



**NAHU Board of Trustees Meeting Agenda**  
**Monday, June 22, 2018**  
**Kansas City, KS**

***NAHU'S MISSION STATEMENT***

*NAHU advocates for our members, provides professional development and delivers resources to promote excellence.*

**Roll Call**

**Attendees:**

President Mike Embry  
President Elect Rusty Rice  
Vice President Pat Griffey  
Treasurer Dane Rianhard  
Secretary Eugene Starks  
Immediate Past President Jim Stenger  
NAHU Executive VP & CEO Janet Trautwein  
Region I Vice President Michael Grinnell  
Region II Vice President Erica Hain

Region III Vice President Mike Deagle  
Region IV Vice President Alycia Riedl  
Region V Vice President Paige Phillips  
Region VI Vice President Kelly Fristoe  
Region VII Vice President Ray Magnuson,  
Region VIII Vice President Linda Rose Koehler  
Legislative Council Chair Annette Bechtold  
Membership Council Chair Deb Crouch  
Professional Development Chair Ashley Kapostins

**Absent:**

**Staff:**

Farren Baer  
Marcy Buckner  
Megan Caputo

Kelly Loussedes  
Illana Maze  
Jennifer Murphy

Bob Tretter  
Brooke Willson

**Guests:**

Legislative Council Vice Chair Nick Moriello  
Membership Council Vice Chair Michelle Howard  
Governance Committee Chair David Smith  
Region VI VP Candidate Ed Oleksiak

Region VIII VP Candidate Jolene Bryant  
Region VIII VP Candidate Pat Burns  
Naama Pozniak, California AHU member

**Call to Order & Reading of Antitrust Statement\***

Mike Embry called the meeting to order at 1:00 pm, (ET) and read the Antitrust Statement

**Roll Call of Attendees** by Eugene Starks

**Approve Agenda**

Rusty Rice made a motion to approve the Agenda. The motion was approved unanimously.

**Consent Agenda A**



- BoT Meeting Minutes – May 21, 2018
- EC Meeting Minutes – May 16, 2018

**Motion:** Ray Magnuson made a motion to approve Consent Agenda A.  
The motion passed unanimously.

### **Consent Agenda B**

- Committee Reports:
  - Awards Committee
  - Chapter Leadership and Development Committee
  - Governance Committee
  - Legislative Council
  - LPRT Committee
  - Media Relations Committee
  - Membership Council
  - Professional Development
  - Vanguard Council
- BoT Member Job Description Approval
- Chair Job Descriptions Approval
- Heart of Texas AHU closing

**Motion:** Paige Phillips made a motion to accept Consent Agenda B.  
The motion passed unanimously.

### **Finance Report** (*Dane Rianhard*)

NAHU April 2018 Financials

Financial Trends – April 2018

**Motion:** Kelly Fristoe made a motion to accept the Financial Report.

**Discussion:** There was discussion about the dues increase. Dane and Eugene will attend the regional meetings to answer questions. They will take up no more than 5 minutes and everything will be positive.

**CEO Report:** Janet Trautwein distributed her CEO report and gave a general over view of the report.

### **Motion for Adjournment**

**Mike Deagle made a motion to adjourn**

**Mike Embry adjourned the meeting at 1:47 p.m. EDT**

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**\*NAHU's Anti-trust Statement:** Associations are subject to strict scrutiny under antitrust laws because an association is, by its nature, a group of competitors joined together for a common business purpose. The antitrust laws require companies to make certain decisions by themselves, not in conjunction with competitors.



Therefore, associations and their members must proceed with extreme caution in certain areas of activity to insure against violation of the antitrust laws. Discussions of current or future prices or commissions and refusing to deal with or boycotting any insurance carrier are among a number of areas specifically prohibited by the anti-trust laws and will not be permitted in today's meeting.

\*CONSENT AGENDA per Sturgis: Organizations having a large number of routine matters to approve often save time by use of a consent agenda, also called a consent calendar or unanimous consent agenda. This is a portion of the printed agenda listing matters that are expected to be noncontroversial and on which there are likely to be no questions.

Before taking the vote, the chair allows time for the members to read the list to determine if it includes any matters on which they may have a question, or which they would like to discuss or oppose. Any member has a right to remove any item from the consent agenda, in which case it is transferred to the regular agenda so that it may be considered and voted on separately. The remaining items are then unanimously approved en bloc without discussion, saving the time that would be required for individual votes.



**NAHU Board of Trustees Meeting Agenda**  
**Sheraton at Crown Center – Empire A**  
**Friday, June 22, 2018, 1:00-5:00 p.m. CDT**

**Business Meeting**

**Call to Order & Reading of Antitrust Statement** (*Mike Embry*)

**Roll Call of Attendees** (*Eugene Starks*)

**Approve Agenda** (*Mike Embry*)

**Consent Agenda A** (*Mike Embry*)

- BoT Meeting Minutes – May 21, 2018
- EC Meeting Minutes – May 16, 2018

**Consent Agenda B** (*Mike Embry*)

- Heart of Texas AHU closing
- Chair Job Descriptions Approval
  - Awards Committee
  - Chapter Leadership and Development Committee
  - Governance Committee
  - Legislative Council
  - LPRT Committee
  - Media Relations Committee
  - Membership Council
  - Professional Development
  - Vanguard Council
- BoT Member Job Description Approval

**Finance Report** (*Dane Rianhard*)

NAHU April 2018 Financials

Financial Trends – April 2018

**CEO Report**

**Motion for Adjournment**

**Strategic Discussion Meeting**

- Membership Marketing Efforts (*Illana*)
- Affinity Program focus group (*Jim, Megan and Janet*)
- Agency Membership Opportunities Task Force (*Rusty and Pat*)

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## **NAHU Board of Trustees Meeting Agenda** **Monday, May 21, 2018 (Video Conference Call)**

### ***NAHU'S MISSION STATEMENT***

*NAHU advocates for our members, provides professional development and delivers resources to promote excellence.*

### **Roll Call**

#### **Attendees:**

President Mike Embry  
President Elect Rusty Rice  
Vice President Pat Griffey  
Treasurer Dane Rianhard  
Secretary Eugene Starks  
Immediate Past President Jim Stenger  
NAHU Executive VP & CEO Janet Trautwein  
Region I Vice President Michael Grinnell  
Region II Vice President Erica Hain

Region III Vice President Mike Deagle  
Region IV Vice President Alycia Riedl  
Region V Vice President Paige Phillips  
Region VI Vice President Kelly Fristoe  
Region VII Vice President Ray Magnuson,  
Region VIII Vice President Linda Rose Koehler  
Legislative Council Chair Annette Bechtold  
Membership Council Chair Deb Crouch  
Professional Development Chair Ashley Kapostins

#### **Absent:**

#### **Staff:**

Farren Baer  
Marcy Buckner  
Megan Caputo

Chris Hartman  
Kelly Loussedes  
Illana Maze

Jennifer Murphy  
Bob Tretter  
Brooke Willson

#### **Guests:**

Legislative Council Vice Chair Nick Moriello  
Membership Council Vice Chair Michelle Howard  
Professional Development Council Chair Karen Kirkpatrick  
Governance Committee Chair David Smith

Chapter and Leadership Development Chair Lou Reginelli  
Region VI VP Candidate Ed Oleksiak  
Region VIII VP Candidate Jolene Bryant  
Region VIII VP Candidate Pat Burns

### **Call to Order & Reading of Antitrust Statement\***

Mike Embry called the meeting to order at 4:03 pm, (ET) and read the Antitrust Statement

### **Roll Call of Attendees by Eugene Starks**

### **Approve Agenda**

Rusty Rice made a motion to approve the Agenda. The motion was approved unanimously.

### **Consent Agenda A**

BoT Meeting Minutes – April 16, 2018



EC Meeting Minutes – April 9, 2018

**Motion:** Ray Magnuson made a motion to approve Consent Agenda A.  
The motion passed unanimously.

## **Consent Agenda B**

### **Committee Reports**

- Awards Committee
- Chapter and Leadership Development Committee
- Finance Committee
- Governance Committee
- HUPAC Committee
- Legislative Council
- LPRT Committee
- Media Relations
- Membership Council
- Professional Development Committee
- Vanguard Council

### **Newly Chapter Charter**

- Central Missouri AHU

### **Amended Bylaws**

- Orange County AHU
- Greater Northern Indiana AHU
- Ohio AHU
- Utah AHU

**Motion:** Paige Phillips made a motion to pass Consent Agenda B, removing the Professional Development Committee report for additional discussion.  
The motion passed unanimously.

**Discussion:** Paige inquired about updating the PPACA Certification program. The board was advised that the PPACA Certification program was undergoing a total overhaul, not just minor amendments to the certification. Paige asked if there would be the possibility of providing discounts to members who already completed the PPACA Certification program under its old format. The request is being taken under advisement.

**Motion:** Mike Deagle made a motion to pass Consent Agenda B, following the discussion of the Professional Development Committee report.  
The motion passed unanimously.



**Finance Report** (*Dane Rianhard*)

NAHU March 2018 Financials

Financial Trends – March 2018

**Motion:** Kelly Fristoe made a motion to accept the Financial Report.

**Discussion:** There was brief discussion about a \$12k non-budgeted line item, “Information Services.” Janet explained that the expense is for the NAHU Daily News Wire which costs \$4k per month to maintain. Staff is working on getting sponsorships for the Daily News Wire and is considering a vendor change to help reduce the cost of the daily news wire publication.

Dane Rianhard encouraged the BOT to look at the membership numbers as “revenue numbers,” rather than membership count. Dane encouraged that the BOT focus be on driving more revenue to the organization, not just member numbers. Rust Rice noted that the line item, “Investment Revenue” is down because money was moved out of the Investment account last year and placed into the NAHU operating budget.

**Motion:** Following discussion the motion passed unanimously.

**RVP Report:** Mike Deagle delivered the RVP Report. Mike reported that the RVPs discussed RVP training that will be done at the NAHU Annual Convention in Kansas City. RVPs also discussed the proposed NAHU Dues Increase and that the feedback they received was mostly positive. The RVPs also discussed presenting the Board Training Prezi prepared by David Smith at Regional Leadership Conferences. They are focused on developing uniform training for Regional Leadership Conferences across all Regions. The RVPs also discussed the need to have a job description for state and local Vanguard chairs. Erica Hain added that RVPs discussed the need to develop short-term and long-term membership development strategies.

**CEO Report:** Janet Trautwein delivered the CEO report. Janet reported that membership numbers have been trending upward over the past few months. She added that NAHU staff has been aggressively calling former and prospective new members based off lists they have put together.

Janet reported that Professional Development (PD) programs revenue has been growing and that the PD Committee is developing and marketing new programs that should continue to have a favorable impact on revenue. Janet also reported that the NAHU affinity partners program is being evaluated and that revenue and member engagement has been increasing. Janet shared that the NAHU staff is seeking new sponsors for various NAHU events and programs.

Janet gave an update on the upcoming NAHU National Convention in Kansas City. Approximately 340 members are currently registered, the attendance goal is 500. Janet encouraged BOT members to attend a breakout sessions at Annual Convention and asked members to post about the convention on social media. The “Yapp” app for Annual Convention should be much more functional than prior apps used for NAHU events and asked the BOT to promote use of the app.





She and Mike Embry will be holding Prezi webinars promoting the proposed Membership Dues increase. Two webinars are scheduled one for NAHU past presidents and one for convention delegate and alternates delegates.

The Government Affairs department has been busy, recently attending President Trump's Rose Garden ceremony announcing efforts to reduce the cost of prescription drugs. Janet also reported that the response to the updated content and format of America's Benefits Advisor publication has been really favorable.

### **Old Business**

- **Membership – What are we doing?**

Erica Hain lead an extensive BOT discussion about membership development strategies. Erica stressed the need to measure “pilot programs” initiated to grow membership and suggested that NAHU needs to design tools and training to help local chapters “sell” NAHU and its value to employee benefits professionals. Erica expressed concern that NAHU is lacking a clear strategy for building and maintaining membership. Numerous BOT members shared Erica's concerns. The BOT agreed to continue the discussion at the next BOT meeting.

### **New Business**

- **Professional Development Request:** This discussion was postponed until the next meeting.
- **Strategic Discussion:** Janet gave a brief report stating that Membership Services and Professional Development are on track with their strategic plan implementation.

### **Motion for Adjournment**

**Mike Deagle made a motion to adjourn**

**Mike Embry adjourned the meeting at 5:03 p.m. EDT**

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## **NAHU Executive Committee Meeting**

**Tuesday, May 16, 2018**

**Meeting called to order at 4:05 P.M. EDT by Mike Embry**

### **Roll Call** (*Mike Embry*)

#### **Attendees:**

President, Mike Embry  
President Elect, Rusty Rice  
Vice President, Pat Griffey  
Immediate Past President, Jim Stenger  
NAHU Executive VP & CEO, Janet Trautwein

**Staff:** Brooke Willson, Jennifer Murphy

**Absent:** Secretary, Eugene Starks

### **Agenda**

Talking Points for Dues Increase.

- There was discussion of concerns that EC members may have encountered around the country. There has been some resistance but many have understood the need once it was explained.
- There has been some concern that the word has gotten out too late, that people are not hearing about the proposed increase.
- The RVPs have been discussing the proposal on regional calls.
- The EC agreed to make phone calls to the current list of delegates and will ask the other board members to make the calls too.
- Need to have the talking points ready.

### **Adjournment**

NAHU President Adjourned the meeting at 5:03 P.M. EDT

**\*NAHU's Anti-Trust Statement:** Associations are subject to strict scrutiny under antitrust laws because an association is, by its nature, a group of competitors joined together for a common business purpose. The antitrust laws require companies to make certain decisions by themselves, not in conjunction with competitors. Therefore, associations and their members must proceed with extreme caution in certain areas of activity to insure against violation of the antitrust laws. Discussions of current or future prices or commissions and refusing to deal with or boycotting any insurance carrier are among a number of areas specifically prohibited by the anti-trust laws and will not be permitted in today's meeting.

Respectfully submitted,  
Eugene Starks  
NAHU Secretary



The mission of Texas Association of Health Underwriters is to inform and protect the consumer by enhancing the professional growth of its members.

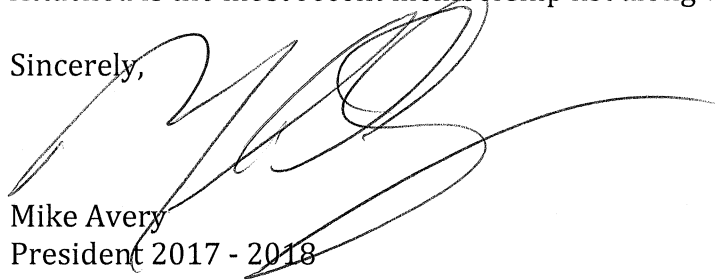
June 5, 2018

Brooke Willson  
National Association of Health Underwriters  
1212 New York Ave., NW, #1100  
Washington, DC 20005

On January 25, 2018, Texas Association of Health Underwriters voted to close the Heart of Texas Chapter effective immediately. All chapter members were contacted by email and phone. Of the members who responded 80 % voted to close the chapter. We asked each member to which chapter they would like to move. Those that did not respond were assigned to the geographically closest chapter.

Attached is the most recent membership list along with their new prospective chapter.

Sincerely,



Mike Avery  
President 2017 - 2018



### **NAHU Awards Committee Chair**

This individual is appointed by the President of NAHU. The purpose of the awards committee is to administer NAHU's extensive awards program, which recognizes the achievements of its members. NAHU's awards honor both individual members and state and local chapters for dedicating countless hours serving the association and the industry.

The chair will represent the committee on the Joint National Committees (JNC) and other NAHU bodies as needed. The chair will direct the efforts of the committee to establish goals and directions for the committee. The chair will work directly with the Regional Awards Chairs and other committee chairs as determined by the award applications. The Chair will work closely with all NAHU committee chairs and with NAHU's staff liaison.

The chair will:

- Set committee goals for the year
- Hold and chair monthly conference calls
- Have a good working knowledge of the award applications and awards guidebook
- Work with committee to inform state and local awards chairs of award changes
- Review and judge awards submissions
- Review awards applications on a regular basis to ensure their relevance
- Work with NAHU staff to prepare and organize judging weekend in Washington DC
- Attend Annual Convention
- Prepare and present at the Awards Breakout session at Annual Convention
- Assist with the announcement and presentation of the annual awards during the Awards Ceremony at Annual Convention.
- Work with regional awards chairs on guidelines, duties and responsibilities
- Coordinate with regional chairs regarding topics and distribution of monthly awards e-mail to regional and chapter leadership
- Answer all questions as they come up or put to the committee for a vote if unsure of answer

NAHU Staff Liaison:

- Reports on the status of award applications.
- Updates award applications and guidebook as needed
- Manages the online award application process
- Tracks all award winners, orders all awards and assists with the distribution of awards during the Awards Ceremony at Annual Convention
- Writes the Awards Ceremony script and program with the assistance of committee chairs and NAHU staff



- Tracks awards statistics from year to year
- Ensures the required awards are reviewed every three years.
- Takes meeting minutes.
- Support the committee with all awards endeavors.



### **NAHU Chapter Leadership & Development Committee Chair**

This individual is appointed by the President of NAHU. The purpose of the chapter development committee is to collaborate with the RVPs, committees and staff to provide resources for state and local chapters to excel in leadership development, operations and chapter management.

The chair will represent the committee on the Joint National Committees (JNC) and other NAHU bodies as needed. The chair will direct the efforts of the committee in establishing strategies and attainable goals that chapters can employ to improve chapter operations while developing future chapter leaders.

The chair will work directly with the Membership Council chair as well as the other relevant committee chairs and NAHU's staff liaison.

The chair will:

- Plan the agenda for monthly teleconference meetings
- Preside over monthly committee teleconference calls and face to face meetings
- Assign tasks and appropriate guidance as needed to committee members
- Work with Chapter Development staff
- Participate in monthly Membership Council and Membership Management calls
- Periodically review chapter certification criteria to ensure its relevance
- Work with NAHU staff to manage the Chapter Excellence Program
- Work with staff and committee to plan annual Leadership Forum at Capitol Conference and Chapter Management Leadership sessions at Annual Convention.
- Assist with the development of other programs and tools that could assist chapter officers with their jobs in leading and providing benefit to their members.
- Develop and periodically review a succession planning strategy for chapters. This project should take into major consideration the membership situation each regional area has and the specific disadvantages of those situations in developing a succession plan.



### **Governance Committee Chair Job Description**

The Chair of the NAHU Governance Committee steers the work of the committee as it endeavors to meet the NAHU Board of Trustees' expectations for ongoing review and recommendations to enhance the quality and future viability of its work. The NAHU Governance Committee is the BOT's mechanism for policing itself, and should ensure that the Board of Trustees is providing leadership and oversight to NAHU and that individual board members are carrying out their duties.

The work of the committee encompasses the following four major areas:

#### **1. Board and Volunteer Leadership Role and Responsibilities**

- Develops and maintains job descriptions for Board members, Regional Vice Presidents, and committee leadership positions for NAHU
- Communicates with current and future occupants of volunteer leadership positions, and assist the Board of Trustees with assessing opportunities to improve how each performs their work for NAHU
- Assists state and local chapters with using the job descriptions in their respective chapters and roles.

#### **2. Governance Process Review**

- Assesses current and anticipated needs related to board composition, determining the knowledge, attributes, skills, abilities, influence, and access to resources the board will need to consider in order to accomplish future work of the board.
- Provide assistance with the drafting of new policies & procedures for the organization, and leading the process of reviewing each as they are considered for renewal or to be sunset, based on the schedule.

#### **3. Board Knowledge**

- Designs and oversees a process of board orientation, including gathering information prior to election as board member and information needed during the early stage of board service.
- Designs and implements an ongoing program of board information and education.

#### **4. Board Effectiveness**

- Conducts periodic assessment of the board's performance, and from such assessment, proposes, as appropriate, changes in board structure and operations.
- Provides ongoing counsel to the NAHU President and other volunteer leaders on steps they might take to enhance board effectiveness.
- Regularly reviews the board's practices regarding member participation, conflict of interest, etc., and suggests changed as needed.
- Periodically reviews and updates the board's policy guidelines and practices.
- In addition, the chair is responsible for regular reporting to the NAHU Board of Trustees concerning the Governance Committee's work and to carry out such tasks in tandem with the expectations established by the BOT or through its planning processes.





### **NAHU Legislative Council Chair**

This individual, nominated by the President of NAHU, will serve as the Executive Officer of the Legislative Council. The Legislative Council works to develop and advocate for market-based solutions to provide for continued and improved accessibility and affordability of health, disability, and long-term care insurance, employee benefits, and other products designed to meet the health, financial and retirement security needs of the American people. The Council oversees grassroots initiatives and the advocacy of sound health policy throughout the legislative and regulatory process. Additionally, the Council promotes communication of legislative and regulatory issues among NAHU's members and Chapters.

The Chair will represent the Council on the Board of Trustees and other NAHU bodies. The Chair will direct the policymaking efforts of the Council and will serve as Chair of the Legislative Management Team. The Chair will work closely with NAHU's Government Affairs staff team. The Chair will also communicate with HUPAC as necessary and appropriate.

#### **The chair will:**

- Provide legislative reports and updates to the Board of Trustees;
- Assign tasks to the Legislative Council and monitor the progress of each subcommittee and task force; working/advisory groups and the Regional liaisons as to their progress and functionality ;
- Lead Council teleconference calls and in person meetings;
- Communicate regularly with the Vice-Chair to ensure that broad based goals are being accomplished;
- Arrange for the Council to evaluate its work at the end of each year – or at completion of specific
- Assist, where needed, in the plans and preparations for the annual Capitol Conference
- Participate in the Town Hall meetings at both Capitol Conference and the Annual Convention
- 

#### **NAHU Staff Liaisons will:**

- Train Council as necessary on NAHUs legislative policy and procedures and assist Council members with policy development and other assigned tasks;
- Take meeting minutes of each Council meeting;
- Report on progress of legislative and regulatory initiatives as well as recent and ongoing activity at the national and state level;
- Work with the Chair, Vice-Chair, LMT and Council to develop legislative communications to members and policyholders;
- Communicate critical legislative and regulatory and compliance information through NAHU outlets;
- Support the council with all legislative and regulatory endeavors.



### **NAHU LPRT Committee Chair**

This individual is appointed by the President of NAHU. The purpose of the LPRT committee is to recognize health insurance producers whose skill and experience have placed them among the most successful sales professionals in the industry, as measured by new sales and a maintained book of business. The committee sets and reviews the criteria for qualification and proposes means of publicly recognizing qualifiers.

The chair will represent the committee to NAHU members and volunteer leadership as needed. The chair will direct the efforts of the committee to establish goals and directions for the committee. The chair will work closely with NAHU's staff liaison.

The chair will:

- Plan agenda for monthly teleconference meetings
- Chair monthly meetings
- Assign tasks and provide guidance as needed to committee members
- Review LPRT application and ensure the criteria and process is still relevant
- Develop/Fulfill an ongoing marketing plan to promote the program and qualifiers
- Look for different venues to get the word out about LPRT
- Work with NAHU staff and committee members to plan and execute Soaring Eagle Symposium, Platinum Advisers Summit (including sponsor recruitment in coordination with CEO/EVP and staff) and LRPT recognition event at Annual Convention,
- Encourage committee members to participate on regional calls, meetings, etc.
- Work with NAHU staff and the committee to develop new programs to enhance the value of the LPRT membership at all qualifying levels.
- Promote the volunteer application process and ensure each region has an LPRT chair.
- With NAHU staff and vice chair, review volunteer applications and recommend committee members for the year.

NAHU Staff Liaison:

- Works closely with the chair and appropriate committee taskforces to ensure the LPRT application is still relevant.
- Manages the application process
- Administer the LPRT recognition program
- Reports on the progress of application to the committee
- Works closely with chair and committee to develop programming for Soaring Eagle Symposium
- Assists with the marketing and promotion of LPRT events and benefits
- Takes meeting minutes.
- Support the committee with all LPRT endeavors.



### **NAHU Media Relations Committee Chair**

The media relations chair is appointed by the President of NAHU.

The NAHU Media Relations Committee will strive to educate NAHU members as to the tools that are available for chapters to utilize on the NAHU website as it relates to Media Relations. The committee will work to consistently have available press releases and editorials and support when it comes to sharing NAHU's message with the media. The committee will also strive to keep current and relevant presentations available for our chapters to use to educate the public. And, lastly the committee will ensure that members of the committee speak on behalf of NAHU and will do so while speaking with one voice, NAHU's voice.

#### **The Media Relations Chair will:**

- Select the committee made-up of "subject matter experts" in print, broadcast and social media, public speaking and training.
- Assign regional representatives and monitor the committees' progress.
- Develop and execute the committees' goals that compliment NAHU's strategic plan.
- Communicate regularly with the vice chair and staff liaison to ensure that committee goals are being accomplished.
- Train all national media chairs to "Speak with One Voice."
- Assist with the development of media tools and resources.
- Lead monthly teleconference calls and in-person meetings.
- Conduct an evaluation at the end of each year to determine if the committee accomplished its goals.

#### **NAHU Staff Liaison will:**

- Assist the chair in the selection of the national committee.
- Prepare and distribute monthly conference call agenda.
- Provide monthly reports on media coverage.
- Provide monthly update on the Media Moment.
- Prepare and present quarterly "Working with the Media" webinars.
- Help determine committee goals and media strategies and implement them.
- Develop new media tools and resources.
- Maintain the media tools section of the NAHU website.
- Take meeting minutes.



### **Membership Council Chair**

This individual, appointed by the President of NAHU, will serve as Chairperson of the Membership Council.

As chairperson, this individual will represent the Membership Council on the Board of Trustees and other NAHU bodies.

The chair will work in tandem with NAHU staff in directing policymaking efforts of the Council and will serve as Chair of the Membership Management Team to establish goals and directions for the Council.

The chair will work directly with the Regional Membership Chairs regarding state and local issues within their respective regions.

Some of the other duties the chair will undertake include but are not limited to:

- Provide membership reports and updates to the Board of Trustees.
- Assign tasks to the Council and monitor the group's progress & accountability.
- Preside over Council teleconference calls and in person meetings.
- Communicate regularly with the vice-chair and regional manager to ensure that broad based goals are being accomplished.
- Work with the Council on the development of national membership recruitment and retention campaigns.
- Assist with the identification of member benefits and resources that add value to NAHU's membership.
- Arrange for the Council to evaluate its work at the end of each year – or at completion of its task – to determine whether it accomplished its goals, and what worked and what didn't work.
- Monitor increases or decreases in new member recruiting and current member retention on a monthly basis.



### **NAHU Professional Development Committee Chair**

The Professional Development Chair is appointed by the President of NAHU, subject to the approval of the NAHU Board of Trustees.

The PD Committee's primary purposes include identifying needs for expanded knowledge and improvements to overall professionalism within the industry, identifying subject matter experts and coordinating with staff and other member resources in the development and marketing of its programs. By keeping a focus on the association's Strategic Plan, the Committee is charged with delivering programs and services that enhance the value of NAHU membership and help agents, brokers and consultants grow and maintain their business. Ultimately this committee, along with improving the knowledge base, professionalism and expertise of NAHU members, it is also providing a source of revenue and membership value for chapters at all levels.

The Chair coordinates the committee's work and serve as the primary volunteer leader for Professional Development within the association and the public. The Chair is responsible to work cooperatively with NAHU's CEO, the NAHU Board of Trustees, the other standing committees and advisory working groups along with NAHU's Professional Development staff to accomplish its goals.

#### **The chair will:**

- Serve as the primary advocate for Professional Development, and helping identify the strategic needs and providing leadership to see those objectives carried out in a manner that serves the interests and needs of the association and its members.
- Lead meetings of the Professional Development Committee and its complement of volunteer leaders, identifying opportunities for their individual and collective input and overall contribution to achieving the committee's goals and objectives.
- Provide reports and updates to the Board of Trustees, serving as the primary advocate for Professional Development as a member of the NAHU Board of Trustees, and coordinate communication within the Regional leadership structure, Professional Development committee members and state/local chapters through monthly calls and electronic communication in coordination with staff liaison regarding professional development offerings.
- Communicate marketing efforts to members and chapters with rebate and revenue opportunities.
- Make recommendations to the National Board on industry/member needs covering new subject matter relevant to industry trends
- Make recommendations on topics and speakers for the NAHU Learning Institute in coordination with leaders of NAHU advisory groups (Legislative, LTC, Medicare, etc.)
- Working with the Committee's Vice Chair, ensure that the Annual Convention Professional Development Day meets the needs of attendees in terms of topics and format, and satisfies the expectation in terms of speakers, mechanisms of delivery and contributing to the value of the National Convention experience.

**NAHU Staff liaison**

- Develop online continuing education programs: content and quality review, speaker recruitment, platform design, and coordinate the needs for local or online educational opportunities
- Manage student services and online vendors
- Responsible for managing the department budget and Professional Development segment of the overall association strategic plan approved by NAHU Board.
- Manage NAHU's CE administration and approvals through the 51 jurisdictions under which members may be licensed
- Manage all aspects of education sessions for national meetings (schedule, CE administration, sponsorships, speaker fees, invoices and billing).
- Development and maintenance of online speakers' bureau.
- Board of Trustees Staff liaison to the Long-Term care, Worksite Marketing and Disability working group advisors.
- Staff liaison to the Education Foundation board (education project development).



### **NAHU Vanguard Council Committee Chair**

The Vanguard Council Committee Chair is the liaison between national and regional leadership to drive a cohesive, distinctive message of the council's objectives, goals and projects.

The Chair must articulate and convey a clear description of high-level, strategic initiatives and outcomes to the BOT, as well as tangible, turn-key solutions for members at the state and local level. As a committee, the chair works collaboratively with eight regional representatives to prioritize ideas, create structure, devise an action plan and disseminate throughout the association.

The Vanguard Council will serve as a Research & Development hub for the association. As the leader of the committee, the Vanguard Committee chair will work collaboratively with the team to beta test and pilot new ideas for programming, chapter development, membership and overall association enhancement.

On the cutting-edge of 'Forming the Future,' the Committee Chair will reinforce Vanguard's mission and vision with each project, initiative and event.

The Vanguard Council Committee Chair is appointed by the President of NAHU.

#### **The Vanguard Council Chair will:**

- Hold monthly meetings with regional representatives to discuss new and existing projects.
- Determine annual budget with Staff liaisons and ensure the budget is aligned with annual goals and committee objectives.
- Prepare monthly report for BOT; analyze progress, summarize success and identify areas of improvement
- Maintain project management of new initiatives; assign regional representatives project ownership, request status updates, assist and support as needed, oversee communication and fulfillment with BOT and staff, etc.
- Think long-term and high-level; how will these new ideas, events, etc. contribute to overall goals and objectives, how can we manage association-wide communication, etc.
- Collaborate with like-minded committees to ensure all efforts are maximized and cohesive
- Present new projects and ideas for BOT/staff approval
- Provide research and updates on project status
- Create communication tools and resources for chapters, state and electronic/social platforms.
- Actively participate in national events; organize committee members, prepare content, spearhead event management, partner with like-minded committees, negotiate sponsorships, etc.

**The Vanguard Chair is someone who:**

- Actively engages in the council's mission and understands the overall vision
- Can tie the Vanguard mission into tangible outcomes and activities
- Cohesively reports high-level actions, success and areas of improvements
- Collaborates with like-minded committees, industry vendors, etc. to maximize exposure and resources for Vanguard-sponsored projects and events
- Proactively participates in the position; maintains clear and consistent communication, exhibits project completion and articulates progress to NAHU members
- Things big, exhibits creativity, builds a team of like-minded collaborators and leads their committee with assistance, guidance and resources.
- Asks for – and demands- input: Understands the Vanguard Council thrives on the help and support of its members. The Chair asks for input and assistance from regional chairs, holds them accountable and encourages them to adopt passion projects.



## **DRAFT NAHU BOARD OF TRUSTEES JOB DESCRIPTION**

The responsibilities of members of the NAHU Board of Trustees are established under NAHU's Bylaws, the legal expectations set by state and federal law, and reflective of the best interests of the organization and its members.

Board Service is critical to NAHU's strategic advancement. Each member of the Board of Trustees has certain key responsibilities to fulfill their individual and collective responsibilities:

- Articulate and uphold the mission, vision and core values of NAHU.
- Authorize the policies and procedures to carry out the mission of NAHU.
- Authorize NAHU's committees and staff to implement strategic goals and initiatives.
- Initiate and promote enlightened discussion amongst relevant committees to achieve best practices as they pertain to advancing NAHU's strategic plan.
- Select, hire, support and assess the effectiveness of the CEO (Executive Vice President) at least annually, and plan for successful transitions in professional leadership.
- Take all necessary steps to meet the fiduciary responsibilities of the Board and ensure adequate resources for NAHU.
- Provide appropriate financial oversight, including approving NAHU's annual budget and work plans.
- Take such actions as are required by law to protect NAHU's legal and ethical integrity.
- Review and implement revised NAHU policy statements on a periodic basis.

### **Responsibilities of Individual Directors**

- Be knowledgeable of and support NAHU's mission, vision, guiding principles, strategic goals, Bylaws and the board's policies and procedures.
- Read and understand NAHU's financial statements or responsible summaries thereof and help the Board fulfill its fiduciary responsibility.
- Abide by NAHU's Code of Conduct and Confidentiality, Conflict of Interest, Anti-Harassment and other policies.
- Recruit new members, partners, and sponsors for NAHU.
- Invest time, talent and significant resources to the work of NAHU.
- Prepare for, attend and actively participate in Board meetings and its work.
- Be ambassadors for NAHU and speak on behalf of the Board or NAHU when authorized to do so.
- Know other members of the Board of Trustees, building a collegial working relationship that contributes to consensus and/or effective decision-making.
- Be an active participant in the BOT's annual evaluation and planning efforts.

**TIME REQUIREMENT:** Board members are expected to donate a minimum of 50 hours per year to NAHU, including board meetings via teleconference; face-to-face meetings and retreats; committee service; and volunteer service to the organization.



## **Finance Committee Teleconference**

**Date: June 11, 2018**

### **MINUTES**

1. Roll Call  
Present: Dane Rianhard, Patricia Griffey, Kelly Fristoe, Alycia Riedl, Mike Deagle, Marsha Tellesbo, Eugene Starks, Janet Trautwein, Jennifer Murphy
2. Approve Agenda - Motion was made by Marsha, second by Mike and the motion carried.
3. Comments and discussion concerning the monthly financial report  
April 2018 Financial Statements & Trend Analysis – the committee reviewed the statements and analysis and discussed any questions. Motion to accept the financials as presented was made by Marsha, second by Mike and the motion carried.
4. Preparation for Dues Increase Discussion at Convention – the committee discussed having all of the information ready for the meeting and who would address any questions.
5. Reimbursement Subcommittee Update – the subcommittee presented a worksheet for what is being proposed for the 2019 budget. Alycia reviewed the process and rationale for the changes that were made. Motion to approve the subcommittee's recommendation for the changes to the national committee reimbursements for the 2019 budget was made by Pat, second by Mike and the motion carried.
6. Non-Dues Revenue Discussion – a focus group will be set up to discuss this thoroughly.
7. New Business - None
8. Adjourn

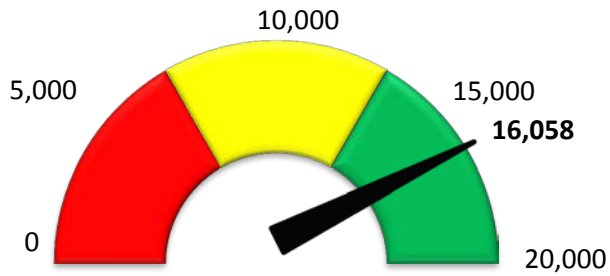
National Association of Health Underwriters  
BALANCE SHEET  
April 30, 2018

	This Year	Last Year	Variance	% Increase(Decrease)
<b>ASSETS</b>				
<b>CURRENT ASSETS</b>				
Operating Cash and Cash Equivalents	600,170.12	348,154.57	252,015.55	72.39%
Accounts Receivable, Net	495,991.76	607,460.03	(111,468.27)	-18.35%
Prepaid Expense	84,191.35	126,264.88	(42,073.53)	-33.32%
Note Receivable	2,500.00	2,500.00	0.00	0.00%
Total Current Assets	1,182,853.23	1,084,379.48	98,473.75	9.08%
<b>SHORT TERM INVESTMENTS, at Fair Value</b>				
Operating Investments	0.00	354,809.72	(354,809.72)	-100.00%
Federal Legislative Defense Fund Investments	0.00	266,004.78	(266,004.78)	-100.00%
Total Short Term Investments	0.00	620,814.50	(620,814.50)	-100.00%
<b>LONG TERM INVESTMENTS, at Fair Value</b>				
Equity Securities	1,665,771.13	1,809,403.60	(143,632.47)	-7.94%
Total Long Term Investments	1,665,771.13	1,809,403.60	(143,632.47)	-7.94%
<b>PROPERTY AND EQUIPMENT, at Cost</b>				
Office Furniture and Equipment	380,011.09	315,321.09	64,690.00	20.52%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(572,727.72)	(465,098.16)	(107,629.56)	23.14%
Total Property and Equipment	268,237.30	311,176.86	(42,939.56)	-13.80%
<b>LONG TERM ASSETS</b>				
Intangible Assets-REBC Designation	50,000.00	50,000.00	0.00	0.00%
Total Long Term Assets	50,000.00	50,000.00	0.00	0.00%
<b>DEPOSITS</b>				
Note Receivable	37,161.60	37,161.60	0.00	0.00%
	2,500.00	2,500.00	0.00	0.00%
TOTAL ASSETS	3,206,523.26	3,915,436.04	(708,912.78)	-18.11%
<b>LIABILITIES AND NET ASSETS</b>				
<b>CURRENT LIABILITIES</b>				
Accounts Payable and Accrued Expenses	185,303.72	274,348.87	(89,045.15)	-32.46%
State and Local AHU Dues Payable	208,581.75	174,466.93	34,114.82	19.55%
Deferred Revenue - Membership	1,760,679.14	1,913,968.11	(153,288.97)	-8.01%
Deferred Revenue - Conferences	50,300.00	15,000.00	35,300.00	235.33%
Total Current Liabilities	2,204,864.61	2,377,783.91	(172,919.30)	-7.27%
<b>LONG TERM LIABILITIES</b>				
Deferred Rent Obligation	228,569.45	247,193.57	(18,624.12)	-7.53%
Deferred Tenant Allowance	158,523.71	203,816.15	(45,292.44)	-22.22%
Total Long Term Liabilities	387,093.16	451,009.72	(63,916.56)	-14.17%
TOTAL LIABILITIES	2,591,957.77	2,828,793.63	(236,835.86)	-8.37%
<b>NET ASSETS</b>				
Net Assets, Beginning of Year	377,656.74	772,731.01	(395,074.27)	-51.13%
Current Year Activity	236,908.75	313,911.40	(77,002.65)	-24.53%
TOTAL NET ASSETS	614,565.49	1,086,642.41	(472,076.92)	-43.44%
TOTAL LIABILITIES AND NET ASSETS	3,206,523.26	3,915,436.04	(708,912.78)	-18.11%

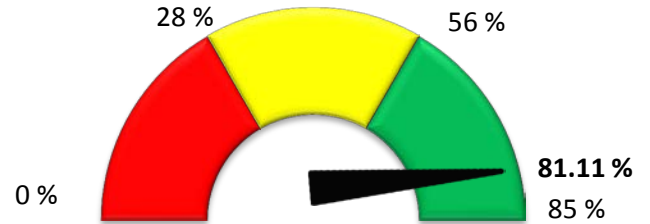


# NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT APRIL 2018

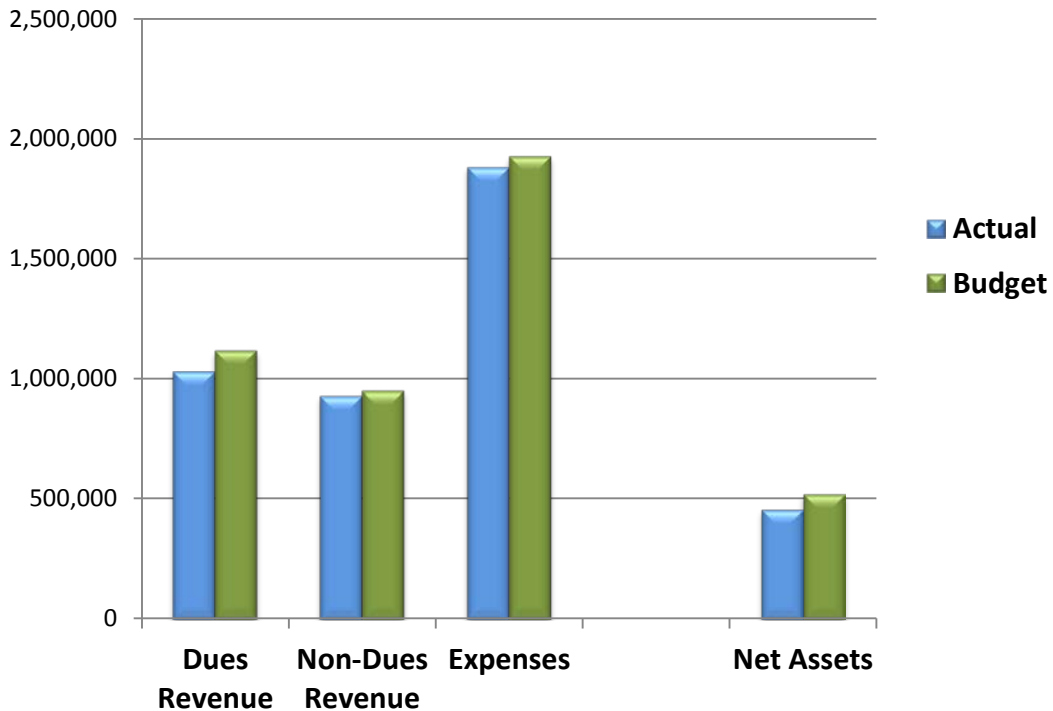
## MEMBERSHIP



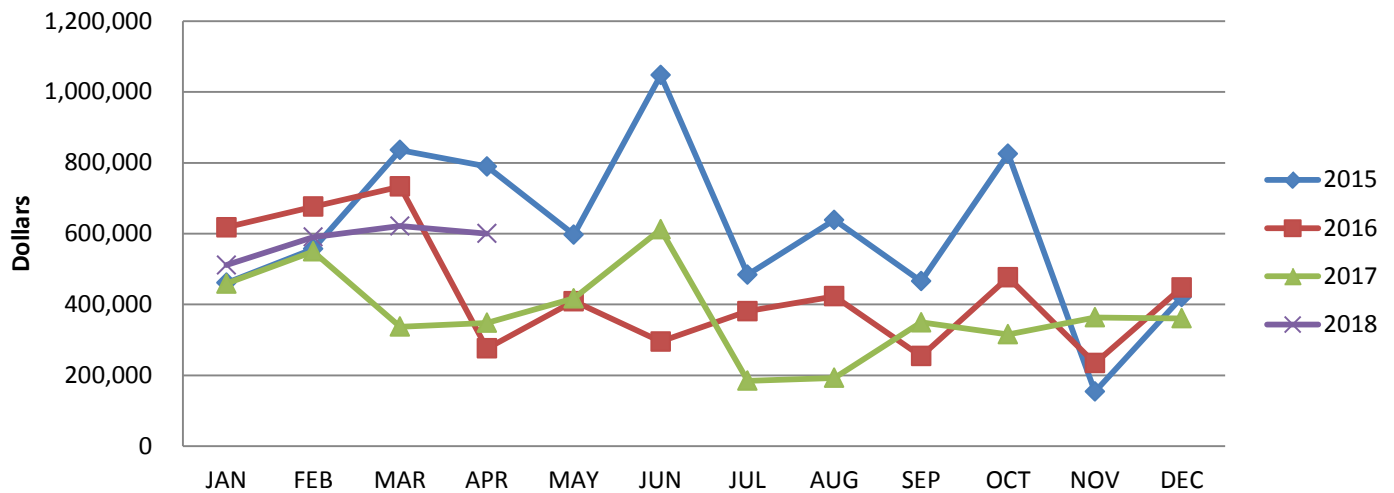
## RETENTION



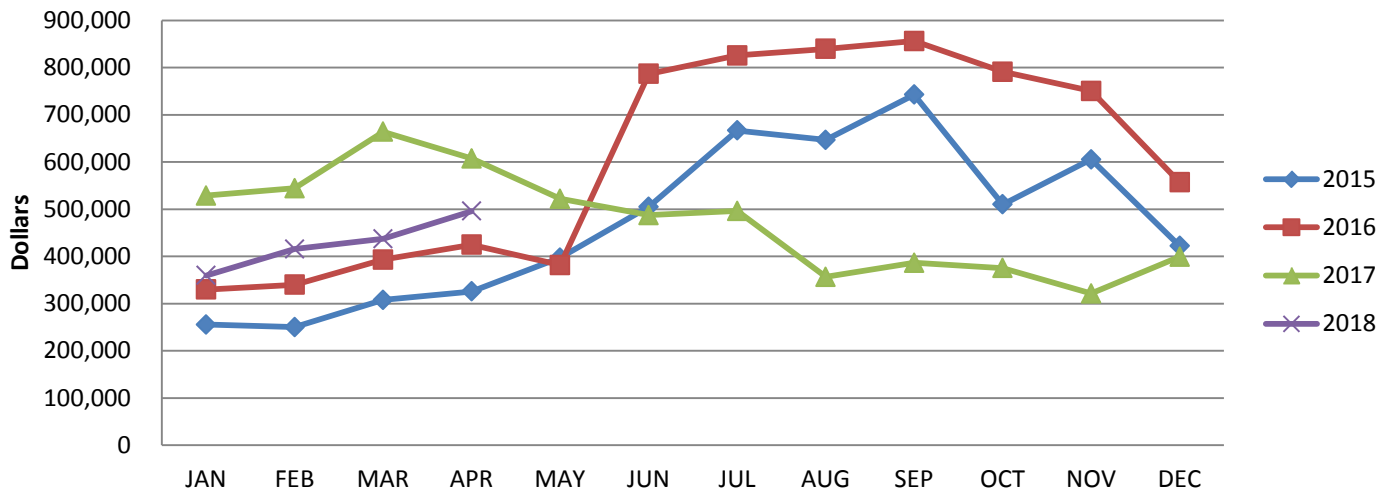
## 2018 TOTAL FINANCIAL RESULTS



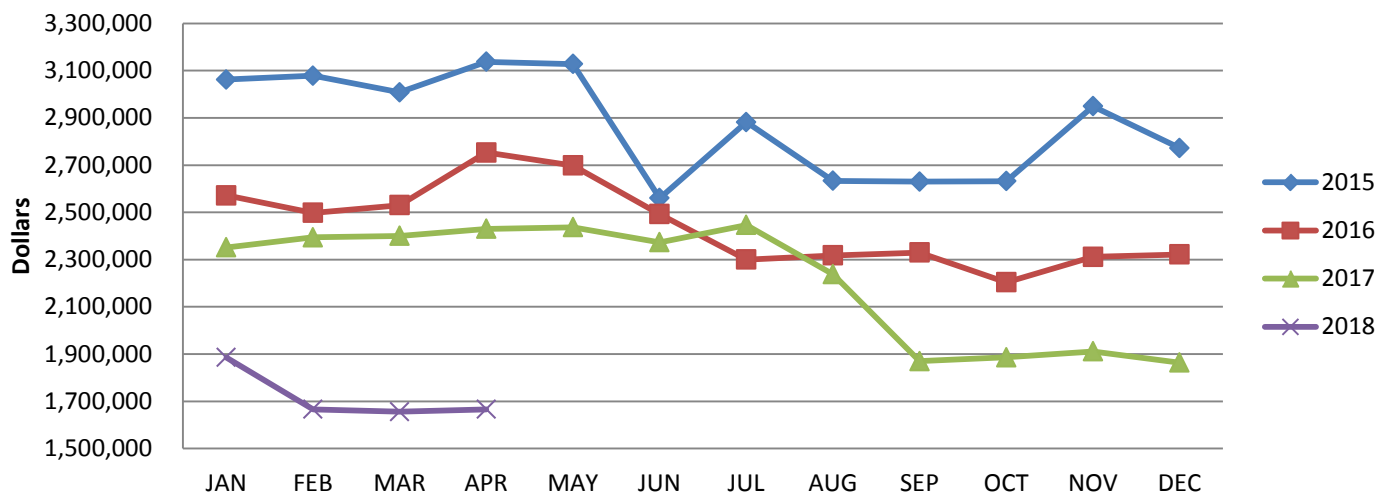
## CASH



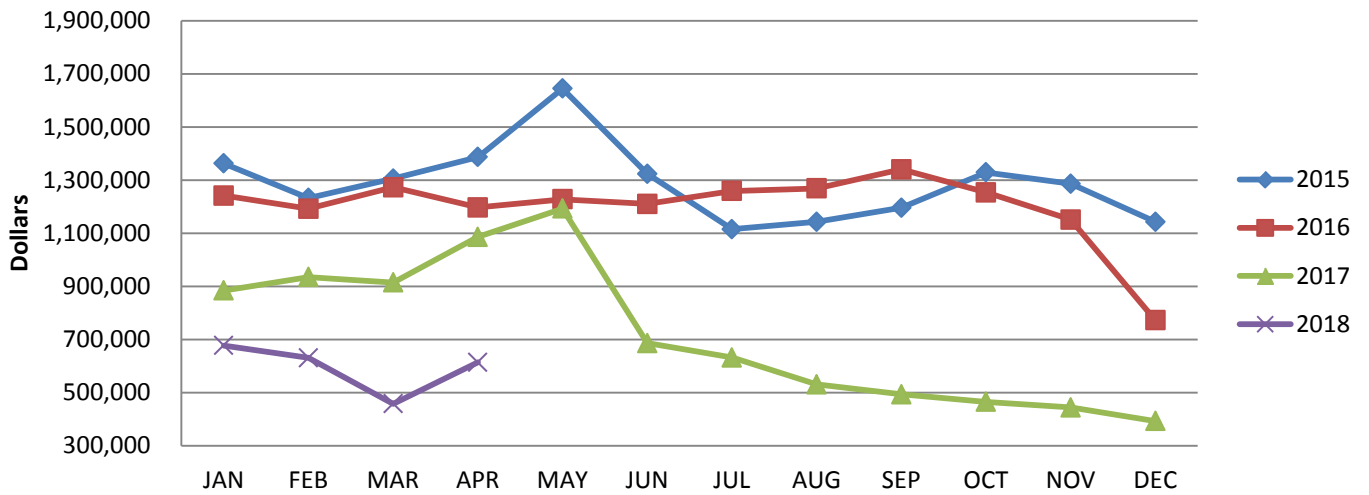
## ACCOUNTS RECEIVABLE



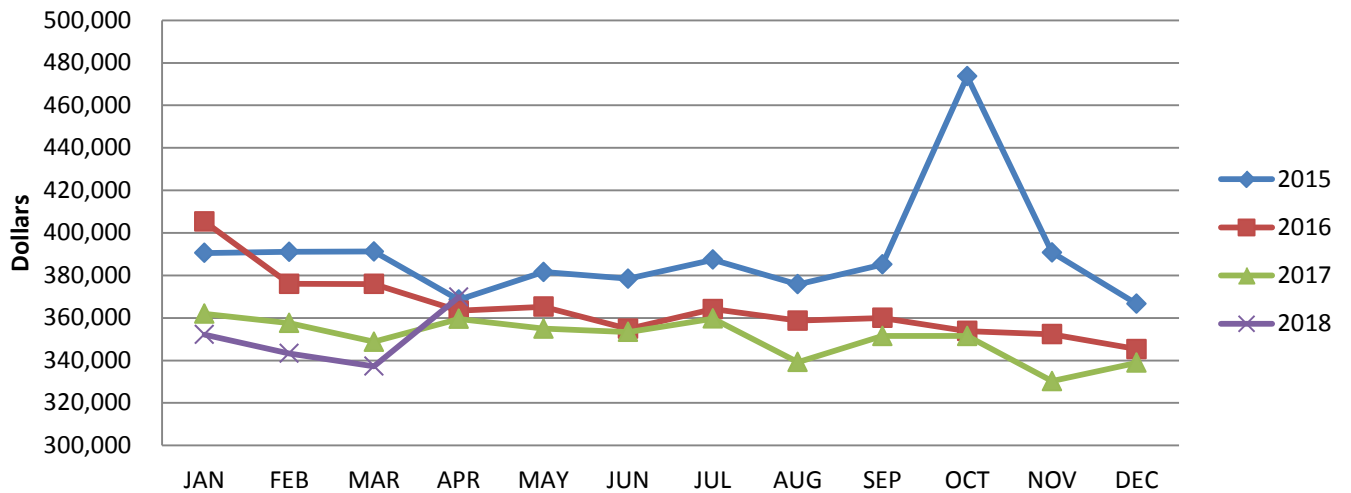
## INVESTMENTS



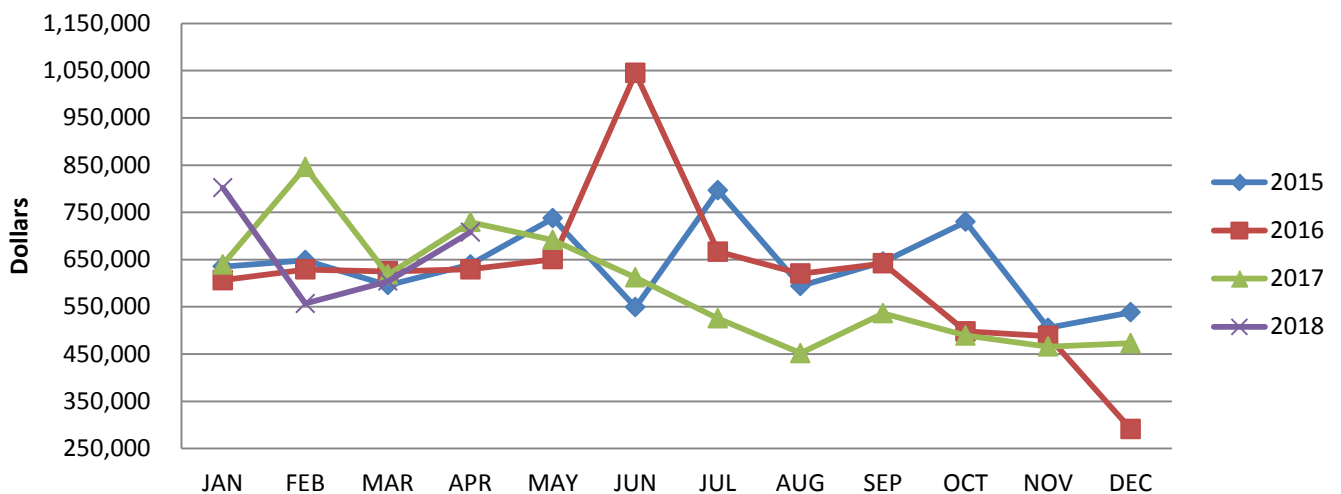
## NET ASSETS



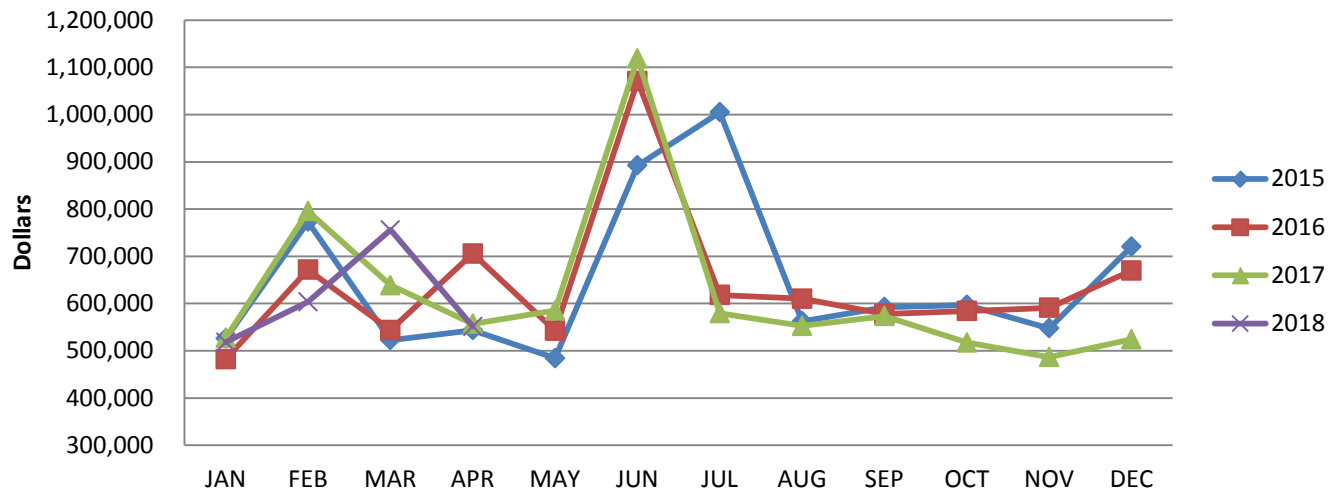
## DUES



## TOTAL REVENUE



## TOTAL EXPENSES





## EVP/CEO Report June/July/August 2018

- NAHU's offices will be closed 7/4/18 and 7/5/18 for the July 4<sup>th</sup> Holiday. Have a happy and safe holiday season.

### CEO travel June, July, and August 2018

Omaha, NE	June 5 <sup>th</sup> & 6 <sup>th</sup>	Senior Market Sales Forum (FMO Principals Council)	Broker Forum. Senior Market Sales pays 50% of NAHU dues for top producers. Purpose of meeting was member recruitment.
Kansas City, MO	June 22 <sup>nd</sup> through June 26 <sup>th</sup>	NAHU Annual Convention	Professional Development, Leadership meetings, House of Delegates
Indianapolis	July 31 <sup>st</sup>	Indiana State AHU	Chapter Annual Symposium
Phoenix, AZ	August 5 <sup>th</sup> through August 7 <sup>th</sup>	Benefit Advisors Network Meeting	Corporate Partner meeting – recruitment event
Bend, OR	August 15 <sup>th</sup> - 16 <sup>th</sup>	Willamette Valley AHU	Chapter Symposium
Maui, HI	August 17 <sup>th</sup> through August 25 <sup>th</sup>	Vacation	

### Professional Development

- Advanced Benefit Account Manager certification course is slated for release August 1, 2018.
- Running Your Business summer 5 part series will include topics covering *Data and Privacy Security*, *Small Business Finances*, *Benefit Technology* and *Website/Social Media* tools.
- NAHU will not be participating in the PY2019 CMS FFM Broker Training
- Upcoming Course Development (topics): ERISA & Cafeteria Plans, The importance of E & O, FMLA, Employer training tools – “What your group needs to know” (SHRM/HRCI CE and booklet handout)
- In person class schedule:
  - Portland AHU, July 24, 2018, Advanced Self-funding
  - Golden Gate AHU, July 25, 2018, Benefit Technology
  - Wisconsin AHU, July 26, 2018, Voluntary Worksite
  - California State AHU, August 7, 2018, Advanced Self-funding
  - California State AHU, August 7, 2018, Medicare
  - St. Louis, AHU, September 20, 2018, Medicare



## Compliance Corner

- Compliance Corner webinars are scheduled through at least October
  - July 19 HIPAA review incl. discussion of new BAAs with Jason Karn from Total HIPAA
  - August 1 Level Funding Compliance Concerns with Chris Handley from Savoy
  - September 20 COBRA Review with Joan Fusco, Savoy and Trey Tompkins
  - October 18 Association Health Plans with Annette Bechtold and Carol Taylor
- Live from NAHU
  - 2<sup>nd</sup> presentation in this year's series takes place June 21<sup>st</sup> with Compliance Update
    - More than one dozen chapters hosting events
    - More than 400 individual pre-registrants
  - 3<sup>rd</sup> presentation slated for November 15 with Janet Trautwein on results of mid-term elections and efforts for remainder of 2018 (may also be Compliance Corner webinar as it is scheduled on our usual date)
- May webinar ***Employer Contribution Strategies*** reflected frequency of questions we receive on this topic. Registration for this webinar exceeded 600.

## Government Affairs

- Regulatory activity:
  - Submitted comments on AHP and STP proposed rules.
  - Met with Randy Pate, CMS Deputy Administrator and Director of CCIIO.
  - Met with Jim Parker, Senior Advisor to HHS Secretary Azar and Director of the Office of Health Reform at HHS.
  - Met with Katy Talento, Director of White House Health Policy.
  - Joined letter requesting administration to suspend enforcement of the employer mandate in light of inaccuracies with 226J notices.
  - Attended Rose Garden ceremony for unveiling of President Trump's "America First" prescription drug plan.
- Legislation:
  - Participated in sign-on letters along with state and local chapters to sponsors of employer reporting legislation.
  - Tracking Opioid legislation for opportunities for NAHU advocacy – currently opposing pay for which would expand the liability of employers for End State Renal Disease patients.
  - Worked with coalition to introduce full repeal of HIT.
  - Working on introduction of Medicare Broker Bill.
  - Successfully lobbied to prevent Congress from strengthening the DOL's ability to fine employers for failure to comply with mental health parity rules.
- Other resources:
  - Implementing state chart for state leg chairs to share resources and information on what they are working on.
  - Under construction: sections of the Website on state action for MLR waivers and another section on Single Payer/Public option.
- Operation Shouts:
  - **6/1 – Employer Reporting (H.R. 3919 / S. 1908)** – 4,042 total messages sent; 1,284 took action; 427 Congressional offices reached.
  - **5/4 – HSA (H.R. 5138)** – 2,612 total messages sent; 1,561 took action; 364 Congressional offices reached; Follow-up: 801 took action, 304 Congressional offices reached.
  - **2/28 – COBRA (H.R. 5104)** – 2,940 total messages sent; 2,025 took action; 374 Congressional offices reached; Follow-up: 714 took action, 277 Congressional offices reached.

## **HUPAC**

- The HUPAC Candidate fund is on pace to break its all-time record of \$1.141 million set in 2012. We are on pace to hit around \$1.243 million
- The PAC Candidate fund is on pace to grow 7% from 2017.
- The HUPAC board will come very close to hitting their goal set at the beginning of their term of \$847,000 at the end of June.

## **Public Relations**

- Our Public Relations efforts continue with a primary purpose of advancing our advocacy goals.
  - Promoting Market Stability
    - Op-eds
      - “HSAs: A Healthcare Solution Both Parties Can Support”
      - “Single-Payer: Harmful to New York’s Health”
      - “Employer Paperwork Requirements – A Big Problem for Small Business”
    - Infographics
      - “Single-Payer: Harmful to New York’s Health”
    - Press Releases
      - NAHU Supports Improvements to HSA Legislation
      - White House Promotes New Prescription Drug Plan
  - We are continuing our efforts to achieve our strategic goal for 2018 of increasing our broadcast media presence by training our members to work in this medium.
    - Broadcast Media Training
      - Part 1 -- Learn How to Ace TV Interviews in Working with the Media Webinar
      - Part 2 -- Learn How to Master the TV Interview in Working with the Media Webinar
  - We have created some new graphics tools to assist with membership recruitment:
    - Customizable Medicare Infographic “What You Need to Know About Medicare”
    - “Who We Are” Flyer

## **Communications**

- We’ve designed and sent over 100 MagnetMails since the beginning of May. This includes promoting the Convention in different and creative ways to subsets of members and non-members.
- We’ve established relationships with groups like Mercer, UBA, BAN, CPR, Alera Group and others to bring valuable content to the Your Industry section of ABS each month.
- The Professional Development Department has prepared a CPC quiz for every issue of ABS in 2018, which helps members maintain their REBC designation.
- Ad sales are still sluggish but we keep looking for new opportunities. We are now offering sponsorships of the podcast and our certification programs, which should bring in some more money this year.

## **LPRT/Soaring Eagle/Platinum Advisors**

- Exceeded the budgeted target for applications, with over 400 applications, the majority being Soaring Eagle.
- Incorporated the PAS participants into the Soaring Eagle lunch program at Annual Convention.
- Working on enhancing the marketing of LPRT and its benefits to improve recognition and interest.

## **Chapter Leadership and Development**

- Developed a job description for regional committee chairs.
- In the process of creating a “White Paper” format for best practices as well as developing cheat- sheets for chapter and leadership issues.
- Working to provide a standardized communication guideline for chapters.

## **Governance**

- Reviewed all committee chair position descriptions as well as BoT job description, including RVPs.
- Developed a board training presentation for state and chapter leaders, based on the program developed for the BoT.
- Proposed a new process to catalogue P&Ps making them more accessible and digestible.

## **Finance**

- The 2017 Audit will begin July 16, we are hoping to have a draft report completed by the September budget meeting.
- The budget meeting will be held September 14-15 in Washington, DC. The templates will go out to RVP's and department heads on July 9 and need to be turned in on August 6.

## **Awards**

- Revamped all award applications to include specific documentation criteria.
- Updated award applications are in a format to support future online only submissions.
- Trimmed down Awards Guidebook from 54 pages to 18 pages.

## **Membership**

- We have finalized a 'Recruiting and Retention Manual' for chapter leaders to use. Our next step is taking the manual and dividing it into smaller segments that can be communicated via Zoom and other formats.
- Staff continues to call on lapsing and lapsed members to renew membership, with a success rate in May of 48% renewed of those contacted.
- Putting together the outline for the Membership Value webinars.
- We are working on improving a variety of areas relative to affinity partners. One current area is updating social media information on the NAHU resources and partners section of our website.

## **Medicare Broker Recruitment Project**

- Continue to work on assisting state and local chapters conducting Medicare Summits. There are 4 scheduled for August and 3 scheduled for September.

## **Large Corporate Partner/Principals Council News**

- May 7-8 - Principals Council Fly-In. 16 members attended meetings at the White House and on Capitol Hill. We also hosted a networking dinner for members in attendance as well as a
  - Roundtable discussion on prescription drug costs.
  - White House Meeting resulted in a RFI related to high-cost prescription drugs, Mental Health Parity, employer reporting and HSA expansion
- Members of NAHU's General Agency Principals Council provided feedback to the Center for Consumer Information and Insurance Oversight (CCIIO) on their individual market experience.
- Strategic recruitment efforts and personalized outreach continued with large agencies, including The Alera Group, Keystone Insurers Group, Bolton & Co., Acrisure and Frost Insurance Agency.
- Corporate Partner Meetings: Janet presented to Martin Insurance (Jan), The Meltzer Group (March), Eustis Benefits (March), NFP (April), Bolton & Co (April), GFBB (April), Warner Pacific (April), Gregory & Appel (April), Kistler Tiffany (May). Marcy presented to RiskProNet (June).
- NAHU's Endorsed and Affinity Partners brought in \$41,170 in revenue during Q1 of 2018. Newly launched partners included Catalyst for Payment Reform, Next Agency and SHRM Broker Finder.

## ■ Staff News

### June Anniversaries

6/1	Janet Trautwein	21 years
6/18	Alex Bishop	6 years
6/24	Chris Hartmann	5 years

### July Birthday's

7/20	Chris Hartmann
7/23	Dan Samson
7/25	Farren Baer
7/29	Dagmar Byrnes

### July Anniversaries

7/26	Allison James	1 year
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### August Birthday's

8/23	Robin Moore
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### August Anniversaries

8/15	Farren Baer	18 years
8/20	Brooke Willson	17 years



## NAHU Member Benefit Programs

### Endorsed Partners

NAHU has an exclusive partnership with Mercer to offer members a discount on their Errors & Omissions insurance and cyber liability. NAHU partnered with Mercer in 1999 and custom-designed a product that fits the coverage needs of our agents and brokers. Mercer's E&O insurance is the only product officially endorsed by NAHU. Last year, this product brought in \$141,000 in non-dues revenue to our association. In addition to this partnership, Mercer is a perennial lead sponsor at NAHU events and a frequent advertiser in ABS magazine. We have a year-long marketing plan, executed by Mercer that both promotes our discounted product and encourages NAHU membership.

- Mercer

### Affinity Partners

NAHU affinity partners are businesses that have entered into a contractual agreement with NAHU. These partners provide our members with services and products at discounted prices and NAHU receives a royalty share on each product sale. The affinity partners cover a variety of areas, including client management, technology solutions, ACA and compliance reporting, among others. Last year, affinity partners brought in \$8,000 in non-dues revenue to our association. As part of our contracted partnership, we offer our affinity partners unique marketing opportunities such as webinars or all-member emails to assist in promoting these products to our members. Each prospective affinity partner is vetted, reviewed and approved by a focus group of NAHU members; however, we do not endorse any of these products or give preferential treatment to one product over another.

- |                               |                        |
|-------------------------------|------------------------|
| • ACA Solutions               | • HR360                |
| • Business Source Group       | • Integrity Data       |
| • Catalyst for Payment Reform | • Meridian One (UPS)   |
| • Citrix Sharefile            | • NextAgency           |
| • CodeSixFour                 | • SHRM Broker Finder   |
| • Curus Health                | • SyncStream Solutions |
| • E-Group                     | • ThinkHR              |
| • Epoq/LawAssure              | • Zywave               |

### Discount Programs

NAHU discount programs save members money on services such as shipping, office supplies, national retailers or agency-management software. These arrangements are simply a percentage discount or special rate on services and are advertised on the NAHU website. NAHU does not receive any royalties for these products, and we do not endorse these goods or services.

- |                    |                      |
|--------------------|----------------------|
| • AgencyBloc       | • Infinity HR        |
| • Allied Van Lines | • Insurance News Net |
| • Dell             | • Hertz              |
| • Dynamis          | • Smarts Publishing  |
| • iDefend Business |                      |