

BIOGRAPHICAL INFORMATION

ROSE A. KREBS, BSN, MBA, FACHE (Retired)

I am a wife, a mother, a grandmother (Nonna), a bernedoodle adoptee, a neighbor and a lover of my life in Kauai. I have had accomplishments in my life but none as rewarding as the roles stated above. It is for my family and my community that I am applying to the position on the Board of Directors. I have a particular interest in the Princeville area. My grandchildren are the seventh generation on the Island. Their ancestors arrived from the Azores in 1884. Their first immigrant great (times many) grandfather is buried in Kilauea.

I hold a Bachelor of Science in Nursing and a Master in Business Administration. Neither of which are relevant unless I put them to work for me and now you. See below as to how I've applied my education and experiences.



In 2004 I started H & K Consulting Services, Inc. I served as President and am proud to say one of my major clients was the State of Hawaii, Department of Health, Adult Mental Health Division. Services that were provided included: Quality Management Assessment; Utilization Management Assessment; and Performance Management Review. Further I helped them develop a strategic plan to successfully address improvement opportunities. H&K worked alongside staff to develop and implement a detailed work plan to operationalize the strategies. **One lesson learned: teams of people who own a process are more likely to be successful to achieve desired outcomes.**

Prior to starting H & K Consulting Services, I served as the Senior Director for Network Services of HealthCare Partners IPA and Management Services Organization. My responsibilities included business strategy development and deployment through a provider network spanning the five boroughs of New York City, and Westchester, Nassau and Suffolk Counties. Over the ensuing two quarters network recruitment increased by 30% while terminations decreased by 59%. **Lesson learned: people don't mind change near as much as being changed.** In a way, five boroughs of New York are not much different than the Islands of Hawaii and Princeville. Everyone wants to be heard and appreciated for their differences and contributions.

Previous to accepting the role in the New York market, I was the Chief Operating Officer for Health Services Advisory Group, Inc. (HSAG's) State and Corporate Division providing External Quality Review activities in eight states. I was responsible for the leadership and oversight of management activities, budget, deliverables and reports. Staff included six (6) business unit directors, their staff, and independent offices in five (5) states. **Lesson learned: schedule Division meetings when the most people can attend not just when the important people can attend.**

Before joining HSAG, I served as the Director of Strategic Development and Quality Initiatives for Intergroup of Arizona. Intergroup was an HMO serving over 350,000 members and part of Foundation

Health System. My responsibilities included Medical Management, Provider Relations, Quality Management, Health Education, Credentialing, Disease Management, Preventive Health, National Committee for Quality Assurance (NCQA) and Healthcare Effectiveness Data and Information Set audit oversight, Market and Competitor Analysis, RFP development and response team, Marketing and Business Development for the six states in the central region.

I have had other leadership roles and responsibilities over the course of my career such as: Director of Protection Services at a major city hospital system. That included safety and security, buildings and grounds and risk management. **Lesson learned: I can use these skills on the Board in Princeville today.**

What makes Princeville a great place to live?

I can watch my granddaughters grow up in the incredibly beautiful environment we all share. Our community is surrounded by world class natural beauty and affords a comfortable outdoor oriented lifestyle. Most people here are nice.

What would make Princeville a better community?

- 1) **Support for the Safety and Security of the community.** Patrol has been cut back to only one person on duty from 6am to 2am. That leaves a very vulnerable time of 2am to 6am without patrol. I was told by one of the patrol staff: “that’s the time when the real creeps come out.” How many of our children and grandchildren catch the early morning school bus at the community center with those left over “creeps” still around and about? Why would the Board allow such a breach of protection of our facilities and open areas? I think doing so puts our children at risk.
- 2) **Landscape maintenance of all the Association owned grounds must be improved.** The current board knew the grounds are not kept up to any reasonable standard. At their last meeting they voted to accept a bid from the incumbent contractor of approximately a \$100,000 annual increase above their current rate. Who would expect an improvement in service when all that changes is the price? There isn’t money in the budget for this increase either. The current board set the budget knowing full well that maintenance was deficient. Why weren’t monies budgeted accordingly?
- 3) **Infrastructure needs to be remediated.** We have fifty-year-old drains and fifty-year-old roads. A board can **NOT** have a penny-wise pound-foolish focus. Preventive maintenance fights for agenda time with ethereal concepts and administrivia for example: ideas of community surveys and policy writing. The governing documents are clear about PHCA’s core responsibilities. The Board should heed them. Talk is cheap; results matter!
- 4) **Membership is being lulled into a false sense of participation** in the Association. Working agenda meetings have morphed into regular Board meetings with virtually no notice to membership, with an agenda circulated 9 minutes beforehand. Major financial decisions are being made at those meetings without significant membership attendance or comment allowed. Recent examples include approval of the new more costly landscape maintenance contract (same company though) and the purchase of a new patrol vehicle even in the face of staffing shortfalls to use it and the reduced patrol hours. There was more discussion on spending thousands of dollars on a community survey to find out what the membership wants. Here is what I want: **Security, Safety and Maintenance of our assets.** These are obligations of the Board prescribed by our governing documents. **First things FIRST!**
- 5) There are other issues, but for now, I’ll limit my comments to these.

What would you consider the top priorities for the Board in the coming year?

PHCA's purpose is to keep Princeville **secure, safe and nice for the benefit of owners**. Here are my thoughts on priorities:

- 1) Don't Circumvent the Membership** with meetings that are not well identified or clandestine;
 - 2) Address Safety and Financial issues** don't hide them in clandestine closed (committee) meetings;
 - 3) Develop a comprehensive timely plan to address Infrastructure and preventive maintenance.**
- Efforts seem to be slowing and overshadowed by far less important matters.

How do you think you can best contribute to the Board?

My background and work experience have afforded me the opportunity to work with a wide variety of people, both inside and outside my organizations. The skills I've found helpful in successfully doing so are to first, understand my guiding mission. Then I listen, ask questions, create a thoughtful plan, and act accordingly. I would approach the Board role the same way. I am enthusiastic about the possibilities.