

ROOSTER CALL



PLATTEVILLE OPTIMIST CLUB

Currently Meeting 7:00 AM Fridays at Country Kitchen, Hwy 151, Platteville, WI

Vision Statement: *"To Impact the lives of youth in a positive and encouraging manner"*



2019 – 2020 Officers and Board of Directors

Dan Engelke, President; Wayne Wodarz, Past President;
Tom Nall, President Elect; Tim Boldt, Second Vice President;
Duane Borgen, Treasurer; Becky Schambow, Secretary

Board of Directors

Chris Budden, Steve Lane, Tim Murphy, Doug Martin, Leon Neuheisel & Linda Thomas

Friday, January 17, 2020

Attendance: *24 members* - Tim Boldt, Carley Borcharding, Duane Borgen, Charlie Clark, Howard Crofoot, Dan Engelke, Eileen Engelke, Gary Engelke, Mark Haas, Kevin Haertzen, Maxine Lane, Doug Martin, Fern Nall, Tom Nall, Mike Olds, Melissa Palfrrey, Alaina Reeves, Becky Schambow, Robert Stephens, Ernie Thalmann, Linda Thomas, Wayne Wodarz, Terry Wood and Tim Wood.

Guests: Dan Rohrbach, speaker

Mystery Greeter: Mike Olds was our Mystery Greeter who greeted Gary Engelke who DID NOT receive a free ticket for a chance at the Joker Draw as President D. Engelke forgot to ask about it until after Joker Draw. (But See Below for more)

Anniversaries: None noted.

Birthdays: President D. Engelke noted that Rod Thomas has a birthday on the 19th,

Joker Draw: Gary Engelke STILL has the winning ticket (even without his Free one) but managed to draw the Ace of spades.

Mail /Thank You Notes /Club Acknowledgements / Special Announcements: None

Old Business / Reminders:

- Reminder for Dime-A-Day: \$36.50 - check to Optimist Foundation
- Ball Card Fundraiser – profit of \$1,145.00. Will be discussing how much to donate.

New Business: Congratulations to our own Wayne Wodarz who is the new Platteville Area Chamber Executive Director. He will get his wand at the annual banquet to be held at the Convention Center in Belmont on February 11. Wayne invited all to join him there.

President Dan wanted it noted that he had the SMALL breakfast today. Is he on a diet???

Program: Becky Schambow introduced Dan Rohrbach, CEO at Southwest Health as our speaker for today.



Dan has over 24 years in leadership roles in rural healthcare organizations. Those who know him best would say it's his personality and attitude that make him an uncommonly strong leader.

Dan grew up on a dairy farm in Ashley, North Dakota, where he learned the value of good, hard work.

That hard work paid off with a scholarship to play football where he became an "All American" and the accomplishment of obtaining a Masters in management from the University of St. Scholastica in Duluth, MN.

The winning attitude he cultivated has served him well as a young, healthcare executive. After 3 years in long-term care, and six years in rural healthcare finance, he took his first Chief Executive Officer position at Essentia Health in Ada, MN as the age of 32.

Since his arrival at SH in August 2011, SH has recruited many key staff and physicians, added powerful new diagnostic imaging technologies and made exciting additions and expansions to services.

Under Dan's leadership, SH has grown from just two employed providers, to 48 and 395 staff to 635. The organization's size has grown by over 160% in the past 6 years.

Dan began his presentation saying in response to President D. Engelke's comment that speakers give 50% off coupons, he was offering one: 50% off a colonoscopy & him doing the procedure.

He announced he would be here at SH at least another 3 years. Said he chose Platteville because it was a little warmer than North Dakota. He mentioned that SH is a 501C non-profit

organization not aligned with specific physician groups so can work with UW-Madison, Dubuque, Gunderson, etc. In addition to the new hospital there are 4 other locations.

He mentioned many of the specialty doctors he was able to recruit to Platteville, with more coming soon, and hiring 4 ER doctors who serve on a rotating basis that give SH consistency for the 11,000 visits a year they have there.

Dan mentioned he feels he has instilled an atmosphere among staff that working at SH is more than a job and 95% responded they like it there. Quality and Service with a smile is motto and “fake it til you make it” if having a rough day.

He mentioned SH had a 9% margin of profit last year. They are \$20M in debt with \$55M on hand, and paying 2.8% interest on debt. This is considered very good for hospitals.

Dan said in spring they will be adding 24,000 sq. ft. of new clinic space south of the current clinic, which will include a new Pharmacy area. The hope is to be finished by May 2021. They have also bought 26 adjoining acres for any expansion needed in the future.

He mentioned there was a conversion of the Epic software they had a problem with which resulted in a billing backlog for six months. Not much they could do about it since Epic is so large but hopefully all fixed now. There was time for Q & A.

Upcoming Speakers:

- January 24th: Bob Hundhausen – How Elections Affect the Market
- January 31st : Jeffrey Huebschman (*Advisor*); Jack Rasmussen & Nick Nelson (*UWP Students*) – Research project on “Flying Squirrels”
- February 14: Junior Optimist Club Update and Review of Optimist Website
- February 21: Linda Hahn & Kris Wolf - Grant County Cancer Coalition
- February 28: Kelli Miller - Platteville Library

Highlights of Meeting Recorded by: Linda Thomas