

# CAPITOL IDEAS

**TODAY**  
MAY 20, 2010

THURSDAY

THE COUNCIL OF STATE GOVERNMENTS | ECONOMIC SUMMIT OF THE STATES

## Welcome to the Crossroads of the World

CSG is Committed to Connect, Inform and Empower State Leaders during Economic Summit

Welcome to the first-ever **Economic Summit of the States** convened by The Council of State Governments with the help of many valued partners and generous sponsors. Your participation is the key to the success of this summit and we are truly honored by your service as a delegate.

This summit is unique and I hope its design will be replicated in future CSG meetings. The programming at the summit is driven by and for state leaders. The summit's presiding officers, South Dakota Gov. **Mike Rounds**, CSG's national president, and Kentucky Senate President **David L. Williams**, CSG's national chair, believed strongly summit sessions should provide the opportunity for direct dialogue. As such, many of our sessions will focus on sparking a conversation among the summit delegates. We invite and encourage your voice to be heard. By actively sharing your experience and expertise and by posing insightful questions, you are making this

event all we hoped it would be.

State leaders are keenly aware of the challenges facing the states as a result of the recession. The magnitude of the crisis and its profound effect on state budgets is immense. The issues raised are complex, the solutions can at times appear illusive, and the public is increasingly frustrated with government and their elected officials.

With that in mind, we designed this summit with three simple goals. First, we want to connect you with other state leaders. Peer-to-peer interactions have always been the most valuable outcomes of CSG meetings and we believe the opportunity for you to learn how other states are addressing issues such as job creation, budgeting and long-term economic competitiveness will provide you with real solutions. Second, we want to be a resource for information and insights to help you better understand the economic challenges facing your state. Knowledge



is power. Those in power should be equipped with the best knowledge possible. Finally, we hope you will leave this summit empowered to make a difference in your state based on what you learned in New York City. Our bottom line is to help you turn ideas into action.

We've been planning this event for months, but its success is now in your hands. Thank you for joining us and please let us know if there is anything we can do to assist you during your stay in New York City.

—David Adkins,  
CSG Executive Director

## Welcome to NYC Reception

Thursday, May 20 | 5–6:30 p.m. | Broadway Lounge, 8th Floor

Join your colleagues for some informal networking under the backdrop of Times Square. CSG 2010 Chair Kentucky Senate President **David L. Williams** will be on hand to welcome attendees and offer his perspective on the importance of convening an Economic Summit of the States.



## Today's Speakers

### HEALTH CARE REFORM: WILL STATES BE LEFT HOLDING THE BAG?

**Mary B. Kennedy**, senior policy adviser for Health Reform, Centers for Medicare & Medicaid Services, U.S. Department of Health and Human Services  
**Marcia Nielsen**, vice chancellor for Public Policy and Planning, University of Kansas Medical Center  
**Jennifer Tolbert**, associate director, Kaiser Commission on Medicaid and the Uninsured, Henry J. Kaiser Family Foundation

### OPENING SESSION AND LUNCHEON

**Arch Lustberg**, communications coach, will receive CSG's Distinguished Service to the States Award  
South Dakota Gov. **Mike Rounds**  
Kentucky Senate President **David L. Williams**

### EYE OF THE STORM:

#### FISCAL LEADERS' INSIGHTS ON THE BUDGET CRISIS

Florida Sen. **Thad Altman**, chair, Senate Finance and Tax Committee

Connecticut Gov. **M. Jodi Rell**

**John Nixon**, executive director, Utah Governor's Office of Planning & Budget, 2009–10 president-elect, National Association of State Budget Officers

## Be on Video!



Want to share your CSG experience or discuss a meeting session on video?

Check in at the CSG Registration Desk to reserve your interview time slot.

# Federal Health Care Reform Brings Changes, Challenges to States

## Health Care Reform: Will States Be Left Holding the Bag?

Thursday, May 20 | 10–11:30 a.m. | Westside Ballroom 3 & 4, 5th floor

States will foot the bill for some of the changes brought by the federal health care reform law President Obama signed in March.

The law promises to expand health insurance coverage to 30 million Americans through a variety of health insurance reforms, marketplace innovations and Medicaid program expansions. As mandated partners in these policy changes and the associated price tag, states face an additional \$20 billion in new Medicaid costs over the next decade, according to Congressional Budget Office estimates.

The changes to Medicaid aren't the only part of the bill affecting states. Other provisions of the massive health law may generate additional state costs, further complicating an already bleak state budget forecast for the next several years despite signs of an economic recovery. Those changes are the subject of a special plenary session set for 10–11:30 a.m. Thursday.

“Recently passed federal health reform

will usher in the most significant changes to U.S. health policy in nearly 50 years,” said **Marcia Nielsen**, vice chancellor for public affairs at the University of Kansas Medical Center, who will moderate the discussion. “But these changes come during a time of great economic distress and political partisanship in both federal and state government. Accordingly, there is significant misinformation—and mistrust—about the provisions of health reform that will impact families in every state and region.”

That’s why state leaders need to learn more about the health care reform law, she said.

“States have enormous new responsibilities and opportunities for implementing reform,” said Nielsen. “Because they will ultimately determine how reform is viewed, it is critical that states understand the benefits and challenges that reform presents.”

**Jennifer Tolbert**, associate director for the Kaiser Commission on Medicaid



and the Uninsured at the Henry J. Kaiser Family Foundation, is a featured speaker for this special plenary session.

The CSG Health Task Force will present a second session, “Managing Medicaid: Options for Controlling Costs,” from 7:30–9 a.m. Friday, May 21. The discussion will explore the extent to which federal health care reform can be expected to produce savings, as well as share examples of money-saving health care policies being tested in the states. **Mike Nardone**, deputy secretary in Pennsylvania’s Office of Medical Assistance Programs, is a featured speaker for this session.

—Mary Branham



### STATE GOVERNMENT AFFAIRS COUNCIL

### LATE NIGHT EVENT

Thursday, May 20 | 9 p.m.—Midnight

B.B. King Blues Club & Grill | 237 West 42nd Street  
(approximately three blocks from the hotel)

Walking directions from Marriott Marquis:  
Head south on Broadway toward W. 45th Street  
Slight right at 7th Avenue  
Turn right at W. 42nd Street  
Club is on the right

## CSG Economic Summit of the States Thanks to Our Sponsors!

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## State Fiscal Leaders Offer Insights to Weathering Fiscal Crisis

### Eye of the Storm: Fiscal Leaders' Insights on the Budget Crisis

Thursday, May 20 | 2:30–4:30 p.m. | Westside Ballroom 3 & 4, 5th floor

Times are tough in states across the country, and most economists believe it'll be a while before things get better for state governments.

"For most states, the past 18 months has been the most devastating period for state finances since the Great Depression," said Kentucky Senate President **David L. Williams**, the 2010 chair of The Council of State Governments. "The current economic situation has brought many challenges to state governments across the country."

Williams hopes state leaders in attendance at the first-ever Economic Summit of the States will take away innovative ideas from the entire summit.

**John Nixon**, executive director of the Utah Governor's Office of Planning and Budget, and the 2009–10 president-elect of the National Association of State Budget Officers, is among the speakers who will share insights into how their states are dealing with the economic crisis.

The challenges facing states are daunting, and state leaders need to hear a variety of options for addressing those challenges, according to South Dakota

Gov. **Mike Rounds**, the 2010 CSG president.

"State budgets have been especially hard hit, and what may work in one state may not work in another. That's why it's important to come up with a variety of options that can serve as tailored building blocks for recovery," he said.

While the American Recovery and Reinvestment Act of 2009 tempered the impact of the economic storm, stimulus money is coming to an end and revenues are still in the ditch. As the nation's only nonpartisan, neutral convener of state government officials from all three branches, CSG has planned this Economic Summit of the States to provide a platform for state legislators, legislative staff, state executive branch officials, state judicial branch officials and private sector partners to exchange ideas, debate tough issues and develop creative solutions.

"This Economic Summit of the States will give state leaders the opportunity to share innovative solutions that have worked for them and learn from others'



Kentucky Senate President David L. Williams, left, the 2010 chair of CSG, and South Dakota Gov. Mike Rounds, the 2010 president of The Council of State Governments, hope attendees at the Economic Summit of the States will share innovative solutions for dealing with the current economic crisis.

insights and ideas," Williams said. "It's intended to inspire a robust dialogue and create a place where state leaders can connect, collaborate and emerge with new ideas and a renewed sense of purpose."

"I'm hopeful that the summit will result in an abundance of ideas that may help each state, in its own way, press forward toward improved economic times," Rounds said.

—Mary Branham

## Governor Rounds: Job Creation is 'the Greatest Challenge We Face Today'

### The Prosperity Agenda: Insights on Job Creation

Friday, May 21 | 9:30–11:30 a.m. | Westside Ballroom 1 & 2, 5th floor



U.S. Secretary of Labor **Hilda Solis** will join state leaders in discussing insights into job creation in these turbulent times.

South Dakota Gov. **Mike Rounds**, the 2010 president

of The Council of State Governments, calls job creation "the greatest challenge we face today." His initiative as CSG president aims to address that challenge—he wants to help push states toward recovery and prosperity, and believes job creation is key to advancing that goal.

"When people go back to work, families come off Medicaid rolls and they start spending. That increases state

revenues," Rounds said. "While federal stimulus funding resulted in short-term jobs that helped to survive the recession, the actual recovery will not occur until private sector jobs are not only maintained but created."

Rounds knows that challenge well, and in South Dakota he's pushing for the state to focus on its assets in job creation.

As an example: Corn produced in the state is now made into ethanol; turkeys are no longer sent out for processing—the state lured a processing plant; and the state is courting the firearms industry. Those industries, Rounds believes, could help South Dakota rejuvenate jobs across the state.

Rounds also believes it is important for state leaders to consider ways to help industries create jobs.

"Government cannot create those jobs, but it can focus on making it easier for the private sector to rehire former employees and create opportunities for new employees," said Rounds. "States must minimize costs to the private sector when people are hired, maintain low payroll taxes and emphasize work force development to assure qualified workers for accelerated re-employment opportunities. We must also re-examine state economic development incentives that assist in the formation of the capital necessary for business expansion."

Solis, a former California assemblywoman, is a 1998 graduate of CSG's Toll Fellows Leadership Program. She also represented California in Congress and was appointed in 2009 as the 25th U.S. secretary of labor.

—Mary Branham

# CSG to Honor Communication Guru Arch Lustberg

## Opening Session & Luncheon

Thursday, May 20 | Noon–2 p.m. | Westside Ballroom 1 & 2, 5th floor



Anyone who's been involved with The Council of State Governments through the Henry Toll Fellowship Program or regional leadership programs knows this man. He's hard to forget. His

advice on how to communicate effectively has taught many state government officials over the years how to get their message across.

To honor his expert communications training, CSG will present **Arch Lustberg** of Arch Lustberg Communications Inc. with the inaugural CSG Distinguished Service to the States Award Thursday, May 20, at the Opening Session of CSG's Economic Summit of the States in New York City.

Lustberg's message has always been simple, but it's an important one that can't be ignored—especially when it comes to government officials.

"If your audience doesn't like you, you

don't have a chance. But if they like you, you're a winner," Lustberg said. "Most politicians make the mistake of trying to act like leaders. They are leaders. What they have to do is prove their likability."

Lustberg has coached governors, congressional leaders, presidential appointees and leaders in business and industry, as well as others. He's spent 25 years teaching state government officials from all three branches of government through the Henry Toll Fellowship Program, named for CSG's founder, former Colorado Sen. Henry Toll. Each year, CSG brings 40 of the nation's top state government officials from all three branches to participate in the program's intensive six day, five night intellectual boot camp.

"Arch's engaging style commands an audience's attention as he hammers home the keys to good media and constituent relations," said **Krista Rinehart**, Henry Toll Fellowship Program manager.

"Arch has been a cornerstone of the Toll Fellows Program for a quarter century—it is only fitting that he should

be the first recipient of the Distinguished Service award."

CSG President South Dakota Gov. **Mike Rounds** and CSG Chair Kentucky Senate President **David L. Williams** will also kick off the Economic Summit of the States with a preview of the sessions to come.

—*Mikel Chavers*

### Toll Fellows Meet & Greet

All graduates of the Toll Fellows Program, Bowhay Institute for Legislative Leadership Development Program (BILLD), Center for the Advancement of Leadership Skills (CALS), Eastern Legislative Academy (ELA) and Western Legislative Academy (WLA) are invited to a reception honoring Arch Lustberg, recipient of the CSG Distinguished Service to the States Award. The meet and greet will take place Thursday evening from 4:30–5 p.m. in the JW Suite (Room 4329, 43rd Floor). If you have questions about the reception or CSG's leadership programs, please see Krista Rinehart at the registration desk or e-mail [krinehart@csq.org](mailto:krinehart@csq.org).

## Hands On: See Two Exciting New CSG Web Tools in Action

### CSG Knowledge Center

CSG's new Knowledge Center, an interactive policy Web site and clearinghouse available at [www.csg.org/knowledgecenter](http://www.csg.org/knowledgecenter), puts years of policy knowledge and resources at your fingertips. With the click of a mouse, you can view all the information on a particular topic from across CSG's network of organizations and offices or simply browse through CSG's extensive policy library. For the first time, the wide range of CSG publications, including policy briefs, news items, webinars, *Capitol Ideas* articles, charts and tables, Suggested State Legislation, resolutions and meeting

presentations, will be arranged by topic.

See a brief demonstration of the Knowledge Center Web site from 11:30 a.m.–noon Thursday; 11:30 a.m.–noon and 1:30–2 p.m. Friday; and 9:30–10 a.m., and 2–2:30 p.m. Saturday in the prefunction area near registration on the 5th floor.

### StatesPerform.org

Measuring each state's performance and using that data to strategically use resources is key to implementing the accountable, transparent and results-focused governance policies citizens expect—especially as states are expected to do more with less. To aid

states in meeting this goal, The Council of State Governments' will launch [www.StatesPerform.org](http://www.StatesPerform.org) in June.

[StatesPerform.org](http://StatesPerform.org) provides the essential information you need to create informed, outcome-driven strategies, giving you access to interactive, customizable and up-to-date comparative performance measurement data from 50 states and across six key policy areas.

See a brief demonstration of [StatesPerform.org](http://StatesPerform.org) Web site from 2–2:30 p.m. Thursday; 9–9:30 a.m. and 3:30–4 p.m. Friday; and noon–12:30 p.m. Saturday in the prefunction area near registration on the 5th floor.

## Additional Resource Materials Available

Resource materials are available at the attendee resource table located near registration on the 5th floor. Please help yourself to any materials needed. Materials are provided by:

- » American Probation and Parole Association (APPA)
- » National Association of State Treasurers (NAST)
- » National Lieutenant Governors Association (NLGA)
- » Emergency Management Accreditation Program (EMAP)
- » National Emergency Management Association (NEMA)
- » The Council of State Governments (CSG)

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## Tell Us What You Think and Win!

The Council of State Governments values your opinions and insights. Give us your feedback about the summit by completing an evaluation and returning it to the designated drop boxes, the registration desk or any CSG staff member. For every daily evaluation received, attendees you'll be entered to win one of several prizes, including free registration for **both** the 2010 national conference and the 2010 regional conference of your choice.