

24th Annual



Wisconsin Association of  
Medical Equipment Services

# 2007 Annual Conference & Trade Show

September 5-7, 2007

at the *Kalahari Resort* in Wisconsin Dells, Wisconsin

## Topics include:

- Retail Performance
- Being Competitive & Profitable
- Keeping Customers
- Legislative Updates
- Competitive Bidding
- Positive Leadership
- RESNA Certification Exam

## Speakers Include:

**Anne Obarski**, Merchandise Concepts

**Wallace Weeks**, The Weeks Group, Inc.

**John E. Gallagher**, VGM

**Rob Bell**, FOCUS Consulting

## About the presenter:

**Anne M. Obarski**, "The Eye on Performance", is the Executive Director of Merchandise Concepts, located in St. Louis, Missouri. Anne is a professional speaker and internationally published author who will work with your organization to focus on becoming CONTAGIOUS! Anne presents sessions on Contagious Customer Service, Contagious Communication Skills and Catching the Contagious Eye of GEN Y. Her company's mystery shoppers, better known as Retail Snoops, have secretly "snooped" over 2000 stores searching for excellence in customer service. Guess what, she is still looking!

## Thursday, September 6, 2007

7:30 am	<b>Registration &amp; Continental Breakfast</b>
8:15 am	<b>Welcome</b> by <b>John Fell</b> , <i>President of WAMES</i>
8:30 am	<b>Retail Business is Show Business: Give a Great Performance Every time!</b>  with <b>Anne Obarski</b> , <i>the Executive Director of Merchandise Concepts</i>  Your customers rate your "performance" every time they walk through your doors. Do you know your scores? We'll explore how lighting, merchandising, smells, sounds and well-trained "actors" are all part of the retail stage. Learn why consistency in everything you do in your business can lead to a stronger and more loyal customer base.
10:00 am	<b>Break</b>
10:15 am	<b>Being Competitive and Profitable</b>  with <b>Wallace Weeks</b> , <i>Founder and President of The Weeks Group, Inc., a strategy consultancy.</i>  This session will show you how to: know what you can afford to bid for each product; determine your competitive position; become more competitive; and be profitable.
Noon - 1:00 pm	<b>Lunch &amp; Awards</b>
1:15 pm	<b>Boomerang Customers: 5 Critical Ways to Keep Your Customers Coming Back ... and the one most organizations ignore!</b>  with <b>Anne Obarski</b> , <i>the Executive Director of Merchandise Concepts</i>  Grab a mirror and focus on seeing yourself through your customers' eyes. Learn what the five most important things your customers think you could improve upon.  <i>continued on the next page...</i>

## Exhibits

Manufacturers and distributors of durable medical equipment and supplies will be on hand, Thursday, September 7th from 4:30 p.m. - 7:00 p.m. to bring the latest products and technology to the 24th Annual WAMES Membership Meeting. Take the time to look, buy and participate in the drawings, the silent auction and reception scheduled in the exhibit area.

The Exhibit Hall is open **FREE** to Purchasing and Sales Departments on Thursday with one registered person from that company. Use the enclosed registration form to register for the exhibit hall only.

QUESTIONS? Contact Ann Barrett at 715/366-7500 or via email: [abarrett@uniontel.net](mailto:abarrett@uniontel.net) or visit our web site at [www.wames.org](http://www.wames.org).

## Facility information:

The Kalahari Resort & Convention Center in Wisconsin Dells  
1305 Kalahari Drive, Wisconsin Dells, WI 53965  
Call directly for reservations at 877/254-5466 or 608/254-5466.  
[www.kalahariresort.com](http://www.kalahariresort.com)  
WAMES has a very special room rate of \$99.00 for a single, double, triple or quad occupancy for Wednesday and Thursday evenings. If you want to stay for the weekend, the room rate is \$169.00.

## Directions:

From anywhere:

Take I-94 to the Hwy 12 / Number 92 exit in Wisconsin Dells.

## About the presenter:

**Wallace Weeks** is founder and President of The Weeks Group, Inc., a strategy consultancy based in Melbourne, Florida. Wallace's education is highlighted by an MBA from Baptist Christian University and Graduate School of Banking of the South at LSU. Before forming Weeks Group, Wallace was part of a senior management team of a regional banking company.

## Thursday, September 6, 2007

1:15 pm	<i>continued...</i> You'll discover the difference between "training" and "knowledge" and which one the customer expects. Understand what makes customers vote with their feet and their wallet! You'll never look at your business OR your employees the same way again! Polish your magnifying glass for this great session!
2:45 pm	<b>Break</b>
3:00 pm	<b>Legislative Update</b> with <b>John E. Gallagher</b> , Vice President, Government Relations, The VGM Group  <b>Washington Updates:</b> This portion of the presentation will focus specifically on recent government updates, especially on the re-introduction of H.R.3559 / S. 3920 (Medicare Durable Medical Equipment Access Act of 2005), H.R. 5513/S.3814 (Home Oxygen Patient Protection Act of 2006) and H.R. 4994 (Medicare Access to Complex Rehabilitation and Assistive Technology Act of 2006) and the addition of new co-sponsorships. In addition to the re-introduction of bills, an emphasis will be placed on building relationships with new and existing members of Congress in the 110th assembly and the ongoing effort to ensure DME does not face additional cuts to reimbursement.  <b>Accreditation:</b> As we learn more about the accreditation requirements laid out by CMS, this session will expand on the accreditation requirements that fall under the Medicare Modernization Act (MMA) of 2003 and elaborate on the impact of the Deficit Reduction Act (DRA) of 2005 on capped rental and oxygen. Much will be revealed once CMS releases the final rule in early 2007. This will be a very timely presentation.

## Silent Auction

Again, we will offer a very beneficial and enjoyable activity to the exhibit hall this year: **The Silent Auction!** The proceeds from this auction will go towards WAMES' legislative and regulatory efforts.

We are asking all participants to donate items.

## Golf Outing

Don't miss this year's annual golf outing on Wednesday, September 5th at Trappers Turn Golf Course in Wisconsin Dells. Tee times start at 1:00 pm. Please arrive by Noon to register. Cost is \$95 per person. See enclosed form to register and for directions. A reception with golf prizes will follow the golfing at the Golf Course.

Friday, September 7, 2007

**Registration Fees**

**THURSDAY and FRIDAY Sessions**

Includes sessions, lunch, breaks, reception for two days

WAMES Member	- first person	\$200.00
	- additional person(s)	\$175.00
Non-Members		\$275.00

**THURSDAY and FRIDAY ONLY**

WAMES Member	- THURSDAY only	\$150.00
WAMES Member	- FRIDAY only	\$100.00
Non-Members	- THURSDAY only	\$225.00
Non-Members	- FRIDAY only	\$175.00

**GOLF OUTING**

Includes Greens Fees, Cart and Reception	\$95.00
--	---------

**Cancellations:**

Registration Policies

- All attendees will receive confirmation by fax or email
- Cancellations for refund minus 20% cancellation fee will be accepted until September 1, 2007.
- No refunds after September 1, 2007.

**About the presenter:**

**John Gallagher** is Vice President of Government Relations at The VGM Group, in Waterloo, Iowa. His experience includes forming a new medical equipment company and working at Rhodes Financial Services as Director of Sales and Marketing. Gallagher also served as liaison / lobbyist between the company and various government agencies in an effort to promote and defend the HME industry. Gallagher has been instrumental in the development of the VGM Political Action Committee (VGMPAC), and the Last Chance for Patient Choice 527 Group. Both are focused on lobbying and advocating members of Congress on the concerns and issues of the independent provider.

**Rob Bell**, began teaching Communication, Customer Service, and Leadership skills early in his tenure as Personnel Development/Education & Training Director for Dick's Supermarkets, Inc. Drawing on 25+ years of experience in leadership roles, customer service, and training, Rob makes it simple, clear and FUN to improve Customer Service and gain Excellent Leadership Skills.

8:30 am

**Competitive Bidding**  
*It's Right Around the Corner*

with **John E. Gallagher**, Vice President, Government Relations, The VGM Group

This session will consist of information on National Competitive Bidding (NCB), the impact of the 10 MSA's identified by CMS in 2007, and the networking capability that was outlined in the final ruling for national competitive bidding (NCB), released in November 2006. This session will also include the status on the Tanner Hobson and Respiratory bills.

9:00 am - 1:00 pm

**RESNA Exam**

Recently, the Centers for Medicare and Medicaid Services announced it will require RESNA certification (ATP and ATS) for the evaluation and provision of most categories of power wheelchairs beginning in 2008.

**Which Certification is Right for YOU?**

**ATP – Assistive Technology Practitioner**

For service providers who are involved in analysis of consumer needs and training in the use of a particular device.

**ATS – Assistive Technology Supplier**

For service providers who are involved with the sale and service of rehabilitation equipment, assistive technology and commercially available products or devices.

**RET – Rehabilitation Engineering Technologist**

For service providers who apply engineering principles to the design, modification, customization, and/or fabrication of assistive technology for persons with disabilities. (Note: Candidates must have the ATP credential to earn the RET credential.)

Go to [WWW.RESNA.ORG](http://WWW.RESNA.ORG) to register.

10:15 am

**The Power of Positive Leadership**

with **Rob Bell**, FOCUS Consulting

Most people don't quit their job, they quit their boss! Excellent Leaders focus on making their business a Great Place to Work. When we are in leadership roles our first and most important Customers are the people with whom we work.

Attendees will learn:

- Four characteristics of excellent leaders
- Superior communication techniques
- The difference between management and leadership
- The two things employees value most

Average happens by accident. EXCELLENCE happens on PURPOSE.



Wisconsin Association of  
Medical Equipment Services

P.O. Box 389  
Wild Rose, WI 54984

phone 715-366-7500  
fax 715-366-4501

abarrett@uniontel.net  
www.wames.org

*Time Sensitive Registration  
information enclosed...*

---

THE WISCONSIN ASSOCIATION OF MEDICAL EQUIPMENT SERVICES

---

*24th Annual*



Wisconsin Association of  
Medical Equipment Services

# Conference & Trade Show

**September 5-7, 2007**

*at the Kalahari Resort in Wisconsin Dells, Wisconsin*

---

---

**REGISTER TODAY!**

---

---