005.

Name of provider	City	State
NONE		

12. HONORARIA AND EXPENSES. List, for 2005, sources of honoraria and payment of expenses related to your state government duties (more than \$50) not previously reported to the Ethics Board.

Payer	Approximate value of expenses	Amount of honorarium	Circumstances of receipt
NONE			

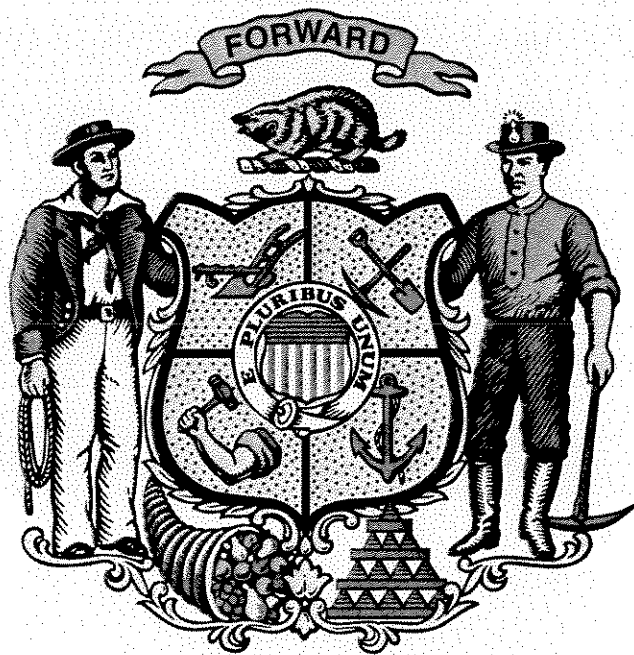
I certify that the information contained in this Statement of Economic Interests is true, complete, and correct to the best of my knowledge, information, and belief. In the event this Statement of Economic Interests is filed prior to my nomination or appointment, I certify that I will amend it within ten days of my nomination or appointment date if amendment is necessary to bring it into conformity with the true statement of my economic interests as of the date of my nomination or appointment. If any part has been left blank, I have done so intentionally because there is nothing to report.


 Signature of person filing

2/14/06
 Date

Daytime phone # 715-858-7162
 E-mail address Deb.Severson@realityworks.com

The information sought in this form is required by §§19.43 and 19.44, Wisconsin Statutes. Failure to file a completed form may result in a forfeiture of up to \$500. Statements of Economic Interests are open for public inspection. The Ethics Board will notify you of the identity of any person who examines your Statement. In accordance with §15.04(1)(m), Wisconsin Statutes, the Ethics Board states that no personally identifiable information is likely to be used for purposes other than those for which it is collected.



Perlich, John H.

From: OBrien, John
Sent: Tuesday, February 28, 2006 7:02 AM
To: Perlich, John H.
Subject: FW: Upcoming HIRSP Appointment Hearing

John O'Brien, Staff
Sen. Dan Kapanke
32nd Senate District
608 26 6-5490
800 385 3385
john.obrien@legis.state.wi.us

From: Deb Severson [mailto:Deb.Severson@realityworks.com]
Sent: Monday, February 27, 2006 2:45 PM
To: Sen.Kapanke
Subject: Upcoming HIRSP Appointment Hearing

Dear Dan,

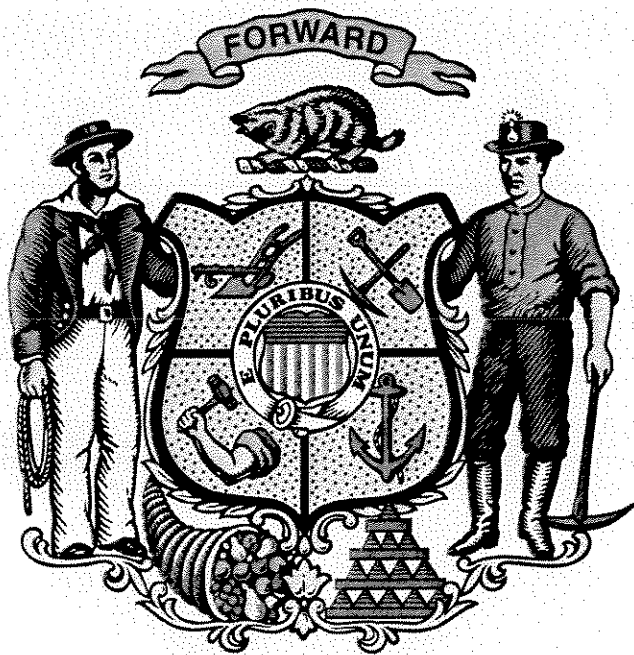
I was delighted to learn that your committee on Agriculture and Insurance is the committee interviewing the appointments for the HIRSP Authority.

I am excited and more than willing to join this committee. You probably know by now that I moved to Eau Claire to join Eau Claire based Realityworks on a full time basis. While I miss La Crosse, the experience of working with this company has been wonderful!

If you have any questions I can answer prior to Wednesday, please send me an email for contact me via cell phone at 608-385-4892.

Looking forward to seeing you again, meeting the committee and serving Wisconsin!

Deb Severson,
715-858-7162
c: 608-385-4892
deb.severson@realityworks.com



Wisconsin Association of Health Plans

Senator Dan Kapanke
P.O. Box 7882
Madison, WI 53707-7882

Dear Senator ~~Kapanke~~ ^{Dan}:

Thank you for taking the time to hold a public hearing on Governor Doyle's 13 appointments to the newly created Health Insurance Risk Sharing Plan (HIRSP) Authority Board. Each appointee will bring a great deal of expertise to the HIRSP Authority Board and will help ensure that all HIRSP stakeholders are well-represented when the new HIRSP Authority begins operation on July 1, 2006.

On behalf of the Wisconsin Association of Health Plans, I encourage you to vote to confirm all 13 of the Governor's HIRSP Authority Board appointments. I have had the good fortune of working with the majority of the appointees on a wide range of state issues and know they will each commit the time and energy necessary to make HIRSP more effective in responding to changes in health care delivery and health insurance.

Jay Fulkerson, CEO of UnitedHealthcare of Wisconsin, Inc., **Larry Zanoni**, Executive Director of Group Health Cooperative of South Central Wisconsin, **Pat Jerominski**, President/CEO of Independent Care, Inc., and **Michele Bachhuber**, M.D, Marshfield Clinic, **all have a great deal of experience in disease management programs for persons with chronic diseases** and will help the HIRSP Authority develop strategies to ensure appropriate access to evidence-based treatment for HIRSP participants.

Thank you again for holding a public hearing and quickly scheduling executive action. I encourage you to vote to confirm all 13 of the Governor's appointments to the HIRSP Authority Board and to recommend that the State Senate confirm the appointees en masse. Please feel free to contact me regarding any of the appointees. All good wishes.

Sincerely,


Nancy J. Wenzel
Executive Director