



May 18, 2010 Meeting Minutes

Opening & Introductions:

The May meeting was held at Honors Hall. Klaus Weiswurm opened the meeting by welcoming members and guests.

Members present were: Cemex, CTTC, Coleman, Detex, Fed-Ex Services, Great American Products, Hawkins Personnel, ITM, JBPrice, Lionheart Assurance, NB Chamber, NB Herald-Zeitung, NB Smokehouse, Priority Personnel, RnR, Star Manufacturing, The Coach Approach, TXI and VIP Staffing

Guests present were: Chris Stansel from BDI and Jim Wesson from Christus Santa Rosa Hospital.

Officer Reports:

Paul updated the members on the financial status. Paul introduced new associate member Quest Daniel from Lionheart Assurance Solutions.

Klaus talked about UTSA working on Tier 1 programs. 18 students are involved in an SAE competition. These students are looking for sponsorship. Contact UTSA or Klaus for more information.

Committee Reports:

Scholarship: We have approved one application and have one pending arrival.

Chamber Report:

Rusty Brockman talked about the trips to New York, Chicago and Detroit for recruiting potential businesses to the area.

Sysco will be building a 650,000 sq. ft. distribution warehouse in New Braunfels which will create 600 jobs.

Featured Program:

Jim Wesson from Christus Santa Rosa Hospital was the featured program.

Jim talked about the hospital expanding access to care at the hospital. The new interventional cardio-vascular service area will be having its grand opening on June 9. This center is an \$11 million investment by the hospital to provide this service local. So far, the hospital has performed 20 open heart surgeries since November.

Jim talked about the impact of the healthcare reform bill. There are many different opinions on the bill and many people are making assumptions that are not necessarily true. The broad legislation will be implemented in stages over several years. There are three broad categories in the bill:

- 1) Increase insurance coverage for the uninsured:
 - a. Allowing individual up to 26 years old to be covered by their parent's insurance
 - b. Prohibit insurance companies from denying coverage to children due to pre-existing conditions.
 - c. Provide tax credit to low and middle income Americans
 - d. Caps on co-pays and changes to life time limits
 - e. Includes individual and employer mandate with financial penalties.
 - f. Creates insurance exchange where individuals and small businesses can buy insurance like big business (co-ops)

- 2) Reduce cost to the federal government by reducing payments:
 - a. Reduction in "disproportionate share" hospital payments to adjust for the reduction in the number of uninsured. The reduction is expected to be approximately \$4 billion by 2014.
 - b. Reduction in payments to hospitals with higher-than-expected readmission rates.
 - c. Bundled payment demonstration to include in-patient, out-patient and physician services. The provider will distribute payments instead of the government paying all parties separately.
 - d. Accountable care organizations (ACO) will be create including hospitals and physicians organized to share cost savings form Medicare. Physicians and hospitals will need to work closely together to standardize ordered sets and protocols in providing care, agree on best standard practices and reduce variability. (similar to lean-manufacturing ideas)
 - e. Physicians and hospitals paid on quality, not volume
 - f. Increase funding to training primary care physicians and nurses.
 - g. Reduction in number of payments
 - h. Require more public reporting of quality data so "consumers" can make educated choices on selecting providers.
 - i. Increase focus on preventive care requiring insurance companies to cover screening and preventive care.
 - j. Requires hospitals to publicize lists of standard charges for items and services provided.

- k. Hospitals must have strategies to meet community needs to keep tax exempt status.
- 3) Changes in how care is delivered:
- a. Increase access to care and promote health and wellness care.
 - b. Make health care providers accountable for demonstrating they provide high quality
 - c. Assure coordination of records between providers (standardized reporting techniques)

The impact of the health care reform to the hospital will be an increase in charity care, more bad debts, and an increasing impact of the emergency room. Christus Santa Rosa's goal continues to be to expand access to care locally. Alignment with physicians is critical to make this happen. Some challenges to the hospital are increasing cost in labor due to shortages in the qualified labor market and decreasing reimbursements. Investment funding is tight because of the "unknowns" until reforms are implemented. There is some easing up in lending as more institutions begin to understand the reforms. The hospital needs to educate people on alternatives to the ER, such as the medical clinics and through preventive care.

Next Meeting:

The next meeting will be held at 11:45am June15, 2010 at TXI. The program is the annual joint meeting with the San Marcos Manufacturing Association (SMMA) and a tour of TXI after the meeting.

Respectfully submitted:
Paul Webber
NBMA Secretary/Treasurer 2010

NB Business University
A Program of the Chamber's Business Advisory Committee

The Power of Email Marketing

What Email Marketing Is (and Isn't), Why it's Such a Good Idea, and How to Make it Work for Your Business

Tuesday, May 25, 2010

11:15 AM to 1:00 PM

New Braunfels Civic and Convention Center

Julie Niehoff will present "The Power of Email Marketing" Seating is limited. This session covers the basics of what email marketing is, why it works so well, and how to use it in your business planning and strategy to achieve specific goals. Topics will also include list building, how to avoid spam, tips for scheduling and content choices that work.

This session also includes specific instruction on how to get your email promotions and updates opened, how to position the value of your message so recipients will act on it, how to measure the impact of a campaign and samples of more successful email campaigns and how they were set up to build business and drive sales.

Note: Participants do not need to be Constant Contact customers to attend. All information provided can be applied regardless of the system or service you are using for email marketing.

Speaker's Bio: Julie Niehoff has more than fifteen years in communications, specializing in technology marketing. She is currently the Development Director for Constant Contact. Previously Julie was the Director of Interactive Marketing for the Dallas Convention & Visitors Bureau. She later launched her own successful consulting business and co-founded an online resource website for event planners.

Chamber Members \$40 Non Chamber Members \$55
Registration Includes Lunch

SEATING IS LIMITED - REGISTER NOW!

**Register online at www.nbcham.org or use
the registration form on the back of this page**



The Power of Email Marketing

May 25, 2010

11:15 AM to 1:00 PM

New Braunfels Civic and Convention Center

375 S. Castell Ave., Rooms 103-105

Registration and payment by credit card is
available online at www.nbcham.org

Chamber members can be invoiced. Non-chamber member
fees must accompany registration.

Seating is limited

Name _____

Business _____

Address _____

Phone _____

Fax _____

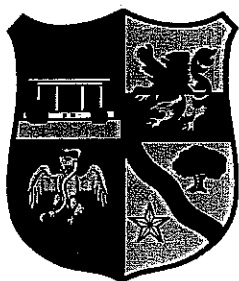
E-Mail _____

Chamber Member Fee - \$40 each _____

Non-Chamber Member Fee - \$55 each _____

Registration can be faxed to (830) 625-7918.

For more information, call (830) 608-2805 or email shana@nbcham.org.



RnR

627 Lakeview, apt #413 New Braunfels, Texas 78130
830-914-6173 sttegr@live.com

***ENERGY CANNOT BE CREATED OR DESTROYED
IT CAN ONLY BE ALTERED***

"The dominating feature of an industrial society is its ability to utilize, whether for wise¹ or unwise² ends, sources of energy other than the muscles of men or animals. ...one of the problems of the mechanical engineer is to withdraw heat from a high-temperature source and convert as large a fraction as possible to mechanical energy."

**UNIVERSITY PHYSICS
Francis Sears & Mark Zemansky
Addison-Wesley Publishing Co.**

- 1. Technocracy!**
- 2. The Road to Predilection!**

Water-Food-Shelter-Medical

SOLUTIONS-THROUGH-TECHNOLOGY

****∞-TEACH-A-MAN-TO-FISH-∞****

Referring to the Homo-sapiens, Man is two animals:

- 1. He is the most intelligent animal on Earth.*
- 2. He is the stupidest animal on Earth.*

TRANSLATION: MODERN MAN is too damn smart for his own good.



G. Keith Peel, M.E.


There are commercial projects that fits the above. Requesting only a little of your time and attention. GKP

∞To See The Future, You Must Look To The Past∞

Rusty Brockman

From: Employer Initiatives [employer.initiatives@twc.state.tx.us]
Sent: Tuesday, May 18, 2010 11:18 AM
To: Employer Initiatives
Subject: Texas Back to Work Program


TEDC Members,

The Texas Workforce Commission is promoting and supporting a workforce system that offers employers, individuals and communities the opportunity to achieve and sustain economic prosperity. To meet our goals we look for new opportunities to collaborate with economic development partners, and one of our new programs will do just that. TWC is proud to introduce the Texas Back to Work  (TBTW) program that provides a \$2,000 subsidy to employers for each new qualified Texan they hire. We would like for you to help us spread the word! Texas Back to Work has been successful. It has already placed more than 600 Texans in new jobs, and that can be a new business expansion and recruitment tool for all economic development organizations. Let's work together to put Texas back to work!

To Qualify

All Texans receiving unemployment compensation for the first-time meet program *employee* qualifications, and participating *employers* must be in the private sector. Please contact your Local Workforce Development Board for more details because each board administers the program to best meet local community needs.

Getting Started

The program is administered through each of the 28 Local Workforce Development Boards and they have staff trained to assist businesses that want to participate. A list of the TBTW board contacts can be found by clicking here .

Best Regards,

Doug Ridge
Director, Employer Initiatives
Texas Workforce Commission
512-463-1473