

## **WCA Governance Structure**

### **Board of Directors:**

- Comprised of twelve members elected in each of the six districts outlined in the WCA Bylaws.
- Makes action items decisions based on recommendations from WCA Committees and the WCA Executive Director.
- Sets strategic direction for the Association, approves annual budget, and authorizes the Executive Director to manage the affairs of the organization.
- Staff Support – WCA Executive Director, legal counsel, WCA lobbyist, administrative support.

### **Executive Committee**

- Comprised of the WCA President, Vice President, Treasurer, Secretary, and Financial Secretary. The current Executive Committee is comprised of Dr. Gene Yellen-Shiring - President, Dr. Brenda Holland - Vice President, Dr. Chris Resch – Secretary, and Dr. Robert Anderson - Treasurer. The Financial Secretary position is appointed by the President and is currently vacant.
- Authorized to make decisions on behalf of the WCA Board of Directors.
- Staff support – WCA Executive Director and administrative support.

***Standing Committees – per the WCA Bylaws, all committees and task forces are appointed by the WCA President.***

### **Government Affairs Committee**

- Develops a list of prospective public policy issues for WCA consideration.
- Prioritizes these policy issues and directs legislative research and policy development.
- Develops and recommends the legislative agenda to the Board of Directors.
- Oversees the annual CHIEF pledge drive – theme, messaging, fundraising goals, phone calls, recognition, and events.
- Plans and supports CHIEF contributor recognition efforts and events.
- Oversees CHIEF conduit fund – reviews cash on hand, pledges made, pledges collected, pledges outstanding.
- Oversees the candidate endorsement process – helps develop the candidate questionnaire, scoring of responses, candidate interviews, makes endorsement recommendations to the Board of Directors and CHIEF funding amounts.
- Meets every month via phone, video conference call, or in person as needed.

- Membership – Gene Yellen-Shiring (Chair), Zach Shiels, Jim Koshick.
- Staff support – WCA Executive Director, WCA lobbyist, and legal counsel.

### **Education and Convention Committee**

- Oversees education program development, marketing, and delivery.
- Plans and supports WCA conventions.
- Oversees the financial performance of education programs and conventions.
- Recommends webinars and other value added education products.
- Membership – Dr. Robert Anderson (Chair), Dr. Jeff Sargent, and Dr. Jason Mackey.
- Staff support – Education Program Manager, Membership Engagement Director.

### **Membership Engagement Committee**

- Oversees the development and implementation of WCA membership retention and recruitment efforts.
- Sets specific recruitment goals both statewide and by district. Tracks the progress of recruitment and retention efforts within each district every month.
- Assists in the development of district leadership teams to drive membership retention and recruitment efforts and the district level.
- Assists in planning and supports district meetings as a tool for membership retention and recruitment.
- Recommends changes to membership packages to attract new members and retain current members. Develops and supports the marketing of new value added membership packages
- Recommends attractive member benefit programs and supports the marketing of those programs.
- Staff support – Membership Engagement Director.

### **Insurance Relations Committee**

- Proactively reach out to larger insurance companies across the state of Wisconsin to promote a more collaborative working relationship between Doctors of Chiropractic and insurance companies.
- Develop an outreach program to contact large insurers and request meetings with high-level representatives.
- Make recommendations to insurers on the metrics they should be using to measure the effectiveness of chiropractic.
- Educate insurers about the benefits and value of chiropractic treatment.
- Promote more transparent communications with insurers; this will allow us to be more proactive and identify potential issues.
- Periodically review the OCI filings of major insurers to ensure compliance with state laws.

- Each member of the committee (or two members) will select a large insurer doing business in his/her geographic area, and remain up to date with any changes in that insurer's market share, operations, leadership, network, utilization management techniques, reimbursement changes, etc.
- Recommend WCA programs and services that assist members with insurance related and compliance issues.
- Membership - Tom Edwards (Chair), Melissa Kolb, Brian Grieves, Carrie Verkuilen, Leo Bronston, Brett Hoef, Gene Yellen-Shiring, and Brenda Holland.
- Staff support – Membership Services Manager.

***Special Committees – determined by the WCA President and the Executive Director. Members serve per the appointment of the President.***

**IPA Steering Committee**

- Explore various models for the WCA to create an independent practice association that could be offered to WCA members as a member benefit.
- Oversee the development of an IPA business plan and test sites to determine the most effective provider model.
- Make recommendations to the Board of Directors as to the best business model, funding and governance.
- Membership – Chris Resch-Chair, Brenda Holland, Gene Yellen Shiring, Dennis Reak, Bruce Davis, Chris Anderson, Tom Edwards.
- Staff support – Executive Director and Barbara Zabawa.