



NAHU Board of Trustees Meeting Agenda

Tuesday, February 18, 2020, 4:00 pm – 5:30 pm
Zoom

Call to Order *(Pat Griffey)*

Meeting called to order at 4:00 EST

Reading of Antitrust Statement *(Eric Kohlsdorf)*

Roll Call of Attendees *(Eric Kohlsdorf)*

Board of Trustees	Present	Guests	Present
President: Pat Griffey	X	NAHU CFO: Jennifer Murphy	X
Pres-Elect: Dane Rianhard	X	NAHU VP Gov Affairs: Marcy Buckner	X
Vice Pres: Eugene Starks		NAHU VP Leadership Svcs: Brooke Willson	X
Treasurer: Kelly Fristoe	X	Membership Council VC: David Smith	X
Secretary: Eric Kohlsdorf	X	Governance Ch: Jim Stenger	X
Imm Past Pres: Rusty Rice	X	Professional Development VC: Susan Rider	X
CEO: Janet Trautwein	X	Region 2 VP Candidate: Dave Mordo	X
Region 1VP: Mike Grinnell	X	Region 4 VP Candidate: Paul Scholz	X
Region 2VP: Erica Hain	X	Media Ch: Suzy Alberts	X
Region 3VP: Mike Deagle	X	HUPAC Ch: Cathy Cooper	X
Region 4VP: Alycia Riedl	X	Karen Kirkpatrick	X
Region 5VP: Paige Phillips	X	Lou Reginelli	X
Region 6VP: Ed Oleksiak	X		
Region 7VP: Ray Magnuson	X		
Region 8VP: Patrick Burns	X		
Leg Council Chair: Jessica Watts			
Mem Council Chair: Kevin Trokey	X		
Prof Dev Chair: Jill Pedersen	X		

Per the Bylaws, a Quorum is present to conduct business.

Approve Agenda *(Pat Griffey)*

MOTION: Rusty Rice made the motion to adopt the posted agenda.

MOTION: Motion passed unanimously

Consent Agenda A *(Pat Griffey)*

- BoT Meeting Minutes – January 21, 2020

MOTION: Kelly Fristoe made a motion to approve Consent Agenda A.

MOTION: Motion passed unanimously

Consent Agenda B *(Pat Griffey)*

- 2019-2020 National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
 - Governance
 - LPRT
 - Media
 - Membership
 - Nominations (No report this month)

- Professional Development
- Vanguard

MOTION: Paige Phillips made a motion to approve Consent Agenda B.

MOTION: Motion passed unanimously

Financial Reports (*Kelly Fristoe*)

- Financial Statements – December 2019
- Finance Committee Meeting Minutes – February 2020
- Financial Trends – December 2019

Kelly reported that the December Financial Statements improved from November finishing the year at \$-395,244. The Finance Committee continues to review the approved budget to make adjustments, these adjustments will be presented for approval during the Board's meeting in Washington DC.

MOTION: Kelly Fristoe made a motion to accept the December Financials.

MOTION: Motion passed unanimously

RVP Report (*Ray Magnuson*)

Ray Magnuson provided an update on the Leadership Summit in Chicago. An event flyer will be ready for Capitol Conference. The registration fee will be \$100. There is a limit of 247 people in the room so there is a potential of needing a bigger venue. The RVPs discussed the idea of reserving 20 spots per region with open spots being transferred to other regions needing more. It is possible to find another venue near the airport but this would impact the budget. RVPs will take a straw poll at Capitol Conference to see how much interest there is in participating. Pre-registration will be encouraged.

Current Membership Numbers (*Kevin Trokey*)

Kevin Trokey announced that the membership numbers for January are good; 357 new members with retention uptick slightly to 78.05%. Net growth was 112 members. The next Just Ask One is March 5th. Save the Date have been organized through June to continue the promotion and gain traction via social media. The Board was challenged to lead by example - create the habit. Eric Silverman (RII Membership Chair) is recording a series of videos with various leaders to help promote NAHU's "Why?" statement.

Federal Legislative Update (*Jessica Watts & Marcy Buckner*)

Marcy Buckner reported:

- *Regulatory Activity - Submitted comments or letters on: Price Transparency proposed rule. Currently working with Legislative Council working groups on comments for: Notice of Benefit and Payment Parameters for 2021 (due 3/2); Letter to Issuers for 2021 (due 2/24); International Drug Index Proposed Rule (due 3/6); Annual Medicare Notice (due 3/6)*
- *Legislative Activity - Submitted letters to House Ways & Means and Energy & Commerce Committees for their mark up of surprise billing legislation to express our support of a benchmark approach to resolving surprise bills and opposing any amendments that would include arbitration as a resolution. Submitted a letter as a part of the Partnership For Employer Sponsored Coverage to the House and Senate in support of the Commonsense Reporting Act and requesting the language be included in any May 22 budget extender package.*

CEO Report (*Janet Trautwein*)

Janet Trautwein report has been distributed to the Board. She highlighted excitement regarding membership numbers. At Capitol Conference there will be a number of VIPs coming and will be introduced from the stage. The podcast is a great recruitment tool, we 704 subscribers. There are a lot of new classes and online professional development classes being rolled out or are in the process. The Medicare certification program is going to have a big announcement at Capitol Conference.

Old Business

- *Strategic Planning Update (Pat Griffey)*

Pat Griffey shared an overview of the upcoming Board meeting in Washington DC with the majority of the time spent on strategic planning. Pat asks that everyone have a question ready to discuss regarding questions or comments you've heard from members regarding our plan.

- *Personnel Committee Update (Rusty Rice)*

We have an agreed on a contract with Janet. This will be a three-year agreement with requirements for meeting objectives as defined. Per the P&Ps the Personnel Committee can agree to the terms of this contract without needing a Board motion or vote.

New Business

- *Susan Rider proposed a Bylaws Change Request: Renaming the Professional Development Committee to Professional Development Council*
 - *To align with the other councils that participate on the Board, the Professional Development Committee would like to be renamed Professional Development Council.*

MOTION: Rusty Rice made a motion to have this request forwarded to the Governance Committee for further research.

MOTION: Motion passed unanimously

- *Dane Rianhard asked to appoint a task force to study media relations (relating to the general public) and communications (relating to members) and to properly align these. The task force is to be organized and led by David Mordo.*

MOTION: Paige Phillips made a motion to approve the task force.

MOTION: Motion passed unanimously

Motion for Adjournment of General Meeting

Time: 5:03 EST



NAHU Board of Trustees Meeting Agenda

Tuesday, February 18, 2020, 4:00 pm – 5:30 pm
Zoom

Call to Order (*Pat Griffey*)

Reading of Antitrust Statement (*Eugene Starks*)

Roll Call of Attendees (*Eric Kohlsdorf*)

Board of Trustees	Present	Guests	Present
President: Pat Griffey		NAHU CFO: Jennifer Murphy	
Pres-Elect: Dane Rianhard		NAHU VP Gov Affairs: Marcy Buckner	
Vice Pres: Eugene Starks		NAHU VP Leadership Svcs: Brooke Willson	
Treasurer: Kelly Fristoe		Legislative Council VC: Scott Wham	
Secretary: Eric Kohlsdorf		Membership Council VC: David Smith	
Imm Past Pres: Rusty Rice		Professional Development VC: Susan Rider	
CEO: Janet Trautwein		Awards Ch: Rosanne Wolfe	
Region 1VP: Mike Grinnell		Chapt Leadership & Dev Ch: Cerrina Jensen	
Region 2VP: Erica Hain		Governance Ch: Jim Stenger	
Region 3VP: Mike Deagle		HUPAC Ch: Cathy Cooper	
Region 4VP: Alycia Riedl		LPRT Ch: Valeria Cramer	
Region 5VP: Paige Phillips		Media Ch: Suzy Alberts	
Region 6VP: Ed Oleksiak		Vanguard Ch: Mark Fox	
Region 7VP: Ray Magnuson		Region 2 VP Candidate: Dave Mordo	
Region 8VP: Patrick Burns		Region 4 VP Candidate: Paul Scholz	
Leg Council Chair: Jessica Watts		Region 6 VP Candidate: Doris Waller	
Mem Council Chair: Kevin Trokey		Ashley Kapostins	
Prof Dev Chair: Jill Pedersen		Karen Kirkpatrick	
		Michele Malooley	
		Lou Reginelli	

Approve Agenda (*Pat Griffey*)

Consent Agenda A (*Pat Griffey*)

- BoT Meeting Minutes – January 21, 2020

Consent Agenda B (*Pat Griffey*)

- 2019-2020 National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
 - Governance
 - LPRT
 - Media
 - Membership
 - Nominations
 - Professional Development
 - Vanguard

Financial Reports (*Kelly Fristoe*)

- Financial Statements – December 2019
- Finance Committee Meeting Minutes – February 2020
- Financial Trends – December 2019

RVP Report (*Ray Magnuson*)

Current Membership Numbers (*Kevin Trokey*)

Federal Legislative Update (*Jessica Watts & Marcy Buckner*)

CEO Report (*Janet Trautwein*)

Old Business

- Strategic Planning Update (*Pat Griffey*)

New Business

Motion for Adjournment of General Meeting

Executive Session

- Personnel Committee Update (*Rusty Rice*)



NAHU Board of Trustees Meeting Agenda

Monday, January 21, 2020, 4:00 pm – 5:30 pm
Zoom

Call to Order (*Pat Griffey*) @ 4:00pm EST

Reading of Antitrust Statement (*Eugene Starks*) – Read by *Rusty Rice*.

Roll Call of Attendees (*Eric Kohlsdorf*)

Board of Trustees	Present	Guests	Present
President: Pat Griffey	X	NAHU CFO: Jennifer Murphy	X
Pres-Elect: Dane Rianhard	X	NAHU VP Gov Affairs: Chris Hartmann	X
Vice Pres: Eugene Starks		NAHU VP Leadership Svcs: Brooke Willson	X
Treasurer: Kelly Fristoe	X	Legislative Council VC: Scott Wham	X
Secretary: Eric Kohlsdorf	X	Membership Council VC: David Smith	X
Imm Past Pres: Rusty Rice	X	Professional Development VC: Susan Rider	X
CEO: Janet Trautwein	X	Awards Ch: Rosanne Wolfe	X
Region 1VP: Mike Grinnell	X	Governance Ch: Jim Stenger	X
Region 2VP: Erica Hain	X	HUPAC Ch: Cathy Cooper	X
Region 3VP: Mike Deagle	X	Region 2 VP Candidate: Dave Mordo	X
Region 4VP: Alycia Riedl	X	Region 4 VP Candidate: Paul Scholz	X
Region 5VP: Paige Phillips	X	Region 6 VP Candidate: Doris Waller	X
Region 6VP: Ed Oleksiak	X	Karen Kirkpatrick	X
Region 7VP: Ray Magnuson	X	Michele Malooley	X
Region 8VP: Patrick Burns	X		
Leg Council Chair: Jessica Watts			
Mem Council Chair: Kevin Trokey	X		
Prof Dev Chair: Jill Pedersen			

Approve Agenda (*Pat Griffey*)

MOTION: Alycia Riedl made the motion to adopt the posted agenda.

MOTION: Motion passed unanimously

Consent Agenda A (*Pat Griffey*)

- BoT Meeting Minutes – December 16, 2019

MOTION: Ed Oleksiak made a motion to approve Consent Agenda A.

MOTION: Motion passed unanimously

Consent Agenda B (*Pat Griffey*)

- 2019-2020 National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
 - Governance
 - LPRT
 - Media
 - Membership
 - Nominations
 - Professional Development
 - Vanguard

MOTION: Patrick Burns made a motion to approve Consent Agenda B.

MOTION: Motion passed unanimously

Financial Reports (*Kelly Fristoe*)

- Financial Statements - November 2019
- Finance Committee Meeting Minutes – January 2020
- Financial Trends – November 2019

Kelly reported there was a \$461k deficit at the end of November. The finance committee is looking at adjusting the budget for 2020 to see about fixing the process so the budget does not end in this type of situation in the future.

MOTION: Kelly Fristoe made a motion to accept the November Financials.

MOTION: Motion passed unanimously

RVP Report (*Ed Oleksiak*)

- Leadership Summit Timeline and Agenda Ideas

Ed reported that the RVPs discussed the upcoming Leadership Summit. They are working on the logistics along with the registration fee. There is a lot to pack into the time period for the conference.

Current Membership Numbers (*Kevin Trokey*)

Kevin reported a reduction of 183 members. 77.41% retention is the problem. Just completed the second “Just Ask One” campaign. The next campaign is scheduled for March 5. There are two new agencies coming onboard, they are expected to bring in over 100 new. The agency membership is slower than expected but these programs are gaining traction. Currently there is approximately \$70,000 in dues outstanding from the program.

Federal Legislative Update (*Jessica Watts & Chris Hartmann*)

Chris reported on the two big wins; the repeal of the Cadillac Tax and HIT. The savings for consumers from these two programs is roughly \$347 billion over 10 year. Promoting these wins with our coalition partners. Addressing “Medicare for All” will be focused on at Capitol Conference as well as Medicare and COBRA being credible coverage.

CEO Report (*Janet Trautwein*)

Janet reported that her report had been distributed and addressed some of the highlights in the area of Professional Development.

Old Business

- Capitol Conference Update (*Janet Trautwein*)

Capitol Conference registration is lower than expected and promotions are being done to spur some additional numbers. Current numbers are just shy of 600 with a potential for more than 100 expected to enroll – possibly more with the UBA commitment.

- Strategic Planning Update (*Pat Griffey*)

Pat reported that champions have been assigned to each goal and they should be moving forward. She asked the Board for input on Annette’s secondary contract that must be approved.

MOTION: Alycia Riedl made a motion to approve the Annette’s secondary contract and the additional expense of \$10,000.

DISCUSSION: Discussion ensued about the cost with the value of the movement for the next five years.

MOTION: Motion passed unanimously

New Business

Pat reminded the Board that there will be a February Board call prior to February to discuss Strategic Plan. It will take place on Tuesday, February 18 since Monday is a holiday.

Motion for Adjournment of General Meeting

MOTION: Alycia Riedl made the motion to adjourn the meeting.

MOTION: Motion passed unanimously

Meeting Adjourned at 4:52pm EST

Pat Griffey called a Board of Trustees meeting on January 21, 2020 at 5:10 pm (EST)

Meeting called to order at 5:10pm EST

Roll Call of Attendees *(Eric Kohlsdorf)*

Board of Trustees	Present	Guests	Present
President: Pat Griffey	X	NAHU CFO: Jennifer Murphy	X
Pres-Elect: Dane Rianhard	X		
Vice Pres: Eugene Starks	X		
Treasurer: Kelly Fristoe	X		
Secretary: Eric Kohlsdorf	X		
Imm Past Pres: Rusty Rice	X		
CEO: Janet Trautwein	X		
Region 1VP: Mike Grinnell	X		
Region 2VP: Erica Hain	X		
Region 3VP: Mike Deagle	X		
Region 4VP: Alycia Riedl	X		
Region 5VP: Paige Phillips	X		
Region 6VP: Ed Oleksiak	X		
Region 7VP: Ray Magnuson	X		
Region 8VP: Patrick Burns	X		
Leg Council Chair: Jessica Watts			
Mem Council Chair: Kevin Trokey			
Prof Dev Chair: Jill Pedersen			

Conflict of Interest Policy and Procedure and Annette Bechtold's Secondary Contract

MOTION: Alycia Riedl made the motion to acknowledge that the Board of Trustees understands the Conflict of Interest Policy & Procedure and that Annette's secondary contract approved by the Board of Trustees during the earlier January 21, 2020, meeting doesn't violate and falls outside this P&P.

MOTION: Motion passed unanimously

MOTION: Rusty Rice made the motion to adjourn the meeting.

MOTION: Motion passed unanimously

Meeting Adjourned at 5:12 pm EST



NAHU Board of Trustees Meeting Agenda

Monday, January 21, 2020, 4:00 pm – 5:30 pm
Zoom

Call to Order *(Pat Griffey)*

Reading of Antitrust Statement *(Eugene Starks)*

"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."

Roll Call of Attendees *(Eric Kohlsdorf)*

Approve Agenda *(Pat Griffey)*

Consent Agenda A *(Pat Griffey)*

- BoT Meeting Minutes – December 16, 2019

Consent Agenda B *(Pat Griffey)*

- 2019-2020 National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
 - Governance
 - LPRT
 - Media
 - Membership
 - Nominations
 - Professional Development
 - Vanguard

Financial Reports *(Kelly Fristoe)*

- Financial Statements - November 2019
- Finance Committee Meeting Minutes – January 2020
- Financial Key Indicators – November 2019

RVP Report *(Ed Oleksiak)*

Current Membership Numbers *(Kevin Trokey)*

Federal Legislative Update *(Jessica Watts & Marcy Buckner)*

CEO Report *(Janet Trautwein)*

Old Business

- Capitol Conference Update *(Janet Trautwein)*
- Strategic Planning Update *(Pat Griffey)*

New Business

Motion for Adjournment of General Meeting

Executive Session

Executive sessions are a special meeting-within-a-meeting that provides an opportunity for the board to meet privately to handle sensitive and confidential issues, foster robust discourse, and strengthen trust and communication. They are usually exclusive to board members, but others, such as the chief executive, may be invited to join for all or part of a session.



NAHU Board of Trustees Meeting Agenda

Monday, December 16, 2019, 4:00 pm – 5:30 pm
Zoom

Call to Order (*Pat Griffey*) at 4:00pm Eastern

Reading of Antitrust Statement (*Eugene Starks*)

Roll Call of Attendees (*Eric Kohlsdorf*)

Board of Trustees	Present	Guests	Present
President: Pat Griffey	X	NAHU CFO: Jennifer Murphy	X
Pres-Elect: Dane Rianhard	X	NAHU VP Gov Affairs: Marcy Buckner	X
Vice Pres: Eugene Starks	X	NAHU VP Leadership Svcs: Brooke Willson	X
Treasurer: Kelly Fristoe	X	Membership Council VC: David Smith	X
Secretary: Eric Kohlsdorf	X	Professional Development VC: Susan Rider	X
Imm Past Pres: Rusty Rice	X	Region 4 VP Candidate: Paul Sholz	X
CEO: Janet Trautwein	X	HUPAC Ch: Cathy Cooper	X
Region 1VP: Mike Grinnell	X	Media Ch: Suzy Alberts	X
Region 2VP: Erica Hain	X	Karen Kirkpatrick	X
Region 3VP: Mike Deagle	X	Michele Malooley	X
Region 4VP: Alycia Riedl	X	Lou Reginelli	X
Region 5VP: Paige Phillips	X	Annette Bechtold	X
Region 6VP: Ed Oleksiak	X		
Region 7VP: Ray Magnuson	X		
Region 8VP: Patrick Burns	X		
Leg Council Chair: Jessica Watts	Absent		
Mem Council Chair: Kevin Trokey	Absent		
Prof Dev Chair: Jill Pedersen	X		

A quorum is present.

Approve Agenda (*Pat Griffey*)

MOTION: Rusty Rice made the motion to adopt the posted agenda.

MOTION: Motion passed unanimously

Consent Agenda A (*Pat Griffey*)

- BoT Meeting Minutes – November 18, 2019

MOTION: Eugene Starks made a motion to approve Consent Agenda A.

MOTION: Motion passed unanimously

Consent Agenda B (*Pat Griffey*)

- 2019-2020 National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
 - Governance
 - LPRT
 - Media
 - Membership
 - Nominations
 - Professional Development
 - Vanguard

MOTION: Rusty Rice made a motion to approve Consent Agenda B.

MOTION: Motion passed unanimously

Financial Reports (*Kelly Fristoe*)

- Financial Statements - October 2019
- Finance Committee Meeting Minutes – December 2019

Kelly reported that the statement of activities has an increased deficit by \$130,000 mostly due to the over estimate of membership during budgeting. The Budget Year ends December 31, 2019.

Investment funds were moved into the operating account of \$200,000 (of which \$130,000 was gain from investment). Discussion ensued.

MOTION: Kelly Fristoe made a motion to accept the October Financials.

MOTION: Motion passed unanimously

RVP Report (*Paige Phillips*)

The RVPs are working on the timeline and agenda for the Leadership Conference at Annual Convention.

Current Membership Numbers (*Kevin Trokey*)

David Smith reported on behalf of Kevin Trokey the current membership number is 14,519, down 309 from July 1. This equals \$101,000 of lost dues revenue. The Council is looking at doing another Just Ask One social media campaign in January. The Council will be working with the Media Relations Committee to complete the January campaign. The Agency Membership has generated approximately \$66,000 in revenues. Discussion ensued.

Federal Legislative Update (*Jessica Watts & Marcy Buckner*)

Marcy Buckner reported that the end of year package with full repeal of Cadillac and full repeal of HIT in 2021! Messages are going out to the membership this coming week. Members will be alerted and we will use all means to communicate these victories. Congress still going round on Surprise Billing. Many different bills have boiled down to Benchmarking vs. Arbitration (with varying aspects of each). Price transparency and Medicare kickback is progressing in regulation. Federal Marketplace deadlines have been extended a few days. Also waiting on Texas v. Azar court decision. We were also at the NAIC meetings this past week.

CEO Report (*Janet Trautwein*)

Janet Trautwein reported that there is lump sum funding coming in through our Corporate Partners. Work is being done to upsell them into very large agency category. We also have the UBA revenues coming in through their schools. Cigna will be sponsoring the Self-Funded courses. The new Single Payer course is moving along and will start seeing income in 2020. There are 429 people registered for Capitol Conference.

Old Business

Pat Griffey led an extensive discussion on the implementation of the Strategic Plan. She also explained who and how the Engagement Champions were determined.

New Business

None

Motion to Adjourn

MOTION: Alycia Riedl made the motion to adjourn the meeting.

MOTION: Motion passed unanimously

The meeting adjourned at 4:44pm Eastern

Executive Session – Annual Review (*Rusty Rice*)



NAHU Board of Trustees Meeting Agenda

Monday, December 16, 2019, 4:00 pm – 5:30 pm
Zoom

Call to Order *(Pat Griffey)*

Reading of Antitrust Statement *(Eugene Starks)*

"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."

Roll Call of Attendees *(Eric Kohlsdorf)*

Approve Agenda *(Pat Griffey)*

Consent Agenda A *(Pat Griffey)*

- BoT Meeting Minutes – November 18, 2019

Consent Agenda B *(Pat Griffey)*

- 2019-2020 National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
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 - Professional Development
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Financial Reports *(Kelly Fristoe)*

- Financial Statements - October 2019
- Finance Committee Meeting Minutes – December 2019
- Financial Key Indicators - October 2019

RVP Report *(Paige Phillips)*

Current Membership Numbers *(Kevin Trokey)*

Federal Legislative Update *(Jessica Watts & Marcy Buckner)*

CEO Report *(Janet Trautwein)*

Old Business

- Strategic Planning Update *(Pat Griffey)*

New Business

Executive Session – Annual Review *(Rusty Rice)*

Executive sessions are a special meeting-within-a-meeting that provides an opportunity for the board to meet privately to handle sensitive and confidential issues, foster robust discourse, and strengthen trust and communication. They are usually exclusive to board members, but others, such as the chief executive, may be invited to join for all or part of a session.

Motion for Adjournment



NAHU Board of Trustees Meeting Agenda Monday, November 18, 2019, 4:00 pm – 5:30 pm Zoom

Call to Order (*Pat Griffey*)

Meeting was called to order at 4:00pm EST

Reading of Antitrust Statement (*Eugene Starks*)

Roll Call of Attendees (*Eric Kohlsdorf*)

Board of Trustees	Present	Guests	Present
President: Pat Griffey	X	Legislative Council VC: Scott Wham	X
Pres-Elect: Dane Rianhard	X	Membership Council VC: David Smith	X
Vice Pres: Eugene Starks	X	Prof. Development Cmt VC: Susan Rider	
Treasurer: Kelly Fristoe	X	NAHU CFO: Jennifer Murphy	X
Secretary: Eric Kohlsdorf	X	NAHU VP Gov't Affairs: Marcy Buckner	X
Imm Past President: Rusty Rice	X	NAHU VP Leadership Svcs: Brooke Willson	X
CEO: Janet Trautwein	X	Suzy Alberts, Media Ch	X
Region 1 VP: Mike Grinnell	X	Annette Bechtold	X
Region 2 VP: Erica Hain	X	Curtis Colbert	X
Region 3 VP: Mike Deagle	X	David Contorno	X
Region 4 VP: Alycia Riedl	X	Emma Fox	X
Region 5 VP: Paige Phillips	X	Stacy Fry	X
Region 6 VP: Ed Oleksiak	X	Dylan Geraci	X
Region 7 VP: Ray Magnuson	X	Cerrina Jensen, Chapt Leadership & Dev Ch	X
Region 8 VP: Patrick Burns	X	Karen Kirkpatrick	X
Leg Council Chair: Jessica Watts	X	Michele Malooley	X
Mem Council Chair: Kevin Trokey	X	David Mordo	X
Prof Dev Cmt Chair: Jill Pedersen	X	Lou Reginelli	X
		Paul Scholz	X

Approve Agenda (*Pat Griffey*)

MOTION: Patrick Burns made the motion to adopt the posted agenda.

MOTION: Motion passed unanimously

Consent Agenda A (*Pat Griffey*)

- BoT Meeting Minutes – October 21, 2019

MOTION: Rusty Rice made a motion to approve Consent Agenda A.

MOTION: Motion passed unanimously

Consent Agenda B (*Pat Griffey*)

- 2019-2020 National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
 - Governance
 - LPRT
 - Media
 - Membership
 - Nominations
 - Professional Development
 - Vanguard
- Amended Chapter Bylaws

- Eastern Virginia AHU
- Austin AHU

MOTION: Rusty Rice made a motion to approve Consent Agenda B.

MOTION: Motion passed unanimously

Financial Reports (*Kelly Fristoe*)

- Financial Statements - September 2019
- Finance Committee Meeting Minutes – November 2019

MOTION: Kelly Fristoe made a motion to accept the September Financials.

MOTION: Motion passed unanimously

RVP Report (*No Report for November*)

Current Membership Numbers (*Kevin Trokey*)

Kevin announced that the membership numbers will be ready. The Just Ask One social media campaign was great. Comments around the tracking and measuring. Much of the success will be anecdotal. The goal will be more to create a presence.

Federal Legislative Update (*Jessica Watts & Marcy Buckner*)

- *The timeline that Congress is working on towards the end of the year is very short and being overshadowed by the impeachment inquiry.*
- *NAHU now meeting once a week to discuss ongoing updates to the Medicare PlanFinder*
- *CCIIO announced that it will be adding additional support for agents and brokers with “complex consumer cases.”*

CEO Report (*Janet Trautwein*)

Janet discussed transparency and the work being done and that has been done in this area. There are multiple white papers on the issue. The Education Foundation received from RWJ access choice and affordability has a section transparency. NAHU has been in favor of disclosure of agent compensation being done at the state level (and some already have that). An enormous amount of input has been from small group/individual agents.

Old Business

- Strategic Planning Update (*Pat Griffey*)

Discussion of the planning process and how the strategic plan is impacted by the Bylaws and P&Ps. Much discussion on the “Purpose” of NAHU.

MOTION: Alycia Riedl made the motion for the Purpose to read: “To educate, empower, and engage health and benefits professionals and their clients.”

MOTION: Motion passed unanimously

Discussion ensued about the finalized draft of the seven goals of the strategic plan and timeline for corresponding tasks within each.

MOTION: Alycia Riedl made the motion to accept the 2025 Strategic Plan.

MOTION: Motion passed unanimously

New Business

None

Motion for Adjournment

Motion to adjourn at 5:14pm EST



AWARDS

Chair: Rosanne Wolfe
EC Liaison: Eric Kohlsdorf
Month: December 2019

The Awards Committee was pleased that the new 2021 Community Service Award was approved at the last BOT meeting. We will start promoting that after the first of the year, thus allowing chapters time to plan for next year's activities.

LPRT is going to have added some tools to the awards section of the NAHU website that will help chapters with promotion of the program and will help with qualifying for awards.

The monthly email to the Awards chairs and Presidents will continue to go out regularly. In the Tips for this Month, we will remind everyone that the Legislative Awards are due January 10th.



CHAPTER & LEADERSHIP DEVELOPMENT

Chair: Cerrina Jensen
EC Liaison: Dane Rianhard
Month: December 2019

MAJOR PROJECTS & PROGRESS

1. Leadership Forum:
 - **Agenda, Program and Speakers confirmed.**
 - **Registration and Information pages posted at NAHU.org**
 - **Seeking sponsor(s) for refreshments.**
2. Communication Program: Streamline access, ease of use, and awareness of Chapter Tools.
 - **Chapter Leaders group on LinkedIn now has 50 members.** Please consider joining! <https://www.linkedin.com/groups/12285455/>
3. Regional Communications: Continually relay the various channels of communication and who does what in our association.
4. Chapter Tools & Resources: Evaluate existing tools & resources and refine as needed.
 - **Ongoing promotion and navigational support.**
5. Chapter Certification: Evaluate existing program and recommend any necessary edits.
 - Finalizing revisions to criteria.

END OF REPORT



Chair: Jim Stenger
EC Liaison: Pat Griffey
Month: December 2019

Reviewed NAHU National Leaders Profile

- Discussed the pros and cons of having background checks. After much discussion determined to eliminate this requirement but leave it as an option.
- Need to create a P&P to ensure the review process is objective.
- The updated version of the form will be shared with the committee to ensure everyone has looked at the document and been able to comment on it.
- The goal is to submit it to NAHU's Board during its January call.

2019 & 2020 Sunsetting P&Ps

- The 2019 & 2020 sunseting P&Ps need to be reviewed prior to Capitol Conference. This deadline is established in a P&P.
- Teams have been assigned specific P&Ps to review and comment on.
- The deadline for comments is January 28.
- Brooke will distribute the appropriate P&Ps as Word documents to the different teams.

2025 Strategic Plan

- The committee has been tasked with specific goals in the plan.
- Jim proposed that the committee would start working on the following goal in March.
"Review and recommend modifications to improve Board effectiveness"



LPRT

Chair: Valerie Cramer, RHU

EC Liaison: Eric Kohlsdorf

Month: December 2019

- LPRT Resources for Chapters email
 - An email was sent to chapters with easy ideas for how promote LPRT. Many items are cut and paste for chapters to easily promote LPRT.
 - A request was made to receive bullet points about what should be presented during the regional meetings.
 - Remind about the new LPRT tools for chapters, these are available on NAHU's website in the Awards Section
 - The LPRT applications will be opening on January 1
 - Tease the new layout for Find an Agent search results (see attached)
 - Upcoming video challenge for qualifiers to share why they are LPRT qualifiers
- LPRT Video Challenge
 - Guidelines will be created to help people respond to the video challenge including hashtags and posting options
 - The same questions can be used to interview qualifiers for ABS
- Capitol Conference
 - Pins will be stuffed into registered 2020 LPRT qualifiers badges, these will be round silver pins with an eagle's head
 - Committee members will get a pin in the shape of a star
- Priority Listing in Find an Agent
 - The Find an Agent search option is being updated to highlight Soaring Eagle qualifiers.
 - SE qualifiers will have a gold background and the SE logo
 - They will also appear at the top of every search function
 - Attached is a sample listing



**Media Relations Committee
Chair Suzy Alberts**

December BOT Report

With Capitol Conference just around the corner, we are planning media training for state and local media chairs. Training will focus on both broadcast and print media. We will also dedicate a portion of the time to training for members of the Media Militia (MM). We are discussing holding a social media event similar to what we did in the bar last year. The focus is to get more members comfortable using social media. We will engage with other committees as we did last year.

The MRC has conducted a social media campaign focusing on open enrollment and AEP. The templates which we sent out to the membership are attached. Members of the MRC have been instrumental in garnering a lot of media coverage for open enrollment, Medicare for All, surprise billing and public option.

Kelly Loussedes and David Mordo (MM chair) are working on merging our media spokesperson database with our media militia database as well as updating the media militia application. We are hopeful that this project will be completed by the end of the year.

Finally, the MRC will be working with the Membership Council on the next #justaskone campaign in January.



Sample Social Media Posts for Open Enrollment

Instructions

Start by downloading and saving this document. Once downloaded, you may have to click "Enable Editing" in the upper right-hand corner to be able to copy the content.

To share a post, just copy and paste the text into your social media platform. To add an image, right click on the photo you would like to use, then select "Save as Picture..." We recommend saving it to an easily accessible place, like your desktop. Once it's saved, you can upload the photo to the social media platform of your choice.

For more tips and step-by-step tutorials on how to use social media, head to NAHU's [Social Media Tools](#) page.

Medicare-Specific (AEP 10/15/19 – 12/7/19)

Not sure if you should sign up for Traditional Medicare or Medicare Advantage? Agents and brokers can help. #AEP #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent>
(Link to your website)



Medicare's Annual Enrollment Period (AEP) has begun! Not sure where to start? Follow the link to find a health insurance agent who can help you find a plan that fits your needs! #AEP #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



It's the final countdown! Medicare open enrollment ends December 7. Ask an agent or broker for help finding the right plan at the right price. #AEP #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



Open Enrollment (11/1/19 – 12/15/19)

83% of Americans are eligible for ACA subsidies — are you? Ask an agent or broker to find out! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



Uninsured Americans are twice as likely to have a hard time paying their medical bills. Don't miss this year's enrollment deadline — ask an agent or broker for help finding an affordable plan!

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9.8 million Americans received premium subsidies this year. Ask an agent or broker to find out if you're eligible for discounted insurance in 2020! #OpenEnrollment #AgentsAreTheAnswer #NAHU

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40% of employees find open enrollment confusing. Half say it's stressful. Don't sweat — agents and brokers have you covered. Find an agent near you! #OpenEnrollment #AgentsAreTheAnswer #NAHU
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Accidents happen. Don't get caught without insurance. Ask an agent or broker for FREE advice before open enrollment ends on December 15th! #OpenEnrollment #AgentsAreTheAnswer #NAHU
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DATE: DECEMBER 2, 2019

Happy #CyberMonday! Head to HealthCare.gov and ask an agent to point you to the best health plan deals! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



Choosing the right health insurance plan can be tricky. Don't panic — find an expert agent or broker to help you! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



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DATE: DECEMBER 2019

Holiday shopping can be stressful. Shopping for health insurance doesn't have to be. Agents and brokers can provide free advice and ensure you choose a plan that meets your needs.

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Open enrollment is upon us! 2/3 of small businesses and 1/3 of individuals rely on agents and brokers to help them pick a health insurance plan. Find an expert in your neighborhood! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



Want a health insurance plan that covers your favorite doctor or preferred medication? Agents and brokers have you covered. They'll help you find the right plan at the right price. #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



#DYK health insurance agents and brokers provide FREE advice that could save you thousands? Find an expert in your neighborhood! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



Health insurance agents don't just sell plans. Per Kaiser, 70% of agents spend "most" or "a lot of" their time explaining coverage to clients. Connect with an agent for free advice! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



ACA-Specific

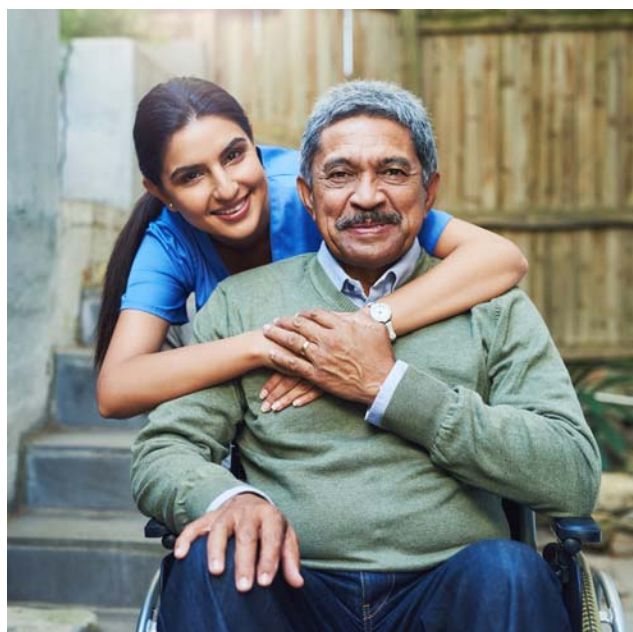
DATE: DECEMBER 12, 2019

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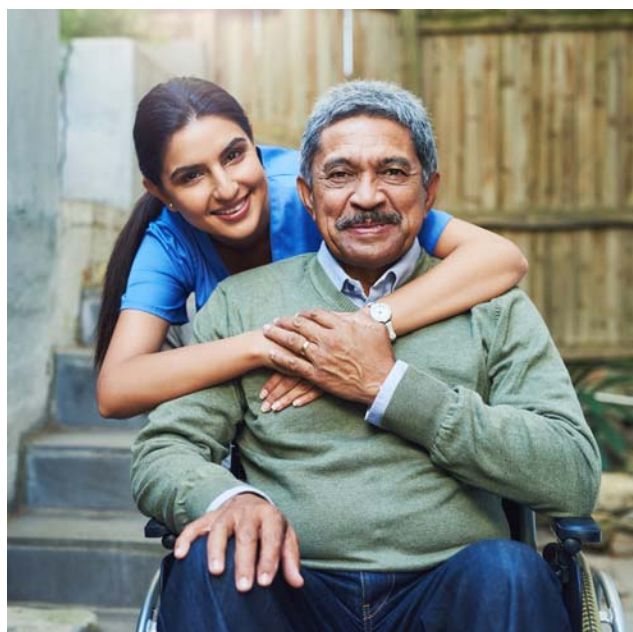
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MEMBERSHIP

Chair: Kevin Trokey

Month: December 2019

Our membership numbers did take a bit of a dip, but the results of the first Just Ask One campaign haven't shown up in the numbers yet. We also have the next Just Ask One date targeted for January 14th and will be coordinating our efforts with the Media Committee.

As a committee, we are committed to building the habit throughout our membership, starting with leadership, to be asking non-members to join on a more consistent basis.



NOMINATIONS

Chair: Rusty Rice

Month: December 2019

Below is an update on the open Board positions and their nomination status.

President-elect: N/A

Vice President: N/A

Treasurer: Eric Kohlsdorf

Secretary: Alycia Riedl

Secretary: Ed Oleksiak

Region 2 VP: David Mordo

Region 4 VP: Paul Scholz

Region 6 VP: N/A

Region 8 VP: Patrick Burns



PROFESSIONAL DEVELOPMENT

Chair: Jill Pedersen
Vice Chair: Susan Rider
Liaison: Eugene Starks
Month: December

PD Chair Summary

PD Marketing Efforts – Linkedin, Trade Publications, Facebook, Newswire, Twitter, all member email, ABS

- A. Monthly PD Newsletter
 - i. goes to all state and local PD chairs
 - ii. message from Jill
 - iii. upcoming events, courses
 - iv. hosting classroom certifications
- B. Marketing timeline established for all programs and REBC designation
- C. New classes for 2020 announcements
 - a. Single Payer classroom events
 - b. Medicare classroom event
- D. Marketing yourself using the certification logos – email to all members and social media
- F. PD Flyers – NAHU website in course descriptions – all completed in hard copy and electronic

V. Other Business

- A. Courses in Development – approved by BOT and budgeted

- i. Single Payer Healthcare – **update:** All states approved for CE

Certified instructors: Neil Crosby, Reid Rasmussen, David Mordo and Janet Trautwein

Classroom events:

Date	Chapter/Industry Partner	Contact	Location	Class	Instructor
2/11/2020	Ohio AHU	Sheri Maskow / Jackie Symons sheri@ohioahu.org 330-273-5756	TBD	Single Payer	David Mordo
2/11/2020	Central Virginia AHU	Curtis Lawyer clawyer@medcost.com 804-298-9678	Stonehenge Golf and Country Club 1000 Framham Driv Richmond, VA 23236	Self-Funding	David Smith
3/26/2020	South Carolina AHU	Katie Koon katie@beaconamc.net (843) 779-7009	Pastides Center 900 Senate Street Columbia, SC 29201	Medicare	Maggie Stedt
3/26/2020	Metro Detroit AHU	Dustin VanDuine dvanduine@hap.org 616-481-6862 Cell	United Wholesale Mortgage 1414 E. Maple Road Suite 1 Troy, MI 48063	Single Payer	Janet Trautwein
5/18/2020	BenefitsPRO Expo		Hilton Austin 500 E. 4th Street Austin, TX 78701	Single Payer	Reid Rasmussen
Classes Pending Approval					
April 14 or 16 To coincide with Orange County event	Orange County AHU	Paul Roberts aroberts@wordandbrown.com 619-259-9091	TBD	Single Payer	Janet Trautwein
	Washington AHU	Keith Wallace keith@riceinsurance.com 360-305-0260	TBD	Single Payer	Janet Trautwein
6/7/2020	Virginia AHU	Curtis Lawyer clawyer@medcost.com 804-298-9678	TBD	ASF	David Smith
5/13/2020	Northern Nevada AHU	Joy Gardner jgardner@comstockins.com (775) 853-9424 x 216 Jennifer Toups jennifer@noahu.org	TBD	Single Payer	Janet Trautwein

e.

ii. Referenced Based Pricing – soft launch at convention

Self-Funding will be a prerequisite to this course.

iii. Account Based Plans – Health Savings Comparisons

a. former CDHC – new rulings are included

b. **update:** launch December – finalizing exam and CE approvals

iv. Employer Self-Funding Training

a. no launch date as yet- early 2020

b. Agents would have their clients who are considering self-funding will take this course.

Can serve as a protection for agents as well.

v. Health Insurance 101

a. revised & completed – December release

vi. Medicare Certification

a. 2/3 of content is completed

b. Beta testing 1st qtr

c. CMS approval request by June 1st

vii. Wellness certification – revision 2020

viii. Voluntary Worksite – revision 2020

VI **Annual Convention**

A. PD Day schedule is confirmed and topics in progress

B. Call for Presentations – delaying as we contact speakers we have chosen

VII **Other News:**

A. CIGNA 25k Sponsorship – Self Funding and Advanced Self Funding

B. BenefitPro Expo –

a. Janet Trautwein will be their keynote speaker

b. SPHC certification offered as preconference workshop with Reid Rasmussen

2019-2020 COMMITTEE.

Jill Pederson, Stephanie Berger, Danielle Capilla, Charlene Hogeland, Farren Baer, Alexandra Bishop, Robert Tierney, Kelly Pastore, Carolyn Andress, Susan Rider, Karen Kirkpatrick, Kathy Ferguson, Dagmar Byrnes, Eugene Starks, Dwayne McFerrin, Ashley Kapostins, Amy Perry

National Association of Health Underwriters
BALANCE SHEET
October 31, 2019

	This Year	Last Year	Variance	% Increase(Decrease)
ASSETS				
CURRENT ASSETS				
Operating Cash and Cash Equivalents	165,803.70	202,044.20	(36,240.50)	-17.94%
Accounts Receivable, Net	214,547.48	245,274.54	(30,727.06)	-12.53%
Prepaid Expense	140,524.35	54,169.09	86,355.26	159.42%
Total Current Assets	520,875.53	501,487.83	19,387.70	3.87%
LONG TERM INVESTMENTS, at Fair Value				
Equity Securities	1,089,951.10	1,378,144.91	(288,193.81)	-20.91%
Total Long Term Investments	1,089,951.10	1,378,144.91	(288,193.81)	-20.91%
PROPERTY AND EQUIPMENT, at Cost				
Office Furniture and Equipment	568,576.95	383,214.59	185,362.36	48.37%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(747,850.36)	(626,091.32)	(121,759.04)	19.45%
Total Property and Equipment	281,680.52	218,077.20	63,603.32	29.17%
LONG TERM ASSETS				
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%
DEPOSITS	37,161.60	37,161.60	0.00	0.00%
TOTAL ASSETS	1,979,668.75	2,184,871.54	(205,202.79)	-9.39%
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accounts Payable and Accrued Expenses	239,187.24	117,088.72	122,098.52	104.28%
State and Local AHU Dues Payable	145,698.78	152,450.97	(6,752.19)	-4.43%
Deferred Revenue - Membership	1,962,322.74	1,556,717.66	405,605.08	26.06%
Deferred Revenue - Conferences	34,562.50	47,925.25	(13,362.75)	-27.88%
Total Current Liabilities	2,381,771.26	1,874,182.60	507,588.66	27.08%
LONG TERM LIABILITIES				
Deferred Rent Obligation	164,806.25	214,262.33	(49,456.08)	-23.08%
Deferred Tenant Allowance	90,585.05	135,877.49	(45,292.44)	-33.33%
Total Long Term Liabilities	255,391.30	350,139.82	(94,748.52)	-27.06%
TOTAL LIABILITIES	2,637,162.56	2,224,322.42	412,840.14	18.56%
NET ASSETS				
Net Assets, Beginning of Year	(279,888.17)	379,699.69	(659,587.86)	-173.71%
Current Year Activity	(377,605.64)	(419,150.57)	41,544.93	-9.91%
TOTAL NET ASSETS	(657,493.81)	(39,450.88)	(618,042.93)	1566.61%
TOTAL LIABILITIES AND NET ASSETS	1,979,668.75	2,184,871.54	(205,202.79)	-9.39%



Finance Committee Teleconference

Date: December 9, 2019

MINUTES

1. Roll Call

Present: Kelly Fristoe, Ray Magnuson, Paige Phillips, David Smith, Susan Rider, Laura Firestone, Mike Deagle, Jennifer Murphy

Excused: Eugene Starks, Scott Wham, Janet Trautwein

2. Approve Agenda - Motion was made by Susan, second by Mike and the motion carried.

3. Comments and discussion concerning the monthly financial report

October 2019 Financial Statements and Trend Analysis - the committee reviewed the statements and other reports and discussed the following –

- The wider margin on the dues variance
- The 2020 budget addresses the decrease in membership and the expenses were decreased accordingly
- Several of the PD courses are significantly not meeting budget. It would be helpful to have a report that shows the revenue and expenses for each course

Motion to accept the financials as presented was made by Ray, second by David and the motion carried.

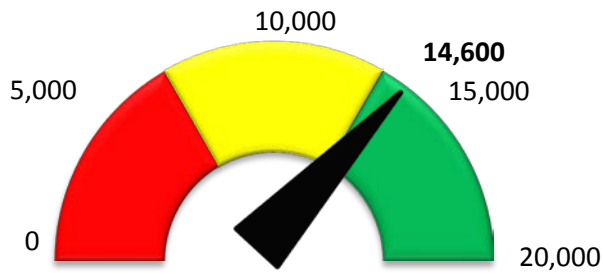
4. New Business – none.

5. Adjourn

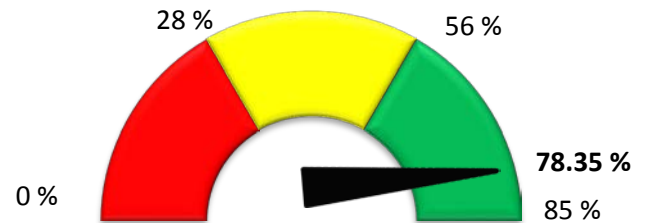


NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT OCTOBER 2019

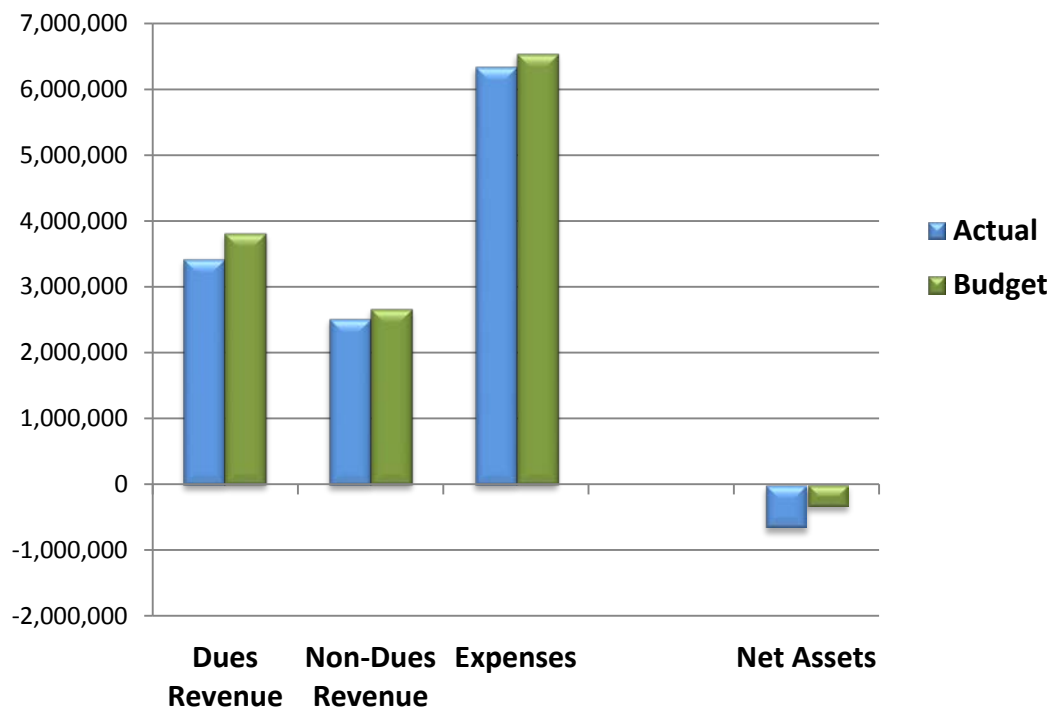
MEMBERSHIP



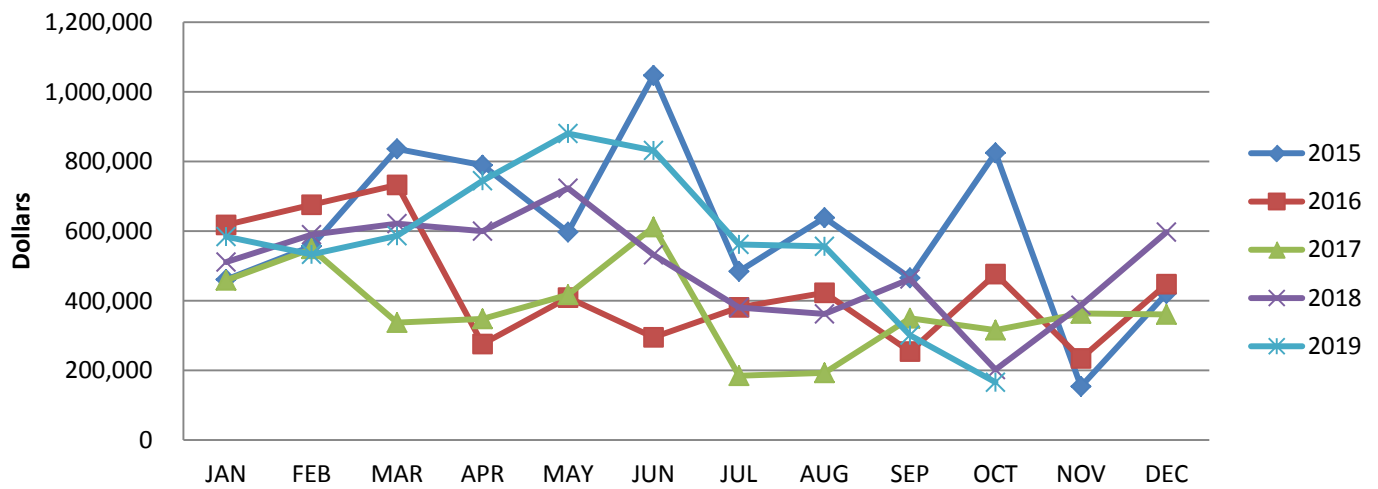
RETENTION



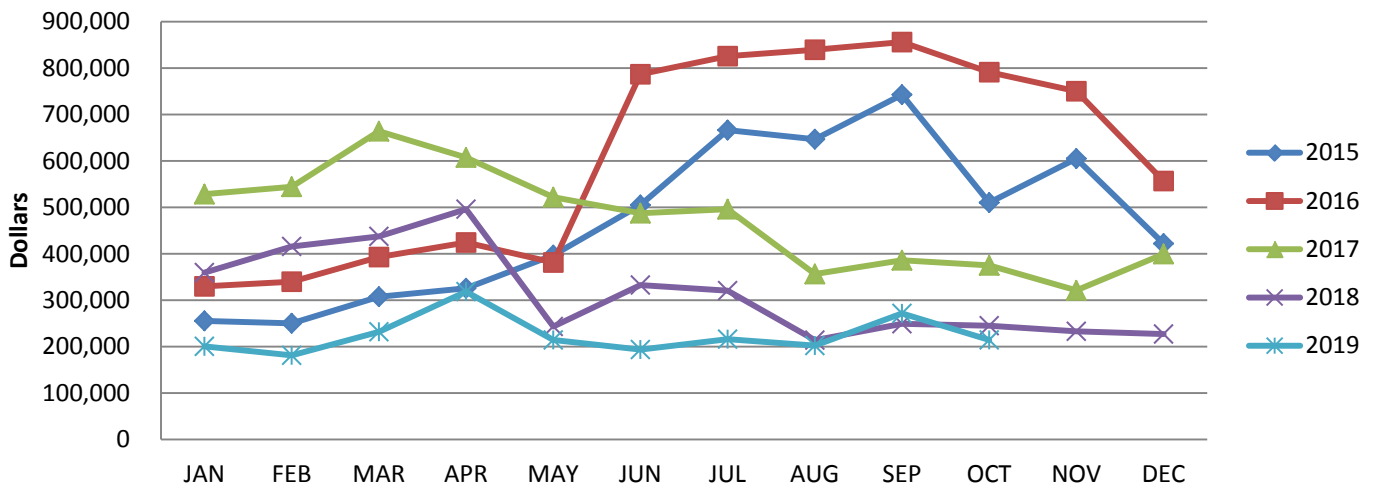
2019 TOTAL FINANCIAL RESULTS



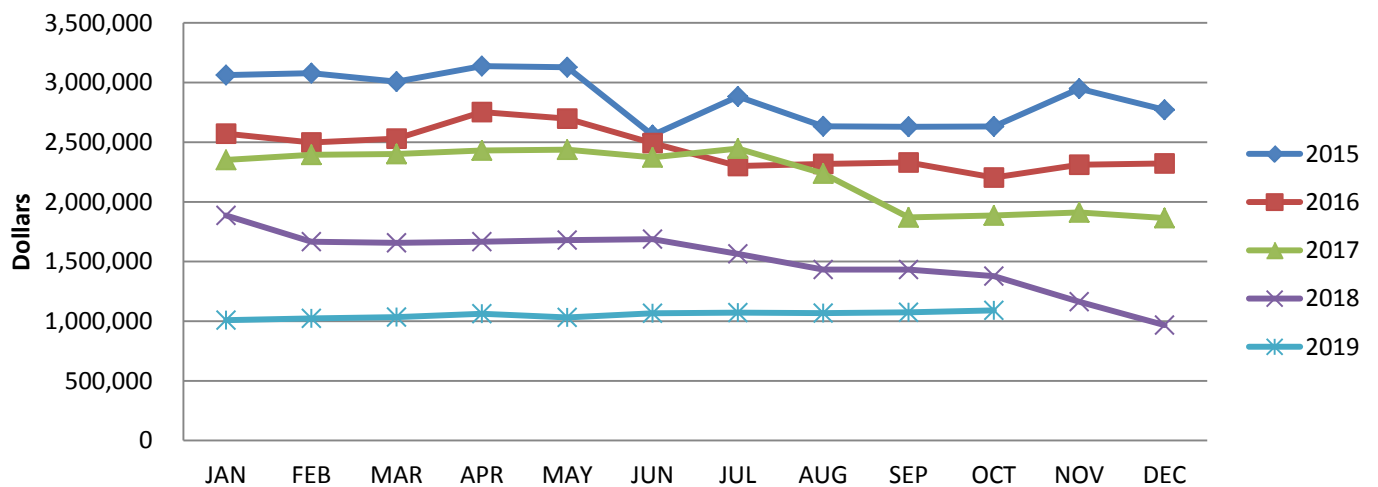
CASH



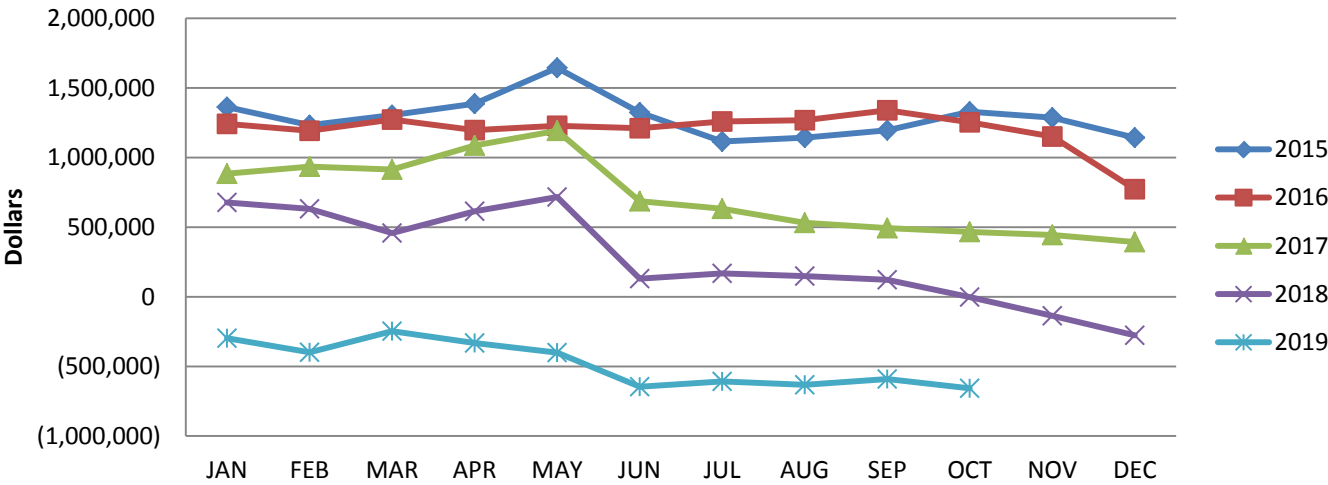
ACCOUNTS RECEIVABLE



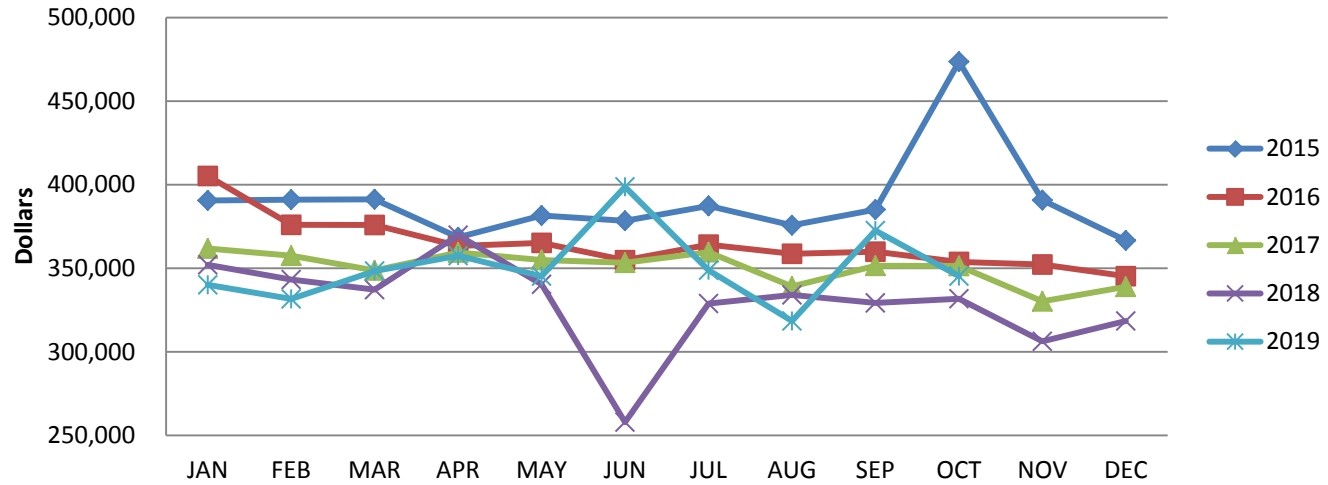
INVESTMENTS



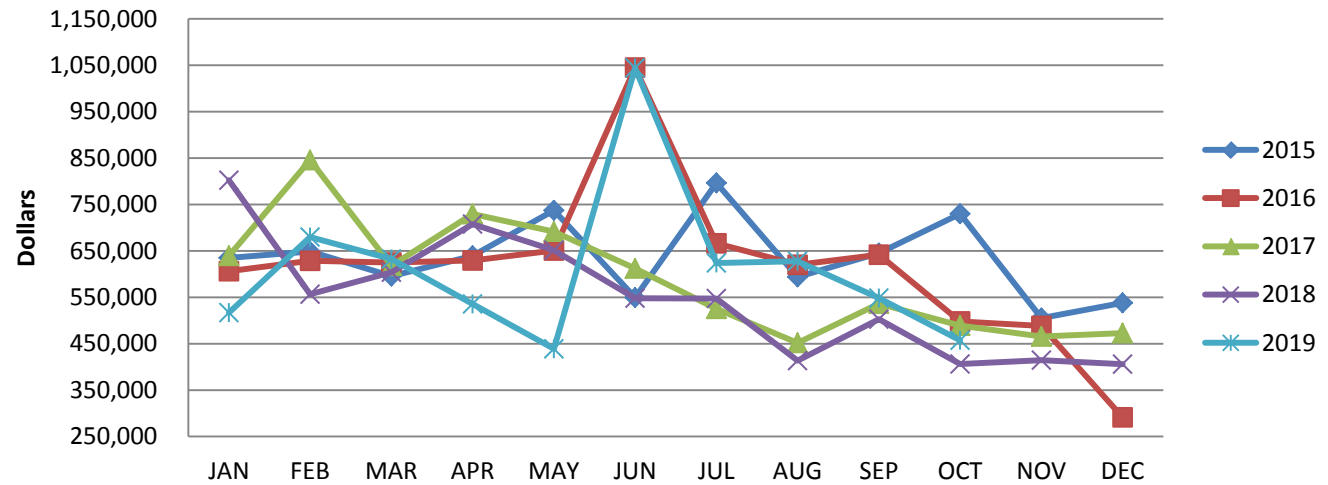
NET ASSETS



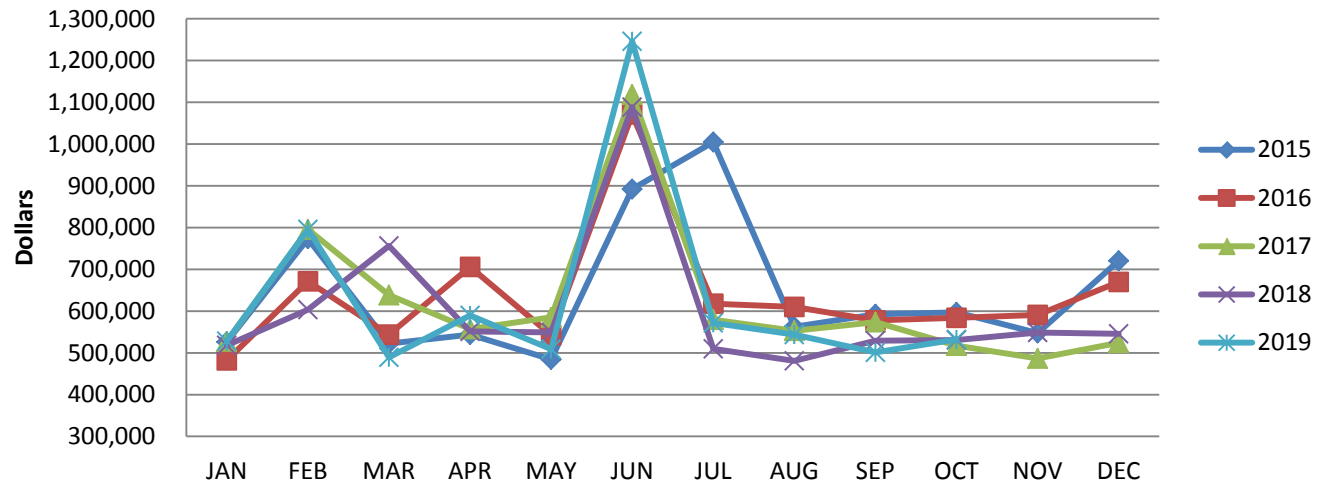
DUES




TOTAL REVENUE



TOTAL EXPENSES





Vision 2025

Preparing for Implementation

Building the Teams



Team Roles

- Engagement Champion – oversight; ensures timelines met; removes obstacles
- Team Members – strategic thinkers; researchers/data gatherers; experts; administrators; organizers; relationship builders; communicators/influencers
- Board of Trustees – general oversight; perspective; guidance



AWARDS

Chair: Rosanne Wolfe
EC Liaison: Eric Kohlsdorf
Month: January 9, 2020

The Awards committee will promote the new Community Service Award with a copy of the flier attached to the monthly email that is sent to all state and local chapter awards chairs and presidents of those chapters. It is stressed that this is for the 2021 awards year, which the qualifications begin April 1, 2020. Many chapters have mid-year strategic planning meetings so it is important that they are aware of this award as they make plans for their remaining terms.

Chapters are being encouraged to identify which awards they may submit applications for as well as reminded they should be assembling the documentation now.

The committee has formed a sub-committee that will work on the future of the Presidential Citation Award. As many of you know, we have been reviewing that award for over a year. There are basically three ways we can go regarding this award: an individual award, a chapter award or eliminated. Once the sub-committee has completed their task, it will come back to the Awards committee and the plan from there is to involve input from Chapter Leadership and Development Committee if it is to move forward.

Plans for the annual awards weekend are near complete and those involved will begin making travel arrangements for May 1-3.



OUIDA PETERSON COMMUNITY SERVICE AWARD

Awarding Your Chapter for Excelling in
Community Service

COMMUNITY SERVICE IS IMPORTANT

Your chapter should be recognized for the "extra" stuff you do. This award recognizes chapters that are excelling in community service by donating time, goods or services to organizations in need.



THINK OF WAYS YOUR CHAPTER HAS HELPED

Did you hold a fun-run to benefit your local community health clinic? Mentor students interested in a career in health care or our industry? Donate time and resources to clean up a local park? These are just some examples of projects you can submit for this award!

HOW CAN OUR CHAPTER APPLY?

The Committee will require a traditional score sheet, much like you currently complete with other award submissions. We want to know what your goal was for starting your community service project, if it was a physical or financial donation, how you planned the event, and the final outcome of the project.



AWARDING THOSE WHO HELP PEOPLE

Be a diamond among your peers. NAHU's Ouida Peterson Community Service Award will be awarded to only one state and one local chapter that excels in community service activities between April 1, 2020 and March 31, 2021. Criteria for submission is to follow.



"NO ACT OF KINDNESS, NO MATTER HOW
SMALL, IS EVER WASTED."

AESOP

nahu.org/resources/awards





CHAPTER & LEADERSHIP DEVELOPMENT

Chair: Cerrina Jensen
EC Liaison: Eric Kohlsdorf
Month: January 2020

We are looking forward to seeing all the Leaders at Capitol Conference in our nation's capitol! Our Leadership Forum will take place that Sunday, 2/23 (10:30am – 4pm) at the Hyatt Regency. All incoming state and local chapter presidents (current presidents-elect or vice presidents), executive directors or another chapter executive officer are invited to attend and participate in this event, where we will focus on tools and resources to help you lead your chapter. Along with informational sessions there will be multiple opportunities for open discussion where the participants can share their experiences and ask questions.

Space is limited and pre-registration is encouraged. We cannot guarantee a seat for onsite registrations. There is a limit of two officers per chapter. The deadline for registration is [Friday, February 14, 2020](#).

[Preliminary Agenda](#)

[Register Now](#)



Chair: Jim Stenger
EC Liaison: Pat Griffey
Month: January 2020

NAHU National Leaders Profile

- The committee has reviewed and approved the NAHU National Leaders Profile
- It will be submitted to the Board for approval on its January call.

2019 & 2020 Sunsetting P&Ps

- The 2019 & 2020 sunsetting P&Ps need to be reviewed prior to Capitol Conference. This deadline is established in a P&P.
- Teams have been assigned specific P&Ps to review and comment on.
- The deadline for comments is January 28.
- Brooke will distribute the appropriate P&Ps as Word documents to the different teams.

2025 Strategic Plan

- The committee has been tasked with specific goals in the plan.
- Jim proposed that the committee would start working on the following goal in March.
“Review and recommend modifications to improve Board effectiveness”



National Leaders Profile

Name: _____

Home Address: _____

Employer: _____

Work Address: _____

Phone: _____ Email: _____

Practice Area(s): _____

Professional Designation(s): _____

National/Regional/State/Local NAHU Leadership

Chapter/Committee	Position	Dates
_____	_____	_____ to _____
_____	_____	_____ to _____
_____	_____	_____ to _____

Other Non-Profit Leadership

Organization	Position	Dates
_____	_____	_____ to _____
_____	_____	_____ to _____
_____	_____	_____ to _____



Other Volunteer/Social/Community Involvement

Dates

_____ to _____
_____ to _____
_____ to _____

Education

School

Degree

Dates

_____ to _____
_____ to _____
_____ to _____

Have you ever had your professional license suspended or revoked? YES _____ NO _____

If yes, please explain. _____

Have you ever been convicted of a felony? YES _____ NO _____

If yes, please explain. _____

NAHU reserves the right to conduct a background check, you will be notified in this situation.

List Three Personal References

Name: _____ Contact: _____

Name: _____ Contact: _____

Name: _____ Contact: _____



List Two Chapter References

Name: _____

Contact: _____

Name: _____

Contact: _____

Please submit two letters of recommendation. One from a personal reference and one from a chapter reference.

Describe the structure of your work environment.

(Self Employed, Agency employee, number of years in business, number of employees, number of offices, etc.)

I certify that the information provided with this form is accurate and truthful.

Signature: _____

Print Name: _____

Date: _____

Thank you for submitting this form. This information will be reviewed by the Governance Committee and Nomination Committee. You may receive a follow up call once this information has been reviewed.



LPRT

Chair: Valerie Cramer, RHU

EC Liaison: Eric Kohlsdorf

Month: January 2020

- The LPRT Chapter Resources were well received. The committee is working on its January issue. The issue will include the following items in a format where they can be cut and pasted to newsletters, websites, etc.
 - Remind about the new LPRT tools for chapters, these are available on NAHU's website in the Awards Section
 - The LPRT applications will be opening on January 1
 - Tease the new layout for Find an Agent search results (see attached)
 - Upcoming video challenge for qualifiers to share why they are LPRT qualifiers
- LPRT Video Challenge is starting up in January
 - Guidelines will be created to help people respond to the video challenge including hashtags and posting options
 - The same questions can be used to interview qualifiers for ABS
- Capitol Conference
 - Pins will be stuffed into registered 2020 LPRT qualifiers badges, these will be round silver pins with an eagle's head
 - Committee members will get a pin in the shape of a star
- Priority Listing in Find an Agent
 - The Find an Agent search option is being updated to highlight Soaring Eagle qualifiers.
 - SE qualifiers will have a gold background and the SE logo
 - They will also appear at the top of every search function
 - Below is a sample of what the listing will look like.

Mute

Stop Video

Manage Participants

New Share

Pause Share

Annotate

Remote Control

More

5

Stop Share


316-221-184

Stop Share

health insurance needs of
and individuals seeking health insurance coverage.

Talking: Michael Sabin, Yun-Chalf

Displaying 9 people.

Michael L. Sabin Owner Exchange Broker Certifications: KS, MO The Sabin Agency 16257 S. Lennox St Olathe, KS 66062 Work Phone: (913) 856-4322 Fax: (913) 428-5501	Chapter: KSKANSASCTY Web Site: http://thesabinagency.com E-mail: thesabinagency@yahoo.com Practice Areas: Medicare, Dental	vCard:  
Jerry W. Baxter RHU Exchange Broker Certifications: KS, MO Cornerstone Insurance Solutions, LLC 11797 S Hagan St Olathe, KS 66062	Chapter: KSKANSASCTY Practice Areas: Individual Plans, Disability, Small Group, Medicare, Retirement, Dental	vCard: 
Beverly Gossage Owner Exchange Broker Certifications: AR, AZ, DC, FL, GA, IA, IL, IN, KS, LA, MD, MI, MN, MO, NC, NE, OK, SC, TN, TX, VA, WI HSA Benefits Consulting 9325 Evening Star Terr Eudora, KS 66025 Work Phone: (913) 207-6141 Fax: (785) 542-3432	Chapter: KSKANSASCTY Web Site: http://www.hsabenefitsconsulting.com E-mail: beverly@hsabenefitsconsulting.com Practice Areas: Long Term Care, Individual Plans, TPA, Disability, Large Group, Self Insured, Small Group, Medicare, Dental, Worksite Mtg	vCard: 
Mr. Jess F. Knoth Principal NAHU Certifications: Self-Funding Exchange Broker Certifications: KS, MO, NE, OK BENEPLUS LLC 11253 S Race St Olathe, KS 66061-7804 Work Phone: (913) 226-6548 Fax: (913) 747-9347	Chapter: KSKANSASCTY E-mail: jess@bensolulic.net Practice Areas: Long Term Care, Individual Plans, TPA, Disability, Large Group, Self Insured, Managed Care, Small Group, Medicare, Retirement, Dental, Worksite Mtg	vCard: 
Belinda Davis Insurance Agent Insurance Agent 221 Deerfield Ln Lawrence, KS 66049 Work Phone: 785-691-6779	Chapter: KSKANSASCTY E-mail: davidbelinda@outlook.com Practice Areas: Disability, Large Group, Managed Care, Medicare, Retirement	vCard: 
Mr. David Hornick Principal Hornick and Associates, LLC 24518 159th Street Leavenworth, KS 66048-7334 Work Phone: (913) 351-3721 Fax: (913) 351-3722	Chapter: KSKANSASCTY E-mail: hornickandassoc@aol.com Practice Areas: Individual Plans, TPA, Disability, Large Group, Self Insured, Managed Care, Small Group, Dental, Worksite Mtg	vCard: 
Ms. Jacqueline Qualizza President		vCard: 

○



Media Relations Committee January 2020 BOT Report

The Media Relations Committee is starting off 2020 by assisting the Membership Council with the **#justaskone** social media campaign – round 2. The materials that Kevin Trokey created have been sent to all MRC members for distribution to regional, state and local representatives. Along with the Membership Council, we are hoping to create a habit with members of asking their professional contacts to join NAHU, on a consistent basis, not just during our campaigns.

The MRC is working on a Media Training event on Monday, February 24 from 8-9 a.m. The class will feature two topics: First, Kelly Loussedes is working on a guest speaker from the local media who will talk about increasing the effectiveness of our media efforts in our local areas. The second half of the time will be Media Militia spokesperson training, featuring David Mordo, MRC Media Militia (MM) Chairperson. There are also awards points for the Pacesetter and Landmark Awards for local and state media chairs who attend the media training. We will be pushing this to hopefully boost attendance.

In order to attract the appropriate MM members, David has worked closely with Kelly to update the MM application. Additionally, the MM will be combined with the NAHU Speaker's Bureau so that we will have a single entity with subject matter experts who will work with the media as well as do public engagements. The new application should be out in the next few weeks.

The MRC is working on a social media campaign will be conducted while we are in Washington, DC, to **#stormthehill**. We will be providing easy copy and paste messages that members can post on all social media platforms. Watch for the campaign in the weeks leading up to **#capcon**.



NOMINATIONS

Chair: Rusty Rice

Month: January 2020

All open positions for the 2020-2021 Board of Trustees have been filled and nominations have been complete. Campaign Guidelines will be distributed to all candidates.

President-elect: Eugene Starks

Vice President: Kelly Fristoe

Treasurer: Eric Kohlsdorf

Secretary: Alycia Riedl

Secretary: Ed Oleksiak

Region 2 VP: David Mordo

Region 4 VP: Paul Scholz

Region 6 VP: Doris Waller

Region 8 VP: Patrick Burns



PROFESSIONAL DEVELOPMENT

Chair: Jill Pedersen
Vice Chair: Susan Rider
Liaison: Eugene Starks
Month: January 2020

NAHU Courses - Reboot & New

- *Account Based Health Plans – Health Savings Comparisons (Formally CDHC)*
- *Health Insurance 101*

Annual Convention

- *PD Day schedule is confirmed and topics in progress*

New Business –

- *SHRM – course approval for Employer-Sponsored Plans, Health Insurance 101 and Single-Payer Healthcare – Truth and Consequences, Benefit Account Manager (eta 01/15)*
- *Group Benefits: Basic Concepts and Alternatives – Temple University placed 2nd semester textbook order*
- *UBA – NAHU contracted as education provider for 2020 Producer Academy Spring/Fall*
- *Medicare – carrier/CMS approved certification under development*

Old Business

98 REBC graduates 2019 (final count) – Communicated in January/February issue of ABS, Annual Convention General Session and state/local Press Release

Classroom Schedule

1/30/2020	North Carolina AHU	Single Payer	Janet Trautwein
2/11/2020	Ohio AHU	Single Payer	David Mordo
2/11/2020	Central Virginia AHU	Self-Funding	David Smith
3/26/2020	South Carolina AHU	Medicare	Maggie Stedt
3/26/2020	Metro Detroit AHU	Single Payer	Janet Trautwein
3/31/2019	Baton Rouge AHU	Single Payer	Reid Rasmussen
04/14/2020	Orange County AHU	Single Payer	Janet Trautwein
4/15/2019	Washington AHU	Single Payer	Janet Trautwein
5/18/2020	BenefitsPRO Expo	Single Payer	Reid Rasmussen
6/7/2020	Virginia AHU	ASF	David Smith



VANGUARD

Chair: Mark Fox

EC Liaison: Eric Kohlsdorf

Month: January 2019

Green items are action items.

- Vanguard took off November and December. We are back in force now!
- We sent you this link a few months back and only 2 regional VP's shared it with their team. Please make sure the rest of you send this out to your State Presidents. Vanguard needs it to come from you so the State President will actually take 3 minutes and watch the video. Thanks for your help. Here is the link again.
<https://youtu.be/C0ZIE8lOw34>
- What's up with Region 4 and Region 7? Is there no one qualified to fill the regional Vanguard chair spot? Please let us know if you have any ideas or solutions on how we can fill these two spots. We've had no luck. Email us at Vanguard@nahu.org
- Ongoing Vanguard research projects:
 - Vanguard/HUPAC Bowling Event
 - Vanguard Charity drive
 - Interactive website updates
 - Vanguard's national message to clarify the purpose of Vanguard.
 - Live video presentations to reduce travel expenses
 - Vanguard onboarding process
 - Video archive for chapter level meeting speakers and content
- If you have any questions, email us at Vanguard@nahu.org.

National Association of Health Underwriters
BALANCE SHEET
November 30, 2019

	This Year	Last Year	Variance	% Increase(Decrease)
ASSETS				
CURRENT ASSETS				
Operating Cash and Cash Equivalents	128,633.42	387,061.18	(258,427.76)	-66.77%
Accounts Receivable, Net	226,517.95	233,065.33	(6,547.38)	-2.81%
Prepaid Expense	135,774.34	69,915.79	65,858.55	94.20%
Total Current Assets	490,925.71	690,042.30	(199,116.59)	-28.86%
LONG TERM INVESTMENTS, at Fair Value				
Equity Securities	1,105,268.73	1,162,524.54	(57,255.81)	-4.93%
Total Long Term Investments	1,105,268.73	1,162,524.54	(57,255.81)	-4.93%
PROPERTY AND EQUIPMENT, at Cost				
Office Furniture and Equipment	571,127.95	385,864.59	185,263.36	48.01%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(760,651.37)	(634,921.51)	(125,729.86)	19.80%
Total Property and Equipment	271,430.51	211,897.01	59,533.50	28.10%
LONG TERM ASSETS				
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%
DEPOSITS	37,161.60	37,161.60	0.00	0.00%
TOTAL ASSETS	1,954,786.55	2,151,625.45	(196,838.90)	-9.15%
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accounts Payable and Accrued Expenses	115,009.38	188,573.00	(73,563.62)	-39.01%
State and Local AHU Dues Payable	259,160.26	129,259.31	129,900.95	100.50%
Deferred Revenue - Membership	1,834,144.39	1,432,970.83	401,173.56	28.00%
Deferred Revenue - Conferences	89,516.50	230,733.50	(141,217.00)	-61.20%
Total Current Liabilities	2,297,830.53	1,981,536.64	316,293.89	15.96%
LONG TERM LIABILITIES				
Deferred Rent Obligation	160,684.91	211,877.81	(51,192.90)	-24.16%
Deferred Tenant Allowance	86,810.68	132,103.12	(45,292.44)	-34.29%
Total Long Term Liabilities	247,495.59	343,980.93	(96,485.34)	-28.05%
TOTAL LIABILITIES	2,545,326.12	2,325,517.57	219,808.55	9.45%
NET ASSETS				
Net Assets, Beginning of Year	(247,765.85)	379,699.69	(627,465.54)	-165.25%
Current Year Activity	(342,773.72)	(553,591.81)	210,818.09	-38.08%
TOTAL NET ASSETS	(590,539.57)	(173,892.12)	(416,647.45)	239.60%
TOTAL LIABILITIES AND NET ASSETS	1,954,786.55	2,151,625.45	(196,838.90)	-9.15%



Finance Committee Teleconference

Date: January 13, 2020

MINUTES

1. Roll Call

Present: Kelly Fristoe, Eugene Starks, Ray Magnuson, Paige Phillips, David Smith, Susan Rider, Laura Firestone, Mike Deagle, Janet Trautwein, Jennifer Murphy

Excused: Scott Wham

2. Approve Agenda - Motion was made by Paige, second by Mike and the motion carried.

3. Discussion of 2018 Audit – Nat Bartholomew and Taylor Schafbuch from Clifton Larson Allen joined the call. The auditors reviewed the overall audit process and the financial statements with the committee.

Motion was made to accept the draft audited financial statements by David, second by Ray and the motion carried.

4. Comments and discussion concerning the monthly financial report

November 2019 Financial Statements and Trend Analysis - the committee reviewed the statements and other reports and discussed the following –

- Dec financials will probably not change the YTD loss as of Nov
- We have many single-payer classes scheduled for 2020
- In an effort to continue to address the shortfalls in revenue, the committee is going to meet in a few weeks to discuss what further expenses can be cut from the 2020 budget

Motion to accept the financials as presented was made by David, second by Paige and the motion carried.

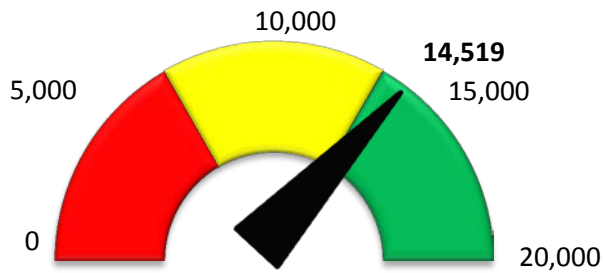
5. New Business - None

6. Adjourn

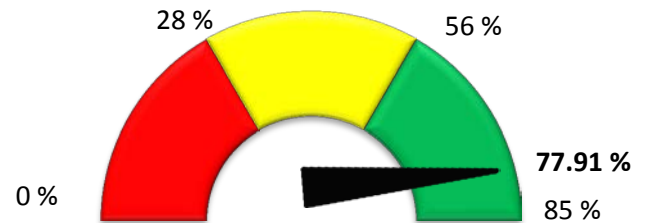


NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT NOVEMBER 2019

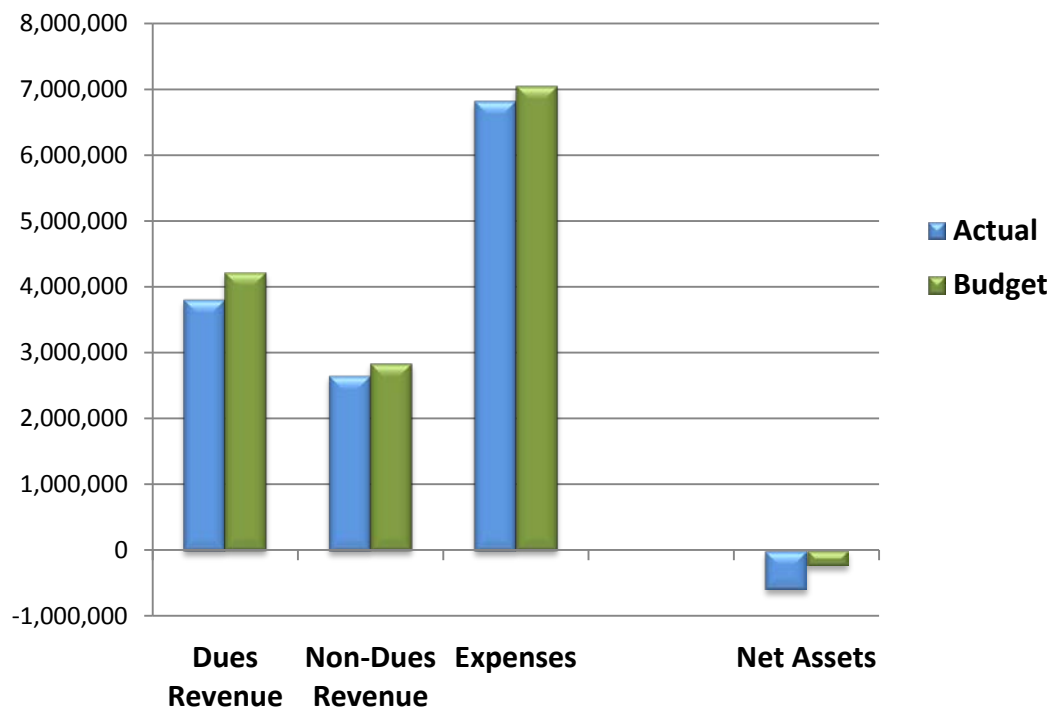
MEMBERSHIP



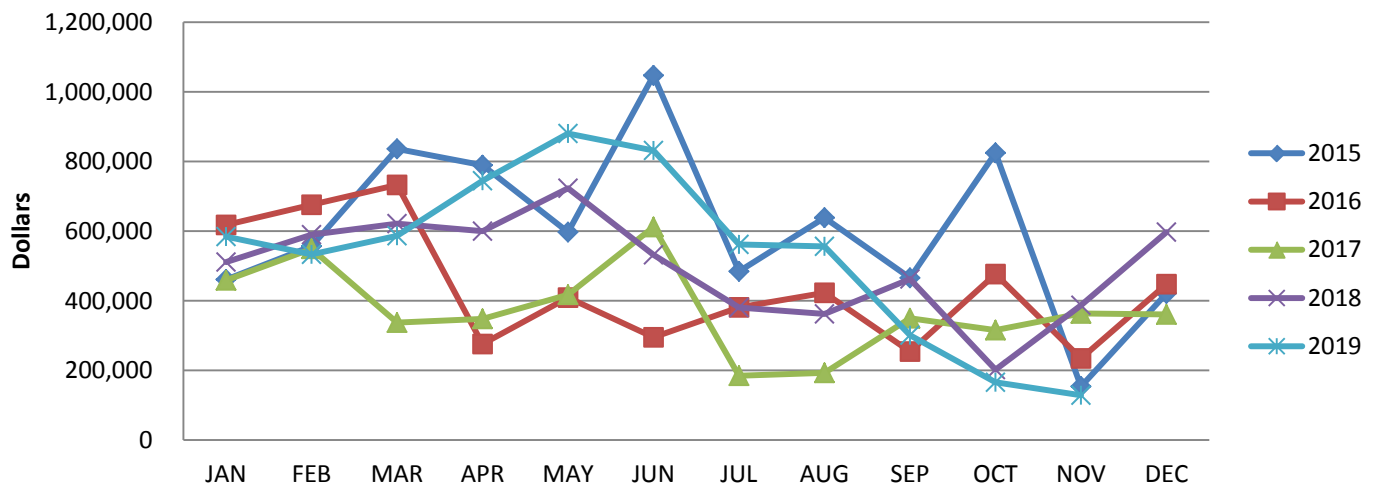
RETENTION



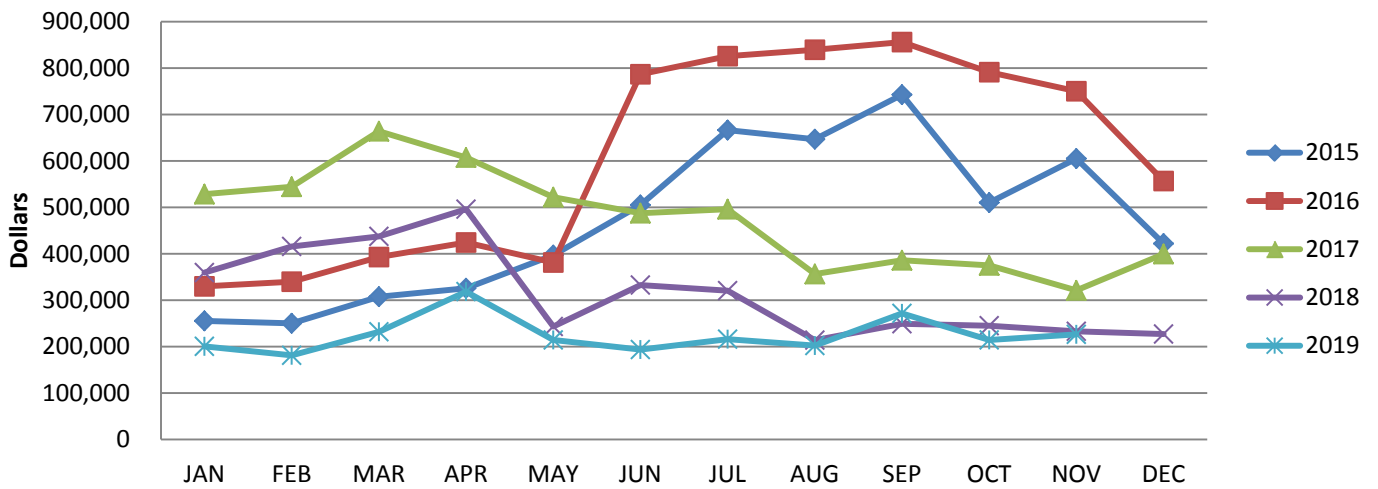
2019 TOTAL FINANCIAL RESULTS



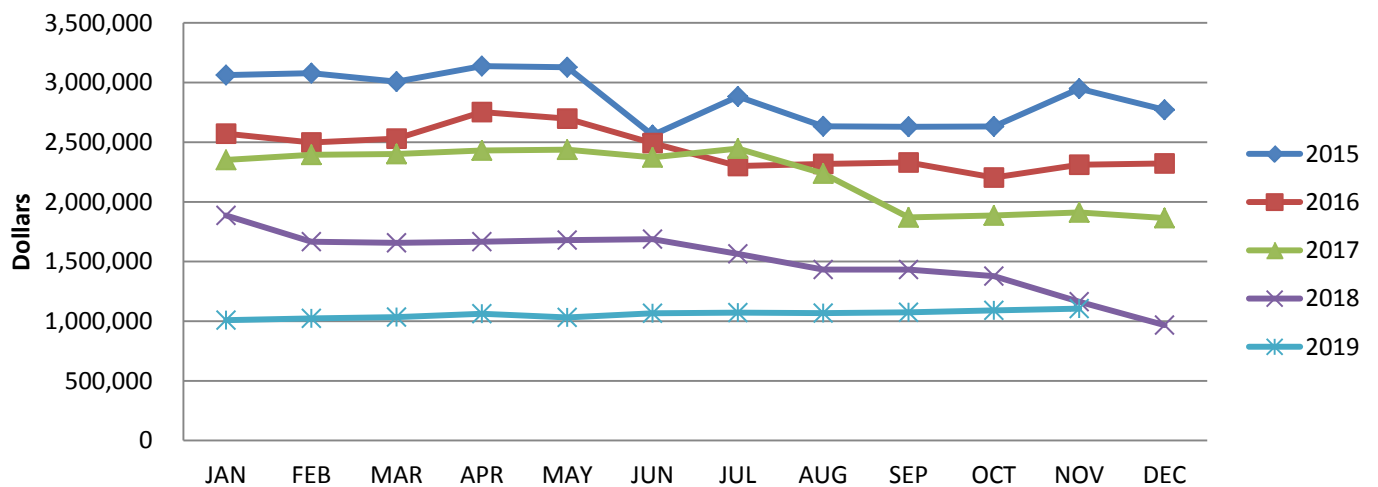
CASH



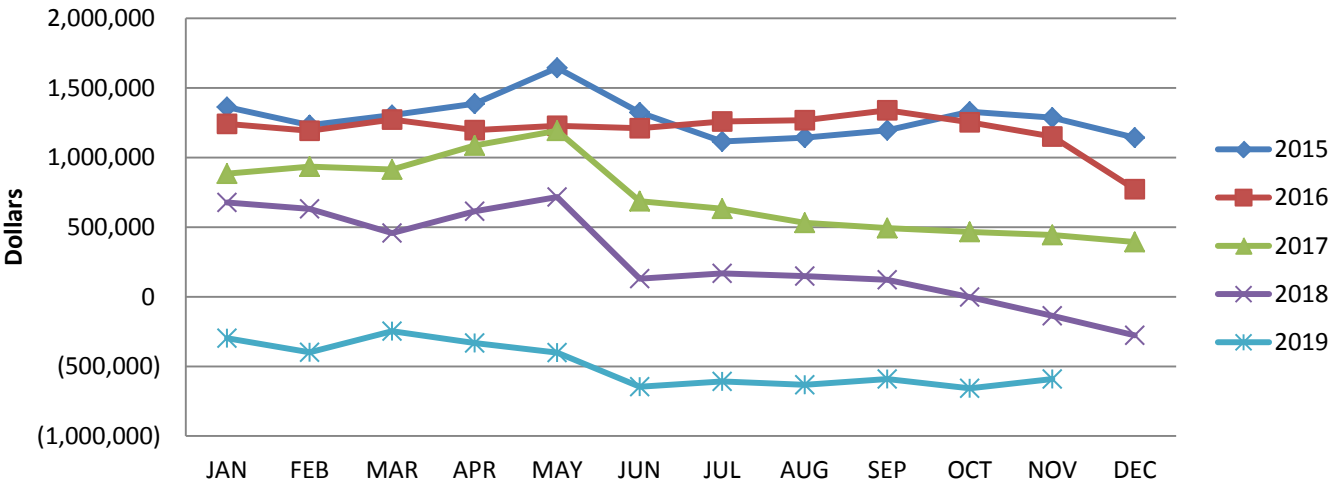
ACCOUNTS RECEIVABLE



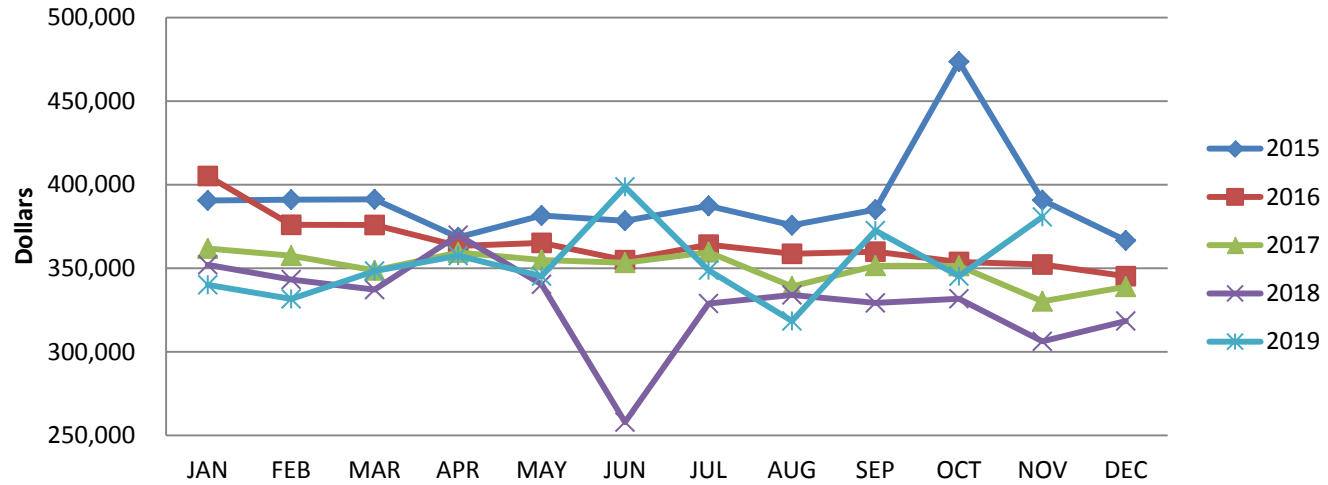
INVESTMENTS



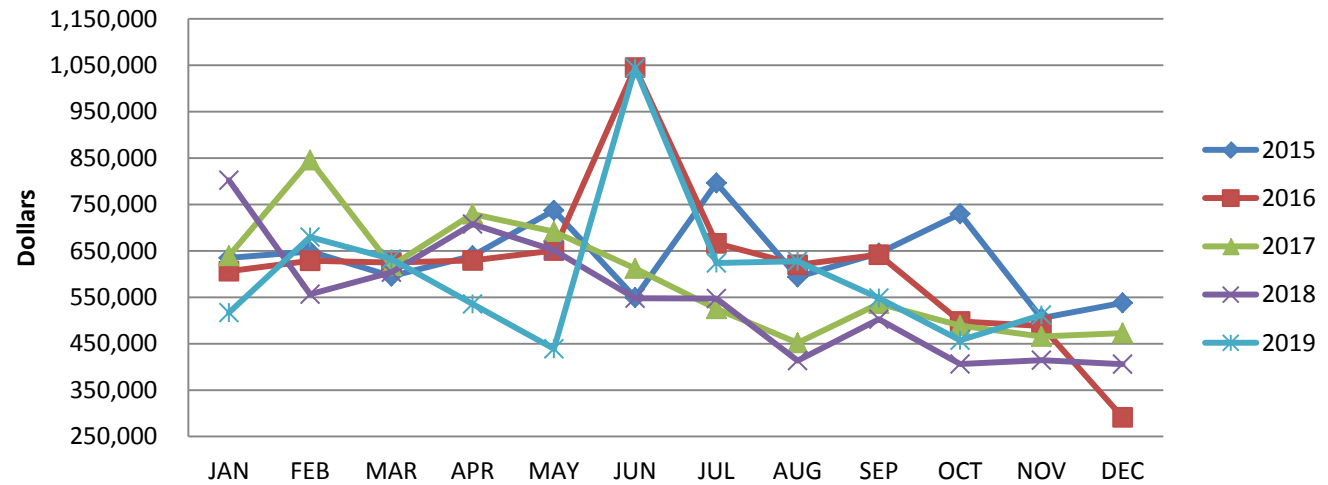
NET ASSETS



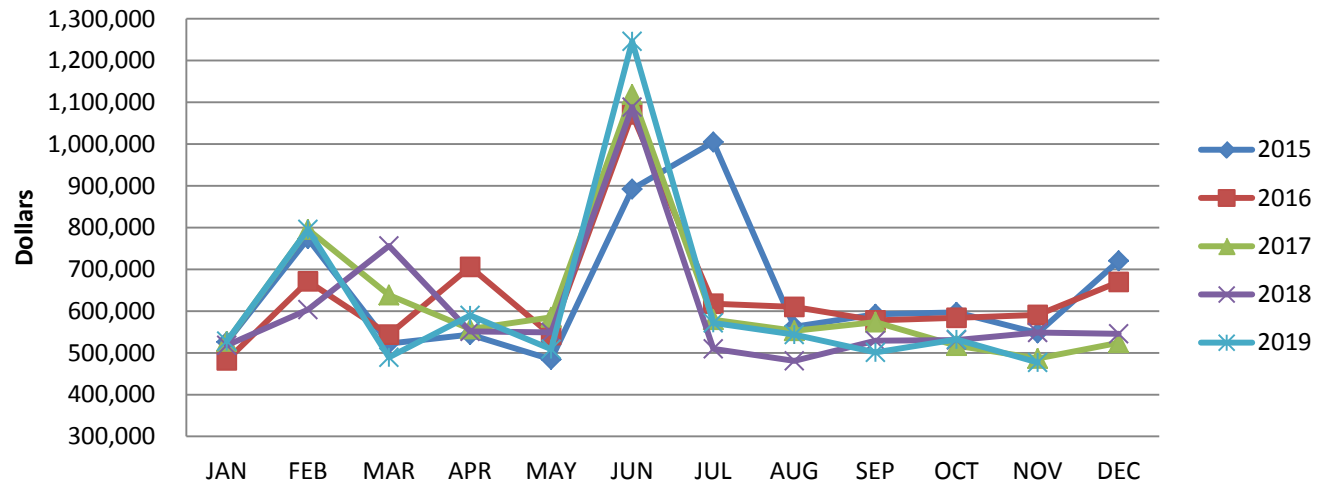
DUES



TOTAL REVENUE



TOTAL EXPENSES





EVP/CEO Report January and February 2020

- NAHU's offices will be closed 1/1/20, New Year's Day, 1/20/20 for Martin Luther King Day, and 2/17/20 for President's Day.

CEO Travel

Date	Location	Purpose
1/16/2020	Dallas, TX	Aliera – One share Health Visit headquarters – clarify mission and recruit
1/26—27/2020	Las Vegas, NV	Large Corporate Partner meeting - recruit
1/30-31/2020	Raleigh and Greensboro, NC	Teach Single Payer Class and visit large agencies - recruit
2/27/2020	Phoenix, AZ	Large Corporate Partner meeting - recruit

Government Affairs

- Legislative and Regulatory:
 - Repealed Cadillac Tax and HIT. HIT repeal effective 1/1/21 so still in place for this year.
- Submitted comments or letters on:
 - Medicare PlanFinder requesting OEP for Medicare Part D
 - Medicare Anti-Kickback proposed rule
 - Modernizing and Clarifying the Physician Self-Referral Regulations (Stark Law) proposed rule
 - ICHRA proposed rule
 - Price Transparency proposed rule (comments due January 29)
- The next ***Live from NAHU!*** broadcast is scheduled for January 30th. On the eve of the Iowa Caucuses with Mary Buckner. Upcoming dates are as follows:
 - July 9 - ***LIVE FROM NAHU!*** Primary Season is Over with Marcy Buckner
 - October 8 - ***LIVE FROM NAHU!*** One Month Out, the State of the Election with Janet Trautwein
 - November 12 – ***LIVE FROM NAHU!*** The Results Are In... with Janet Trautwein
- The next 3 ***Compliance Corner*** broadcasts are as follows:
 - January 16 – Compliance Corner, HIPAA with Jason Karn from totalHIPAA
 - March 19 – Compliance Corner (topic TBD, most likely cafeteria plans and SPDs with Barb Gerken)
 - April 16 – Compliance Corner, Non-Discrimination Testing, Section 125 and 105, with Jen Berman

HUPAC

- HUPAC set a non-election year record by bringing in over \$616,000 to the candidate fund in 2019. The previous record was just over \$598,000 set in 2017.
- HUPAC brought in a combined \$815,000 in candidate and administrative fund contributions in 2019.
- HUPAC has grown by 32% in non-election year contributions when compared to 2013 and has grown every non-election year since then.

Public Relations

■ **Open Enrollment Media Activity**

NAHU held our second annual Open Enrollment Social Media Campaign in the fall. The objective of this campaign was to combine the efforts of NAHU members across the country to reach out to their social media community and showcase the value of agents and brokers during open enrollment. **Our next campaign will take place during Capitol Conference.**

■ **Editorial Success**

We've had great success with our op-ed placements in Q4 on key issues such as Public Option, Single-Payer and Open Enrollment. Highlights include top-tier placements in the Philadelphia Inquirer, The Tennessean, The Commercial Appeal, the Detroit News, the Orange County Register, and Kaiser Health News. Total print audience exceeded 1.2 million readers, and total online audience surpassed 28 million.

■ **Op-Ed on Open Enrollment**

San Francisco Examiner (San Francisco, CA) 11/24/2019

The Tennessean (Nashville, TN) 12/5/2019

The Commercial Appeal (Memphis, TN) 12/8/2019

KHN Morning Briefing (Washington, DC) 12/9/2019

■ **Op-Ed on Single-Payer**

Detroit News (Detroit, MI) 12/1/2019

KHN Morning Briefing (Washington, DC) 12/2/2019

Southern Chester County Weeklies (West Chester, PA) 12/6/2019

The Cordell Beacon (Cordell, OK) 12/11/2019

Springfield Advance Press (Springfield, MN) 12/11/2019

Odessa American (Odessa, TX) 12/22/2019

Carolina Panorama (Columbia, SC) 12/25/2019

North State Journal (Raleigh, NC) 12/26/2019

Peoria Times (Glendale, AZ) 12/26/2019

Post-Journal (Jamestown, NY) 12/28/2019

Houston Style (Houston, TX) 12/30/2019

San Fernando Sun (San Fernando, CA) 12/31/2019

■ **Op-ed on Public Option**

Orange County Register (Santa Ana, CA) 12/26/2019

San Gabriel Valley Tribune (Monrovia, CA) 12/26/2019

Whittier Daily News (Whittier, CA) 12/26/2019

The Sun (San Bernardino, CA) 12/26/2019

Long Beach Press-Telegram (Long Beach, CA) 12/26/2019

Los Angeles Daily News (Los Angeles, CA) 12/26/2019

Inland Valley Daily Bulletin (Rancho Cucamonga, CA) 12/26/2019

Daily Breeze (Torrance, CA) 12/26/2019

Press-Riverside Enterprise, (Riverside, CA) 12/26/2019

Pasadena Star-News (Pasadena, CA) 12/26/2019

Professional Development

■ Classroom Events for Certifications

1/30/2020	North Carolina AHU	Single Payer	Janet Trautwein
2/11/2020	Ohio AHU	Single Payer	David Mordo
2/11/2020	Central Virginia AHU	Self-Funding	David Smith
3/26/2020	South Carolina AHU	Medicare	Maggie Stedt
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04/14/2020	Orange County AHU	Single Payer	Janet Trautwein
4/15/2019	Washington AHU	Single Payer	Janet Trautwein
5/18/2020	BenefitsPRO Expo	Single Payer	Reid Rasmussen
6/7/2020	Virginia AHU	ASF	David Smith

- **New!** Account Based Health Plans Course – Updates former CDHC course – covers new HRAs as well HSAs and other Account-based plans
- **CIGNA - New!** Premier Sponsor of NAHU's Self-funding and Advanced Self-funding certification courses
- **New!** NAHU signs on as UBA's Producer School education provider Spring/Fall summit (begins May 2020)

Communications

- Ad sales for 2019 came in at \$559,000 for the magazine, website and electronic newsletters -- \$39,000 over what we budgeted.
- Over the past year, we sent 200 messages through MagnetMail. The average delivery rate was 99.1%. The average open rate was 48.2%. The average opt-out rate was .0009%.
- We've continued to refine and improve all of our communications, and we've trained other staff to be able to send email blasts in case both Alex and I are out.

Capitol Conference

- Chapter Cap Con Contest
 - Promote attendance by having states send more members than they did last year.
 - There will be a first, second & third place winners
- Current registration is 577.

Finance

- Completed 2018 Taxes & Audit
- Working on closing out books for 2019
- Finance Committee going to meet to discuss any necessary changes to 2020 budget

Awards

- Awards Judging Weekend will be in DC May 1-3.
- The Legislative Awards have been set up in the same format; all awards have the same application process.

Chapter Leadership & Development

- The monthly chapter leadership calls continue to be a good draw. Recordings of the calls are posted to the training portal for all leaders to review.
- Sponsorship is being pursued for the Leadership Forum.
- Chapter Certification spreadsheets are being distributed to the state and local chapters. This spreadsheet will cover the status of each chapter including the state. The goal is to help chapters become certified and more states to receive the Blue Ribbon of Excellence

LPRT

- The Find an Agent program has been up dated to provide Soaring Eagle qualifiers with priority status. Qualifiers will be highlighted with a yellow background and Soaring Eagle logo.
- The 2020 LPRT application has been opened.

Nominations

- There are nominations for all open 2020-2021 Board of Trustees positions.

Governance

- The committee is finalizing its review of all sunseting P&Ps.
- The committee continues to review and evaluate governance processes to support the organization

Membership

- January Membership Campaign
 - Campaign for new members
 - \$40 off National dues if joining in the month of January
 - Promote our HIT & Cadillac Tax success (40% excise tax)
- Just Ask One Campaign – Version 2
 - Tuesday, January 14
 - Email communications were sent to chapter officers & all members
 - Social Media posts started the week before & continued throughout the campaign day
 - Campaign was also posted in the Newswire & President's Prospective
 - Special webpage & code have been set up to help with tracking success
- Chapter 7% Membership Growth Contest
 - Video has been made
 - Communications with updated standings has been sent to the chapters
- Agency Membership
 - There will be an organized push for the Agency Membership Program starting in January 2020. With 4th quarter over, many of these agencies now have time to look at this program and decide on its value. We will be focusing on the 20 agencies on NAHU's list bill that have expressed interest, as well as over 30 agencies that had an invoice sent to them. We will also be sending out new correspondence to prospective agencies.
 - As of 12/31/2019, 63 new members have been signed up through the Agency Membership Model program.

Medicare Summits

- Medicare Summits are a great way to promote your chapter and NAHU, as well as bringing in new members. Last year NAHU chapters conducted over 30 Summits, and there are at least that many planned for 2020. Please contact Bob Tretter if your chapter plans on running a Medicare Summit so he can help you with promotion and other sponsorship opportunities.

Corporate Partner/Principals Council News

- Secured customized corporate partner proposals for Holmes Murphy and Johnson & Johnson under a new arrangement to increase our membership and revenue from the larger agencies. Resulting in \$39,000 in new revenue and 102 new members.
- Special membership campaign (\$50 off new or renewing members) for General Agency Principals Council members and national producer groups to promote their partnership with NAHU and recruit new members (December)
- Strategic recruitment efforts and outreach continues with large agencies
- Special Capitol Conference pricing (10% discount) offered to 100+ corporate partners
- NAHU's Endorsed and Affinity Partners brought in \$3,189 in revenue during Q4 of 2019. We anticipate receiving approximately \$37,500 more for 2019 royalties. We're revaluated many existing contracts, adding new products for 2020 to boost our opportunity for additional revenue sharing
- Launching new affinity partner, MedCom, an ACA compliance solution specializing in tracking, HIPAA, reporting, COBRA, etc. in January 2020. They will also be a sponsor of Capitol Conference 2020.

Staff news

- Mo Abdelaziz joined the team as Government Affairs Coordinator. He will be focusing on assisting the Government Affairs department and HUPAC with administrative tasks and coordinating NAHU's social media. Mo replaced Dan Parker who was promoted when Dan Samson left NAHU in December.
- January and February Anniversaries
 - Bob Tretter 1/1 3 years
 - Husni Abdelaziz 1/1 5 years
 - Kelly Loussedes 1/29 18 years
 - Megan Mamarella 2/16 3 years
 - Robin Moore 2/15 20 years
 - Martin Carr 2/9 22 years
- January and February Birthdays
 - Dan Parker 1/26



AWARDS

Chair: Rosanne Wolfe
EC Liaison: Eric Kohlsdorf
Month: February 6, 2020

There are not a lot of new items to bring to the BOT at this date. The chapters are being reminded to start working on their award submissions, if they have not already started. The lists of supporting data have been posted on the NAHU website. The due date for Awards submissions this year has been extended to Monday, April 6, 2020 because the normal due date of April 5th falls on a Sunday. While all awards must be submitted electronically, and there is not a need to move a Sunday due date, it just seemed reasonable to follow prior protocol of pushing due dates to Monday when they fall on the weekend. Chapters have also been reminded to contact their Regional Awards Chairperson if they need any assistance or have questions.

We are looking forward towards receiving many submissions to be judged at our annual awards judging weekend the first of May. Best wishes to all seeking recognition.



CHAPTER & LEADERSHIP DEVELOPMENT

Chair: Cerrina Jensen
EC Liaison: Dane Rianhard
Month: February 2020

MAJOR PROJECTS & PROGRESS

1. Leadership Forum:
 - Agenda, Program and Speakers confirmed.
 - Registration and Information pages posted at NAHU.org
 - Seeking sponsor(s).
2. Communication Program: Streamline access, ease of use, and awareness of Chapter Tools.
 - **Chapter Leaders group on LinkedIn now has 57 members.** Please consider joining! <https://www.linkedin.com/groups/12285455/>
 - **After LF, will audit and update leader resources posted to NAHU.org.**
3. Regional Communications: Continually relay the various channels of communication and who does what in our association.
4. Chapter Tools & Resources: Evaluate existing tools & resources and refine as needed.
 - **After LF, committee will work on updating the Leader Guidebook for Presidents Elect.**
 - Ongoing promotion and navigational support.
5. Chapter Certification: Evaluate existing program and recommend any necessary edits.
 - Project completed.

END OF REPORT

GOVERNANCE COMMITTEE REPORT
FEBRUARY 18, 2020 BOARD OF TRUSTEES TELECONFERENCE

The Governance Committee has reviewed 30 Policies and Procedures (P&Ps) documents which were due for review and updating. The Committee agreed on the recommendations to the Board of Trustees for updates to the P&Ps. Several P&Ps needed updating while other P&Ps were in no need of change. We are recommending one P&P review be deferred until after the Annual Meeting in Chicago.

We have included versions of the P&Ps before and after the recommended edits to facilitate the review of the recommendations by Board Members. The references to the P&Ps are consistent with the new Codification Index which was previously approved by the Board of Trustees. Please refer to the online P&P codification document for the complete text of each P&P.

There are three categories of P&Ps in this document; 1) No Changes, 2) Deferred Action and 3) Recommended Changes.

1) No Changes

➤ **Section I**

- (F): Implementation of Policies and Procedures
- (K): Investment Policy

➤ **Section II**

- (C): Conflict of Interest
- (E): Email Voting Procedure for NAHU Committees
- (P): Business Transactions with Interested Parties
- (U): Changes in Board of Trustees Membership
- (W): Binding Contracts
- (X): Competitive Bidding
- (Y): Clearing Uncollectible Accounts Receivable
- (Z): Membership Retention and Renewals (move to new Section III(A)(i)(2))
- (AA): Routing of New Member Applications (move to new Section III(A)(i)(3))

➤ **Section III**

- (B)(i)(2): Leading Producers Round Table
- (B)(i)(3): Chapter Leadership and Development
- (B)(i)(4): Media Relations Committee

2) Deferred Action

➤ **Section I**

- (J): Regional Conference Revenue and Expenses

3) **Recommended Changes** (red highlights)

➤ **Section I**

(B): Board of Trustees Decision Process

PURPOSE: To establish an effective process of decision making by the Board of Trustees.

POLICY: All matters to be considered by the Board of Trustees for approval or other action concerning budget items, policy items, or position statements shall be in compliance with the procedures established in this P&P, and only allow for exceptions with a three-quarter majority vote of the Board. It is the responsibility of each member of the Board of Trustees to be prepared for each meeting by reviewing the material available and obtaining answers to questions, where possible, prior to the meeting.

PROCEDURES:

- **Notice.** For all meetings (including those conducted by teleconference or other electronic means), a complete agenda will be distributed not less than five (5) calendar days in advance. This agenda should include relevant reports, background materials and contact information for questions to be answered prior to the meeting.
- **Meeting Management.**
 - It is the responsibility of the President to manage each meeting and topic in a manner consistent with the spirit of debate, respect for the time available and the urgency of matter being considered.
 - Meetings shall be conducted in accordance with the Standard Code of Parliamentary Procedure (Sturgis), requiring a motion and a second to the motion to take an identified action prior to beginning discussion of the topic requiring a Board decision.
 - Discussion on the matter shall remain respectful of each opinion expressed, but less focused on gathering information, but instead toward reaching a decision.
 - Board decisions/votes will be conducted and documented including dissenting votes and abstentions.
- **Types of Board Decisions on Policy-Related Matters.** Recognizing that some decisions are necessary to provide direction to committees and/or staff, and others are intended to be more permanent in terms of handling certain matters, the Board's decisions will fall into one of two types:
 - **Policy Decisions.** These may be formal or informal and reflect the will of the Board of Trustees on matters concerning strategic plan implementation, program creation or development (e.g. rules for awards or LPRT qualification), and other matters that require a decision that reflects the Board's intent as to current matters. This would also include consideration of proposed Legislative positions or white papers and should be adopted with the current needs of NAHU in mind.
 - **Adopting Policy & Procedure.** When there is a need to establish a more permanent expectation for action or operation within NAHU, the Board should adopt a Policy and Procedure, in a manner consistent with other P&Ps.
- **Information to enable Board decisions.** When a request is being made to the Board of Trustees for action, all recommendations should be accompanied by a written report to include (as necessary):
 - Project Description
 - Goal(s) of the Endeavor and Relationship to Strategic Plan or advancing NAHU's mission and/or values
 - Pros and Cons of the Proposed Action
 - Staff requirements
 - Volunteer Leader and/or Committee requirements
 - Workflow including a timeline for completion

- Budget requirements including a fiscal impact statement that addresses:
 - **Adequacy: revenue should be adequate to fund the proposed endeavor;**
 - **Efficiency: expenditure should be as broad as possible to minimize the impact to any one-line item;**
 - **Simplicity: endeavor should be as simple and clear as possible to minimize administrative and audit costs;**
 - **Accountability and Transparency: endeavor should be easy to monitor and evaluate and be subject to periodic review;**
 - **Beneficial: endeavor shall be beneficial to NAHU on one or more levels: recurring benefit, nonrecurring benefit, non-quantifiable benefit;**
 - **Costs: the cost of the endeavor quantified on a one-time or annual cost on a recurring or non-recurring basis. Cost analysis shall include an evaluation of the overall current global budget position including any pended projects not currently reflected.**
 - **The role of the endeavor in the NAHU Strategic Plan or in advancing NAHU's mission.**
- The Board of Trustees shall act as a body; while individual opinions are encouraged during discussion and debate, once a vote has been taken, all members of the Board will support the decision consistent with the Speak with One Voice policy. Exceptions will be made for dissenting opinions based on moral objections.

FINANCIAL IMPACT: Cost of meetings and teleconferences.

STATUTORY NOTE: This section replaces Policy No. 03-02-B, which was originally adopted on June 23, 2003. SUNSET DATE: 2023

(C): Duties of the Secretary

PURPOSE: To insure proper minutes are taken, distributed to leadership, and maintained as permanent records and that the Association's Bylaws and Policies and Procedures are kept up to date.

POLICY:

- A. The Secretary shall be responsible for minutes taken at all Executive Committee, Board of Trustees, and House of Delegate meetings, which shall be posted to the Board of Trustees webpage no later than five (5) calendar days prior to the next regularly scheduled meeting.
- B. The Secretary **be a member of the Governance Committee and** shall be responsible to maintain the Association's Policy and Procedures. Any approved Policy and Procedures shall be signed by the Secretary and stored as permanent records of the Association at the national office.
- C. The Secretary shall communicate, **or cause to be communicated**, all approved Policy and Procedures to new members of the Board of Trustees and chapter presidents within 30 days of the start of their term and ensure that they are incorporated into training or by other means within 30 days of the beginning of their respective term.

PROCEDURES:

- A. The Secretary will work with **the Governance Committee, National Committee Chairs**, and **Staff** to ensure that established policies are implemented and shall participate in Board training. In accordance with NAHU Bylaws, the Secretary may appoint individuals to assist with carrying out their duties and responsibilities.
- B. For the purposes of this P&P, it will suffice to meet the requirement of notification, written or otherwise, for the **Chief Executive Officer** under the direction of the President to send an annual email to the registered address of any individual who is to be notified as directed by this policy. ~~And~~

Such email will be sent during the month of July stating that all information required to be distributed may be posted on the NAHU website within the time requirements of this policy and that such posting fulfills the requirements of this policy.

- C. In addition, it will be required to meet the requirements of notification, written or otherwise, for the President to send **an** email for each such notification to members of the Board of Trustees within the time requirements of this policy. ~~and~~ **Solely** posting to the website will not adequately meet the requirement of this policy for notifying Board of Trustee members.

FINANCIAL IMPACT: There will be costs incurred to implement the P&P and those costs will be included in the annual budget.

STATUTORY NOTE: This section replaces Policy No. 95-02-B, which was originally adopted on February 12, 1995, and amended in 2004, 2006, 2009, 2012, and 2015. SUNSET DATE:, 2023

(D): Duties of the Treasurer and Structure of the Finance Committee

PURPOSE: To insure prudent financial management.

POLICY:

- A. Treasurer Role and Responsibilities: The Treasurer shall be responsible to the NAHU Board of Trustees for the following:
- 1) Oversight of all expenditures and revenues, including a monthly review of the financials with the NAHU Chief Financial Officer (CFO).
 - 2) Review any departmental budget which exceeds its approved allocation by 5% or more or fails to meet its revenue expectations by more than 5%, with the appropriate Board member, Committee chair, the NAHU Chief Executive Officer (CEO) and/or CFO, and present, in conjunction with the Chief Executive Officer, Chief Financial Officer, and/or Committee Chair, a plan of action to the Board of Trustees to correct any such issue.
 - 3) Organizing NAHU's annual budget meeting and shall work in conjunction with the Finance Committee, NAHU's CFO and NAHU President on all matters relative to preparation and meeting structure.
- B. NAHU Finance Committee. There shall be a Finance Committee to assist the Treasurer with the financial oversight of NAHU. Its primary purpose is to oversee NAHU's financials, budget and financial trends and make necessary recommendations to the Board of Trustees where appropriate.
- 1) The Treasurer shall serve as the committee's chairperson and is responsible for managing the NAHU Finance Committee and making monthly reports to the NAHU Board of Trustees based on Finance Committee's fiscal oversight.
 - 2) The members of the Finance Committee shall include:
 - a. NAHU Vice President;
 - b. No more than two (2) Regional Vice Presidents;
 - c. Member at Large;
 - d. Vice Chairs of Legislative Council, Membership Council and Professional Development Committee
 - e. NAHU's CFO and CEO/EVP, and the NAHU Secretary (as non-voting members).

Non-ex-officio members of the Finance Committee (including Regional Vice Presidents and Member at Large) shall be recommended by the Treasurer, nominated by the NAHU President, and approved by the NAHU Board of Trustees.

- 3) Terms of Service

- a. The at-large member shall be permitted to serve no more than one year on the committee — previous service on the committee in another capacity shall not be counted against that individual's ability to serve in an at-large position on the Finance Committee
 - b. Service by RVPs should ideally be rotated to provide greater perspective and experience.
 - 4) Finance Committee should meet at least monthly.
 - 5) The Finance Committee shall be responsible for creating a recommended annual budget for NAHU, which would be considered at the Board of Trustees' budget meeting.
 - 6) Members of the Finance Committee who are not also members of the NAHU Board of Trustees may participate in the Board's budget meeting but in a manner, which is consistent with the best interests of the association. No later than the June Board of Trustees meeting, the Finance Committee will recommend to the Board whether or not to reimburse in-person attendance at the annual Budget meeting by non-Board members, which shall be ultimately decided by the Board of Trustees.
- C. IRS Filings.
- 1) Annual 990 Filing. The NAHU Treasurer as of the first day of each calendar year will be responsible to review (with the NAHU President, the NAHU Immediate Past President, and the NAHU Vice President or individual who served as NAHU Treasurer for the prior year) and approve the filing of IRS Form 990 for the prior year. Once approved for filing, the Form 990 shall be signed by the NAHU President and NAHU Treasurer.
 - 2) The CFO will regularly inform the Finance Committee of the expected dates for completion of all IRS submissions, which require review and signature by NAHU Executive officers. The CFO will manage the process to have the reviews completed prior to any necessary IRS deadlines.
- D. Any changes to NAHU policies and procedures recommended by the Treasurer which would affecting the duties of the Treasurer, operation of the Finance Committee or other financial policies must be reviewed by the Governance Committee and approved by the Finance Committee prior to presentation to the Board of Trustees for consideration.

PROCEDURES: The CEO/Chief Executive Officer and/or the Chief Financial Officer will work with the Treasurer and the appropriate Board members and committee chairs to ensure that expected revenues are met and that expenditures do not exceed revenue for each department and the entire annual budget.

FINANCIAL IMPACT: Travel expenses, hotel accommodation for **up to 4** additional members of the committee **subject to the annual budgeting process.**

STATUTORY NOTE: This section replaces Policy No. 95-03-EX, which was originally adopted on February 12, 1995, and amended in 2014, 2015 and 2018. SUNSET DATE: 2023

(E): Email for Discussion and Decisions

PURPOSE: To establish procedures for the Board of Trustees to follow when discussing or voting on matters by electronic means, and to maintain a record of such matters for the records of the Association.

POLICY:

- A. The Board of Trustees shall adopt and adhere to specific procedures to regulate the transaction of business by electronic means.
- B. Inclusion of all Board members is dependent on their access to messages from other Board members. Each Board member shall ensure that his/her correct contact information is on file with the National office. The Executive Vice President shall establish and maintain an official distribution list with electronic addresses for all Board members.

PROCEDURES: This procedure is permitted for two purposes:

A. Presentation of a Topic for Informal Consideration:

- 1) The president may present a topic or issue for discussion without presenting a motion on which a vote must be taken. He/she may do this electronically by distributing the topic to the entire Board of Trustees, using the agreed upon distribution list maintained by the National office. The president shall set a time limit of no less than 24 hours for the discussion. At the end of this period, the president may seek to extend the discussion period, refer the issue to a committee or working group, invite a motion from a member of the Board, close discussion or take other appropriate action.
- 2) All Board members are encouraged to participate in the discussion, observing the same rules of order and courtesy as apply to formal Board meetings. All contributions to the discussion should be posted to all Board members, again using the National distribution list or other approved electronic means. Members are encouraged to use a means that allows for collection and dissemination of comments in an organized manner rather than rely exclusively on email given the difficulty in maintaining threads of responses and replies. This may include but not be limited to an online forum such as B2B or other such tool as the Board may select.
- 3) At the end of the time period for informal consideration, or at any time before, a member of the Board may make a formal motion for action, based on the direction of the discussion up to that point. This may be voted upon electronically, in accordance with Bylaws Article VIII, Section 4 and the procedures of this policy, or may be carried forward for action on the next Board teleconference, if placed on the agenda by the President.

B. Presentation of a Motion for Consideration:

- 1) All motions to be voted upon electronically shall be submitted in the same form as a motion made during a formally convened Board meeting: the motion shall be in writing; a second shall be secured, and discussion shall be allowed for no less than 24 hours before a vote is taken. All further discussion shall again include all members of the Board of Trustees. Members are encouraged to use a means that allows for collection and dissemination of comments in an organized manner rather than rely exclusively on email given the difficulty in maintaining threads of responses and replies. This may include but not be limited to an online forum such as B2B or other such tool as the Board may select.
- 2) At the end of the specified discussion period, votes may be cast by all eligible Board members. Because an electronic vote prevents the assurance of a quorum, NAHU's bylaws require that two-thirds of all Board members vote affirmatively for an electronic motion to pass; at this time, with 17 voting Board members, a minimum of 12 votes is required. Unless otherwise specified by the president, Board members shall cast their vote using the approved distribution list, to be received by all Board members, and recorded by the Secretary. Failure to cast a ballot by the deadline shall be considered a vote against the motion.
- 3) At the conclusion of the voting period, the Secretary shall tabulate the votes to ensure that the voting threshold has been met; failure to meet the threshold, regardless of the outcome of the votes cast, shall defeat the motion. The Secretary shall formally announce the results of the vote to the entire Board of Trustees and shall record the vote in the minutes of the subsequent formal Board meeting.
- 4) If a motion fails because a significant number of Board members did not cast a vote on the issue, the president may, at his/her sole discretion, extend the voting deadline or add the underlying topic from which the motion was made to the next Board meeting. However, he/she may not take both actions (i.e. if the deadline is extended and there are still insufficient votes, the matter may not be carried over to the next board meeting except as a newly introduced agenda item).

FINANCIAL IMPACT: None.

*STATUTORY NOTE: This section replaces Policy No. 04-02-B, which was originally adopted on August 20, 2004, and amended in 2007. SUNSET DATE: **January 1, 2023***

(I): Vice Chairs Integration to the Board of Trustees

PURPOSE: To establish a smooth transition from the National Membership Vice Chair, ~~and~~ Legislative Vice Chair, and **Professional Development Vice Chair** positions to the **respective** Chair positions prior to their taking office in July.

POLICY: The Membership, ~~and~~ Legislative, and **Professional Development** Vice Chairs shall participate as non-voting members in all official Board meetings subject to approval as outlined in the procedures below. The Membership, ~~and~~ Legislative, and **Professional Development** Vice Chairs shall also participate as non-voting members in the Budget Meeting held in the fall of their term as Vice Chair.

PROCEDURES: The Membership, ~~and~~ Legislative, and **Professional Development** Vice Chairs shall be in attendance at the face-to-face Capitol Conference and Annual Convention NAHU Board meetings. The Vice Chairs will also attend the fall Budget Meeting in person if approved by the Finance Committee on their June teleconference, or by teleconference if not approved to attend **in person**. These Vice Chairs are also to attend all NAHU Board Conference calls.

FINANCIAL IMPACT: Lodging, travel and meal expenses according to the travel policy and budget.

*STATUTORY NOTE: This section replaces Policy No. 03-01-B, which was last amended on January 25, 2006 and October 19, 2016. SUNSET DATE: **2023***

SECTION II

Board-Designated Operating Reserve

PURPOSE: To provide for NAHU's financial stability.

POLICY: Sufficient reserves should be available to meet short-term operating requirements, provide for a shortfall in revenue and prepare for an unexpected economic downturn.

PROCEDURES:

- A. Operating Reserves will be defined as Total Net Assets. The Finance Committee will provide the Board of Trustees with a Reserve Status Report as part of the annual budget process, which will present current and projected reserve status based on the above definition.
- B. The target amount to be attained for the Operating Reserve will be 25% of annual operating expenses of the current year budget, or about 3 months of expenses on average. In the event the operating reserve balance is less than the targeted level, the Board of Trustees will make every effort to approve a budget which will increase this balance.
- C. Not less than quarterly, the Chief Financial Officer shall report to the Finance Committee an update on the status of the Operating Reserves, who shall be responsible to **forward the report** to the Board of Trustees ~~if that reserve falls more than 50% below the target, which should~~ This report shall also reflect the current cash and investment balance.

FINANCIAL IMPACT: Minimal; possible accounting expenses for review by auditor.

STATUTORY NOTE: This section replaces Policy No. 12-01-F, which was originally adopted on June 20, 2012 and amended in 2019. SUNSET DATE: 2023

(D): Distribution of Financial and Stewardship Information to Membership

PURPOSE: To ensure that the membership of NAHU has access to timely and accurate information of the financial condition of their association.

POLICY: Not less than quarterly, current summarized financial information about the state of the Association to be available to all members, and at least annually, the Finance Committee shall provide an annual stewardship report to all members.

PROCEDURES:

- A. The CFO shall make available a summarized Balance Sheet and Statement of Activities to all members each quarter of the fiscal year. The format of the report shall be approved by the Board of Trustees, which bears fiduciary responsibility for the association. These reports should bear a statement of confidentiality, approved in writing by NAHU's legal counsel. The statement should allow for the information to be shared with members but should seek to prohibit distribution to non-members.
- B. The Finance Committee, working with staff, shall provide an annual stewardship report (which shall include benchmarking data related to the financial status of the association) to the membership no later than the time of Capitol Conference or by March 1 if Capitol Conference occurs after March 1. This shall be distributed to Capitol Conference attendees and notice provided to members about the availability of the report on the website. **A verbal report to members shall occur at the Annual Capitol Conference addressing the status of the Board-designated Operating Reserve.**
- C. Requests for more detailed financial information shall be referred by all members of the Board of Trustees and other volunteer leaders to the Chief Financial Officer of NAHU.

FINANCIAL IMPACT: None.

STATUTORY NOTE: This section replaces Policy No. 95-05-F, which was originally adopted on July 5, 1995, and amended in 2007, 2013, 2018 and 2019. SUNSET DATE: 2023

SECTION III

(A)(iii): Governance Committee

PURPOSE: To provide for operational rules for the NAHU Governance Committee to provide perspective and recommendations on issues related to governance of the Association through the NAHU Board of Trustees. The committee will review NAHU bylaws and proposed amendments to those bylaws; state and local association model bylaws; and other related duties as may be directed by the Board of Trustees.

POLICY: Pursuant to the NAHU Bylaws, the Governance Committee is a standing committee of the Association to serve in an advisory capacity for the Board of Trustees and issues related to NAHU and other chapter bylaws.

PROCEDURE(S):

- A. Committee Leadership: The President (in consultation with the President-Elect) shall nominate, subject to majority approval of the Board of Trustees, a Chair to serve a one-year term.
- B. Appointment: The Committee shall be made up of at least four but no more than five members who will be nominated by the Chair, subject to majority approval of the Board of Trustees. No member of the Governance Committee can be a current sitting member of the NAHU Board of Trustees, and no one can serve more than four consecutive years on the Governance Committee. The NAHU President-Elect will be the Board liaison and will coordinate its activities with the NAHU Executive Vice President/CEO and NAHU staff the EVP so designates.
- C. Scope of Work: The NAHU Board of Trustees shall delineate the committee's scope, assignments, and deadline for completion (where applicable). The Governance Committee shall primarily focus on issues of governance improvements for NAHU and work with the NAHU Board of Trustees and the Executive Vice President/CEO on issues or topics that come up or are formally assigned to the Governance Committee. The Governance Committee will also be responsible for:
 - 1) Periodically reviewing and making recommendations to the Board of Trustees regarding amendments to NAHU bylaws; providing guidance to Board of Trustees and membership regarding proposed bylaws amendments, their integration into existing bylaws, their operational and strategic impact and any possible conflicts with other areas of the bylaws; and review any proposed amendments to NAHU bylaws brought by local or state chapters.
 - 2) Conducting comprehensive review of NAHU Policies & Procedures that are due to sunset and to propose new P&Ps to provide a structure that suits the association's current and anticipated needs.
 - 3) Ensuring that amendments to NAHU bylaws are reflected in model chapter bylaws and ensure that they conform ~~with~~ to existing procedures and provide a structure that suits the chapters' current and anticipated needs.
 - 4) Other assignments as directed by the NAHU Board of Trustees or Executive Committee.
- D. Reporting Procedure: The Governance Committee will prepare a report to the Board of Trustees presenting its findings and recommendations. The Board may seek additional information or work from the committee.

FINANCIAL IMPACT: Teleconference costs

STATUTORY NOTE: This section replaces Policy No. 95-02-CMT, which was originally adopted on June 8, 1991 as the Bylaws Committee P&P, and amended in 1995, 2004, 2017. SUNSET DATE: 2023

(A)(iv): Harold R. Gordon Award Committee

PURPOSE: To establish guidelines to ensure the ongoing continuity and quality of the Gordon Award. The membership and chair of the Gordon Committee is delineated in Article IX, Section 6 of the Bylaws.

POLICY:

PROCEDURE(S): The following procedures shall be followed as it pertains to the awarding of the Gordon and in the planning and execution of the Gordon event.

- A. ~~That The~~ Chair and the ~~Executive Vice President~~ Chief Executive Officer shall review the structure and program in a timely manner prior to the Award event, and the ~~Executive Vice President~~ Chief Executive Officer shall have or delegate to appropriate staff operational supervision at the award event.
- B. ~~That In~~ the months of February, March and April of each year, the Association will publish appropriate nomination forms in ABS, other appropriate Association publications, and other agreed to industry trade publications as determined by the Committee, the ~~Executive Vice President~~ Chief

Executive Officer, and the funds allocated for such purpose. The form will include appropriate criteria and other details about the Award including the submission deadline date and postmarked date. ~~That~~ This Committee shall meet to select the recipient prior to May 15th and shall hold the event at the Annual Convention.

- C. ~~That~~ The award recipient and one immediate family member's transportation and two nights lodging are complementary to the recipient and guest. The transportation shall be based on NAHU's travel policy; one deluxe room shall be provided the night prior to the award event and one night after the award event.
- D. ~~That The Executive Vice President~~ **Chief Executive Officer** shall cause the Association to publicize the Award recipient's background information and other details in the America's Benefits Specialist magazine in the September issue. In addition, the cover of the magazine shall be that of the recent Award recipient. The Association shall distribute press releases the day after the Award event to the industry trade press, the Award recipient's hometown press, and other appropriate media.

FINANCIAL IMPACT: Financial implications of this policy shall be part of the annual convention budget and shall be considered by the Association when determining the budget for approval by the Board of Trustees.

STATUTORY NOTE: This section replaces Policy No. _____, which was originally adopted on March 24, 2008. SUNSET DATE: 2023

(B): Special Committees

PURPOSE: To provide organizational and operational structure for Special Committees, created by the Board of Trustees and intended to last beyond the term of the current Board.

POLICY: The Special Committees of NAHU shall have a standard structure and method of operation.

PROCEDURE(S):

- A. **Committee Chair:** Each Special Committee created by the Board of Trustees will have a Chair nominated by the President of the Association and approved by the Board of Trustees. This individual will serve as Executive Officer of the Committee, will represent the Committee, with the Board liaison, to the Board of Trustees and NAHU, and will call and chair meetings of the Committee. The chair will direct the goals and work of the Committee and coordinate the activity of the Committee with NAHU's other Committees and the Board of Trustees.
- B. **Committee Vice Chair:** Each Special Committee created by the Board of Trustees will have a Vice Chair appointed by the President of the Association on the recommendation of the President Elect, in accordance with applicable Policies and Procedures. The Vice Chair will assist the Chair in his/her duties and will serve as Chair in his/her absence. The Vice Chair will assume the duties of the Chair in the following year, if appointed by the President.
- C. **Regional Committee Chairs or General Members:** Each Special Committee, at the discretion of the President and President Elect with the advice of the BOT, shall have Regional and/or General Members, appointed as described below, who are responsible for:
 - 1) Participating in committee meetings;
 - 2) Soliciting opinions, comments and suggestions from the states they are responsible for regarding plans and activities of the committee (if applicable);
 - 3) Facilitate communications between the committee, State and Local chairs of relevant committees, and RVPs to ensure that NAHU actions are effectively communicated and disseminated to all members;

- 4) Report states' issues to the Committee, where applicable; and
- 5) Provide expertise or knowledge to the committee to achieve their overall goals and objectives
- 6) Members should bring a range of perspectives and the ability to support each Region.

Maintaining geographic diversity is an essential goal in the selection of committee members to serve the interests of all NAHU members.

- D. **Board Liaison:** The President of the Association shall appoint a member of the Board of Trustees to serve as a member of each committee in order to facilitate communication between the committee and the Board of Trustees.
- E. **Staff Liaison:** The Executive Vice President/CEO will assign a liaison from the staff to work with each Special Committee. This individual will facilitate the activities of the committee. **However**, staff members are not subject to supervision by the committee or its volunteer leadership.
- F. **Appointment and Service of Regional and/or General Members:** The incoming Committee Chair will make recommendations of person(s) who will be able to perform all the duties of the position and make a recommendation no later than 45 days prior to the National Convention. The President of the Association, with the advice of the Committee Chair, the Regional Vice President and others, at least 30 days prior to the National Convention, will nominate the members of each Special Committee, who shall be appointed subject to approval by the Board of Trustees. Only active members of NAHU in good standing may serve as Special Committee Members. The appointments will be communicated by the President to the RVP (if serving in a regional capacity), Committee Chair and others as appropriate.
- G. **Limit on Committee Service:** Service on any committee will be limited to four years. Service for one year as Vice Chairman and one year as Chair or any service as a liaison from the Board of Trustees shall not count towards this limit. Service on any one committee shall not count toward the limit on service to any other committee. The only exception to this limit will be compliance-based committees and working groups.
- H. **Committee Participation and Voting:** While all individuals, including non-committee members, staff and other invited parties assigned or appointed to committees, may actively participate in meetings, teleconferences and electronic discussions, only active NAHU members in good standing serving as Chair, Vice Chair, Regional Chair or other Committee Members shall be authorized to vote on decisions made by the committee. The committee chair will actively solicit the views and input of all committee members and all members may participate in polls of the committee and "straw votes", provided that these votes are non-binding and are taken to determine the prevailing opinion of the committee participants.
- I. **Notification of Scheduled Meetings and Teleconferences:** Committee members ~~will~~ **shall** be notified no later than one (1) week prior to the actual meeting or teleconference date by e-mail or verbal communication.
- J. **Minutes:** All committees shall take and maintain minutes as described in Chapter 21 of the Standard Code of Parliamentary Procedures. The Staff Liaison shall distribute these minutes to the BOT and minutes shall be posted on the Board web site.
- K. **Task Force Sunset and Continuation:** At a meeting of the Board of Trustees at annual convention, the incoming president will declare which task force(s), if any, will continue past June 30.
- L. **NAHU Special Committees.** The Special Committees of NAHU shall be:

i(1) Awards Committee - The awards committee encourages chapters and members to strive for excellence and to recognize both the exceptional chapters and members for going above and beyond the basic threshold and excelling in education, advocacy, leadership, and professionalism.

NAHU Awards Review

PURPOSE: To set a systematic review of the NAHU awards to keep them current.

POLICY: The Awards Committee shall review all NAHU awards, except LPRT, the Gordon Memorial Award, and HUPAC Awards every three years

PROCEDURE(S): The NAHU Awards Committee will distribute the various awards to the committees that they pertain to for a review of the awards' scope, purpose and criteria, to make sure they are still current and they still make sense in helping NAHU achieve its mission.

- a. Each committee will have 60 days to review the awards and make recommendations for changes and updates. After 60 days, they will report these recommendations to the Awards Committee.
- b. After the Awards Committee has received the recommendations from all the committees, they will review these changes and make their final revisions and present them to the NAHU Board for approval.
- c. Nothing in this P&P requires that all awards be reviewed in the same year. The committee may establish a rotating three-year schedule for awards review so long as each award is reviewed at least every three years.
- d. Any changes that are approved to the awards will take effect the following award year.

i2) Leading Producers Round Table - The LPRT committee encourages excellence among health and benefit insurance professionals by recognizing their sales and marketing achievements.

PURPOSE: Provide a basis for recognizing and rewarding individuals for outstanding sales achievement in Health and Disability insurance and related areas.

POLICY: Communicate the qualification requirements to the membership and establish a deadline for filing award application.

PROCEDURE(S): The committee shall establish qualification requirements by November 15th and submit to the Board of Trustees for approval by within 10 days of Committee approval. Upon approval of the BOT, the requirements shall be communicated in HIU, leadership correspondences, and to Chapter Presidents. The committee shall use March 31 of each year as the filing deadline unless notification is adequately distributed otherwise.

1. FINANCIAL IMPACT: None

i3) Chapter Leadership and Development Committee - The Chapter Leadership & Development committee will collaborate with the RVPs, committees and staff to provide resources for state and local chapters to excel in leadership development, operations and chapter management.

i4) Media Relations Committee - The media relations committee works to demonstrate the value of health insurance professionals and the importance of the private health insurance system, and to promote, enhance and solidify the image of NAHU, by heightening public awareness through media exposure at the national, state and local levels.

i5) Vanguard Council - The purpose of the Vanguard Council is to lead the movement for change and innovation within the association. As a Research & Development incubator, the Council will pilot, test and conceptualize new programming for long-term growth, retention and engagement. Programs that are considered successful by a majority vote of the council shall be forwarded to the Board of Trustees for consideration. If approved by the Board of Trustees, such programs shall be

assigned for implementation to other appropriate special committees and to staff members as designated by the Chief Executive Officer.

FINANCIAL IMPACT: The cost for Committee Chairs, Vice Chairs, and Committee Members registrations at Annual Convention and Capitol Conference shall be determined periodically by the Board of Trustees based on a recommendation by the Finance Committee.

STATUTORY NOTE: This section replaces Policy No. 06-02-CMT which was originally adopted on June 12, 2006 and amended May 21, 2012. SUNSET DATE: 2023

SECTION IV

(A): America's Benefits Specialist (ABS) Magazine Covers

PURPOSE: To maintain the ~~topic of~~ traditional covers for the first two ~~HHU~~ ABS magazine issues ~~which are~~ published after National Convention each year.

POLICY:

- A. The cover of the first issue of ABS magazine published after National Convention shall feature the new President and/or the President and Executive Committee. The choice shall be at the sole discretion of the President.
- B. The cover of the second issue of ~~HHU~~ ABS magazine published after National Convention shall feature the Gordon Memorial Award winner.

PROCEDURES: The ABS editor will coordinate cover with the President-Elect to be ready for print when the President-Elect becomes the President, and with Gordon Memorial Award Committee Chairperson for cover feature concerning the recipient(s) of the Gordon Memorial Award each year.

FINANCIAL IMPACT: \$500 to reimburse the incoming president for a photo shoot.

STATUTORY NOTE: This section replaces Policy No. 95-03-C, which was originally adopted on February 12, 1995, amended in 2007, 2012, 2016 and 2018. SUNSET DATE: 2023

(C) Awards Qualification ~~Periods~~ ~~Year~~

PURPOSE: To state the qualification ~~periods~~ for NAHU awards.

POLICY:.

The Harold R. Gordon Memorial Award shall be awarded for lifetime achievement.

The NAHU Legislative Awards, ~~LPRT~~ and Triple Crown shall be awarded for activities undertaken by individuals and state and local chapters between January 1 and December 31.

All ~~other~~ NAHU awards, except ~~LPRT, the Legislative Awards, Triple Crown and Harold R. Gordon Memorial Award,~~ as shown above, shall be awarded for activities undertaken by individuals and state and local chapters between April 1 and the following March 31

PROCEDURES: All announcements and criteria for NAHU awards will reflect ~~this~~ these qualification periods.

FINANCIAL IMPACT: None

STATUTORY NOTE: This section replaces Policy No. 96-01-1-AW, which was originally adopted on February 6, 1996. SUNSET DATE: 2023

(D):Complimentary Annual Convention and Capitol Conference Registration ~~for~~ Industry VIPs

PURPOSE: The President or one acting on behalf of the president shall invite leaders of selected industry organizations to attend NAHU's Annual Convention and Capitol Conference. Their registration fee will be waived.

POLICY: NAHU will invite VIPs of industry related organizations to Annual Convention and Capitol Conference.

PROCEDURES: The President or one acting on behalf of the president, with the consent of the NAHU Board of Trustees, will write a letter of invitation, which will be sent by NAHU to each person.

FINANCIAL IMPACT: None

STATUTORY NOTE: This section replaces Policy No. 05-02-MG, which was originally adopted on June 8, 1991, and amended in 1995.bSUNSET DATE: 2023

NAHU "UNITE" (Unite NAHU in Times of Emergency) Program

PURPOSE:

- A. To coordinate communication between members when natural disasters or mass catastrophic events happen which directly affect any given area of the country. These shall be defined as, but not limited to, the following: tornados, earthquakes, forest fires, hurricanes, mudslides, massive floods or acts of terrorism.
- B. To provide interim and short-term financial support to help sustain NAHU members until more permanent funding becomes available such as insurance proceeds and /or federal funding.

POLICY:

PROCEDURES:

- A. When event occurs, NAHU staff will contact state and local leadership immediately to determine if any NAHU members, immediate family or staff were directly affected. If no NAHU members was directly affected, further procedures may not be necessary
- B. If it is determined that NAHU members were affected by the event, NAHU will then send an email to all NAHU members on current membership roster with the following information and instructions.
 - 1. Details of the event and the fact that they have identified that some NAHU members were affected
 - 2. NAHU communicates instructions to members that we are coordinating effort to help members

- C. NAHU will work with State or local president and/or identified agency to coordinate the disbursement of funding to impacted members
- D. State or local president, or designated agency will provide communication back to NAHU how the funds were distributed.
- E. Membership Council will reflect this report in the next issue of HIU magazine thanking the NAHU members (at large) for their kind contributions and the help it made in the lives of NAHU members.

NAHU will promote that such program exists **via American Benefit Specialist (ABS) magazine**, member emails, its website or other member communication vehicle.

FINANCIAL IMPACT: None

*STATUTORY NOTE: This section replaces Policy No. 16-04-M, which was originally adopted on June 20, 2016. SUNSET DATE: **2023**.*



LPRT

Chair: Valerie Cramer
EC Liaison: Eric Kohlsdorf
Month: February 2020

- LPRT Promotional Resources for Chapters & Regional Committee Chairs
 - A newsletter will go out to the chapters in February.
 - Tools will be provided to the committee chairs to help them promote LPRT on regional calls and chapter meetings.
- ABS Interview Candidates
 - Questions will be asked of LPRT qualifiers. The February candidates are:
 - Art Jetter – longtime qualifier
 - Perry Bly – new qualifier
- Start LPRT Testimonial challenge
 - The committee members will each create and submit their videos
 - Each chair will elect five to ten candidates from the list of qualifiers
 - Script and hash tags are in development and will be shared with the committee next week
- Priority Listing in Find an Agent
 - The Find an Agent search option is being updated to highlight Soaring Eagle qualifiers.
 - SE qualifiers will have a gold background and the SE logo
 - They will also appear at the top of every search function
 - Attached is a sample listing

Displaying 9 people.

Michael L. Sabin Owner Exchange Broker Certifications: KS, MO The Sabin Agency 16257 S. Lemnia St Olathe, KS 66062 Work Phone: (913) 856-4322 Fax: (913) 428-5501	Chapter: KSKANSASCTY Web Site: http://TheSabinAgency.com E-mail: msabin@sabinagency.com Practice Areas: Medicare, Dental	vCard
Jerry W. Baxter RHU Exchange Broker Certifications: KS, MO Cornerstone Insurance Solutions, LLC 11797 S. Hagan St Olathe, KS 66062	Chapter: KSKANSASCTY Practice Areas: Individual Plans, Disability, Small Group, Medicare, Retirement, Dental	vCard
Beverly Gossage Owner Exchange Broker Certifications: AR, AZ, DC, FL, GA, IA, IL, IN, KS, LA, MD, MI, MN, MO, NC, NE, OK, SC, TN, TX, VA, WI HGA Benefits Consulting 9325 Evening Star Terr Eudora, KS 66025 Work Phone: (913) 207-6141 Fax: (785) 542-3432	Chapter: KSKANSASCTY Web Site: http://www.hgabenefitsconsulting.com E-mail: bmg@hgabenefitsconsulting.com Practice Areas: Long Term Care, Individual Plans, TPA, Disability, Large Group, Self Insured, Small Group, Medicare, Dental, Worksite Mtg	vCard
Mr. Jess F. Knoth Principal NAHU Certifications: Self-Funding Exchange Broker Certifications: KS, MO, NE, OK BENEPLUS LLC 11253 S. Race St Olathe, KS 66061-7804 Work Phone: (913) 226-6548 Fax: (913) 747-9347	Chapter: KSKANSASCTY E-mail: jess@bepplus.com Practice Areas: Long Term Care, Individual Plans, TPA, Disability, Large Group, Self Insured, Managed Care, Small Group, Medicare, Retirement, Dental, Worksite Mtg	vCard
Belinda Davis Insurance Agent Insurance Agent 221 Duffield Ln Lawrence, KS 66049 Work Phone: 785-691-6779	Chapter: KSKANSASCTY E-mail: dbelinda@bdfusok.com Practice Areas: Disability, Large Group, Managed Care, Medicare, Retirement	vCard
Mr. David Hornick Principal Hornick and Associates, LLC 24518 159th Street Leavenworth, KS 66048-7334 Work Phone: (913) 351-3721 Fax: (913) 351-3722	Chapter: KSKANSASCTY E-mail: david@hornsandassociates.com Practice Areas: Individual Plans, TPA, Disability, Large Group, Self Insured, Managed Care, Small Group, Dental, Worksite Mtg	vCard
Ms. Jacqueline Qualizza President	vCard 	



Media Relations Committee February 2020 BOT Report

The Media Relations Committee is gearing up to assist with the next Membership Council **#justaskone** social media campaign – round 3 –on March 5. The materials that Kevin Trokey created have been sent to all MRC members for distribution to regional, state and local representatives. Again, we are hoping the create a habit with members of asking their professional contacts to join NAHU, on a consistent basis, not just during our campaigns.

The MRC is also preparing for Media Training event during Capitol Conference. The training will be held on Monday, February 24 from 8-9 a.m. The class will feature a guest speaker from the local media who will talk about increasing the effectiveness of our media efforts and Media Militia spokesperson training. We want to emphasize that there are awards points for the Pacesetter and Landmark Awards for local and state media chairs who attend the media training.

Finally, the MRC will be pushing out a social media campaign to be used while we are in Washington, DC, to **#stormthehill**. We will be providing easy copy and paste messages that members can post on all social media platforms. Information will be pushed out to the membership early next week. There will be posts which are applicable for both attendees and NAHU members who are not attending. We want to make our efforts known across all SM platforms.



MEMBERSHIP

Chair: Kevin Trokey

Month: February 2020

We are continuing with the Just Ask One campaign and have set dates through June. The Council will be meeting in person at CapCon with an agenda focused on the one thing we each feel we need to be doing differently in membership.



PROFESSIONAL DEVELOPMENT

Chair: Jill Pedersen
Vice Chair: Susan Rider
Liaison: Eugene Starks
Month: February

PD Chair Summary

NAHU Courses - Reboot & New

- i. Voluntary Worksite – update in progress
- ii. Wellness – update in progress
- iii. Self Funding – update in progress

Annual Convention

- i. PD Day schedule is confirmed – work in progress

New Business –

Medicare – carrier/CMS approved certification - to be announced at Capitol Conference.

Reviewers selected – their work in progress Feb/March

Beta testing set for May 2020

Other Business

- i. Insure 2020 Medicare & Group Summit in Region III is expecting 400 in attendance. Dwane McFerrin said he would go and report back. NAHU is hosting the Medicare certification and Account Based Health Plans – Health Savings Comparisons certification.

Classroom Schedule

2/11/2020	Ohio AHU	Single Payer	David Mordo
2/11/2020	Central Virginia AHU	Self-Funding	David Smith
3/26/2020	South Carolina AHU	Medicare	Maggie Stedt
3/26/2020	Metro Detroit AHU	Single Payer	Janet Trautwein
3/31/2020	Louisiana AHU	Single Payer	Reid Rasmussen
4/14/2020	Orange County & Inland Empire AHU	Single Payer	Janet Trautwein
4/15/2020	Jacksonville AHU	Single Payer	David Mordo
4/15/2020	Washington AHU	Single Payer	Janet Trautwein
4/22/2020	Indiana State AHU	Medicare	Pam Evans
4/22/2020	Indiana State AHU	ABHP	Lisa Collins
5/18/2020	BenefitsPRO Expo	Single Payer	Reid Rasmussen
6/7/2020	Virginia AHU	ASF	David Smith
7/23/2020	Massachusetts AHU	Single-Payer	David Mordo

Capitol Conference

A. PDC in attendance for the February 23rd committee meeting at 4:15 – 5:30pm ET (Sunday)

Karen Kirkpatrick

Danielle Capilla

Stephanie Berger

Susan Rider

Kelly Pastore

Charlene Hogeland

Robert Tierney

Carolyn Andress

Jill Pederson

2019-2020 COMMITTEE.

Jill Pederson, Stephanie Berger, Danielle Capilla, Charlene Hogeland, Farren Baer, Alexandra Bishop, Robert Tierney, Kelly Pastore, Carolyn Andress, Susan Rider, Karen Kirkpatrick, Kathy Ferguson, Dagmar Byrnes, Eugene Starks, Dwayne McFerrin, Ashley Kapostins, Amy Perry



VANGUARD

Chair: Mark Fox

EC Liaison: Eric Kohlsdorf

Month: February 2019

Green items are action items.

- Vanguard has officially launched its new Charity program. Its called Operation Support Our Troops. We are taking donations to build care packages to be sent to troops in hostile areas or who have recently been injured due to combat. We have released a promotion video on our Facebook page and encourage everyone to share that video. It can also be downloaded directly at the link below to post on other platforms.
<https://www.dropbox.com/s/ei0ofmsfsq20vyl/Vangard%20Charity.mp4?dl=0>
 - You can participate in 4 ways.
 - 1. Donate money and receive a donation receipt:
<http://bit.ly/VCSupportourtroops>
 - 2. Pick specific items on the marketplace to be placed in your care package. <https://yougivegoods.com/drive-10308>
 - 3. Write a letter, send it to vanguard@nahu.org
 - 4. Share the promo video, and tag at least 3 people you know! Use hashtag #VCtroops so we can track the success of views. Even if you can't donate, help spread the word or write a letter!
- If you have any questions, email us at Vanguard@nahu.org.

National Association of Health Underwriters
BALANCE SHEET
December 31, 2019

	This Year	Last Year	Variance	% Increase(Decrease)
ASSETS				
CURRENT ASSETS				
Operating Cash and Cash Equivalents	439,688.55	590,120.71	(150,432.16)	-25.49%
Accounts Receivable, Net	273,957.59	217,893.45	56,064.14	25.73%
Prepaid Expense	236,155.65	131,462.07	104,693.58	79.64%
Total Current Assets	949,801.79	939,476.23	10,325.56	1.10%
LONG TERM INVESTMENTS, at Fair Value				
Equity Securities	736,807.36	967,056.27	(230,248.91)	-23.81%
Total Long Term Investments	736,807.36	967,056.27	(230,248.91)	-23.81%
PROPERTY AND EQUIPMENT, at Cost				
Office Furniture and Equipment	579,623.05	389,987.29	189,635.76	48.63%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(773,518.38)	(643,719.76)	(129,798.62)	20.16%
Total Property and Equipment	267,058.60	207,221.46	59,837.14	28.88%
LONG TERM ASSETS				
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%
DEPOSITS	37,161.60	30,161.60	7,000.00	23.21%
TOTAL ASSETS	2,040,829.35	2,193,915.56	(153,086.21)	-6.98%
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accounts Payable and Accrued Expenses	303,249.18	188,697.14	114,552.04	60.71%
State and Local AHU Dues Payable	154,562.15	198,445.54	(43,883.39)	-22.11%
Deferred Revenue - Membership	1,742,872.77	1,474,251.83	268,620.94	18.22%
Deferred Revenue - Conferences	210,315.75	245,938.50	(35,622.75)	-14.48%
Total Current Liabilities	2,410,999.85	2,107,333.01	303,666.84	14.41%
LONG TERM LIABILITIES				
Deferred Rent Obligation	152,950.97	206,019.65	(53,068.68)	-25.76%
Deferred Tenant Allowance	83,036.31	128,328.75	(45,292.44)	-35.29%
Total Long Term Liabilities	235,987.28	334,348.40	(98,361.12)	-29.42%
TOTAL LIABILITIES	2,646,987.13	2,441,681.41	205,305.72	8.41%
NET ASSETS				
Net Assets, Beginning of Year	(247,765.85)	379,699.69	(627,465.54)	-165.25%
Current Year Activity	(358,391.93)	(627,465.54)	269,073.61	-42.88%
TOTAL NET ASSETS	(606,157.78)	(247,765.85)	(358,391.93)	144.65%
TOTAL LIABILITIES AND NET ASSETS	2,040,829.35	2,193,915.56	(153,086.21)	-6.98%



Finance Committee Teleconference

Date: February 10, 2020

MINUTES

1. Roll Call

Present: Kelly Fristoe, Eugene Starks, Ray Magnuson, Paige Phillips, David Smith, Susan Rider, Mike Deagle, Janet Trautwein, Jennifer Murphy

Excused: Scott Wham, Laura Firestone

2. Approve Agenda - Motion was made by Paige, second by Mike and the motion carried.

3. Comments and discussion concerning the monthly financial report

December 2019 Financial Statements and Trend Analysis - the committee reviewed the statements and other reports and discussed the following –

- A slight improvement in the Dec statements
- Jennifer will get back to the committee with more detail on several expense accounts and the interest and dividend revenue

Motion to accept the financials as presented was made by David, second by Paige and the motion carried.

4. 2020 Budget Changes – the committee discussed several reductions in expenses for the 2020 budget. These changes will be proposed at the board meeting during Capitol Conference.

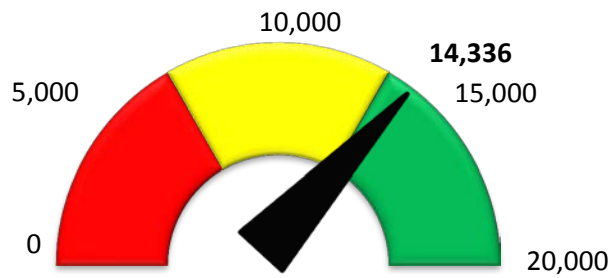
5. New Business – none.

6. Adjourn

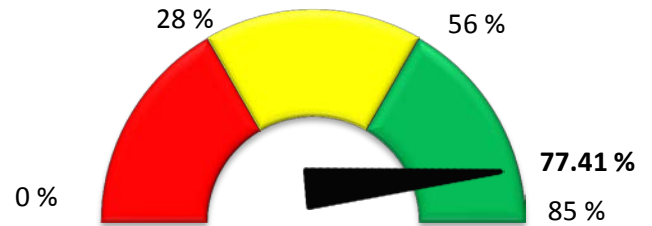


NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT DECEMBER 2019

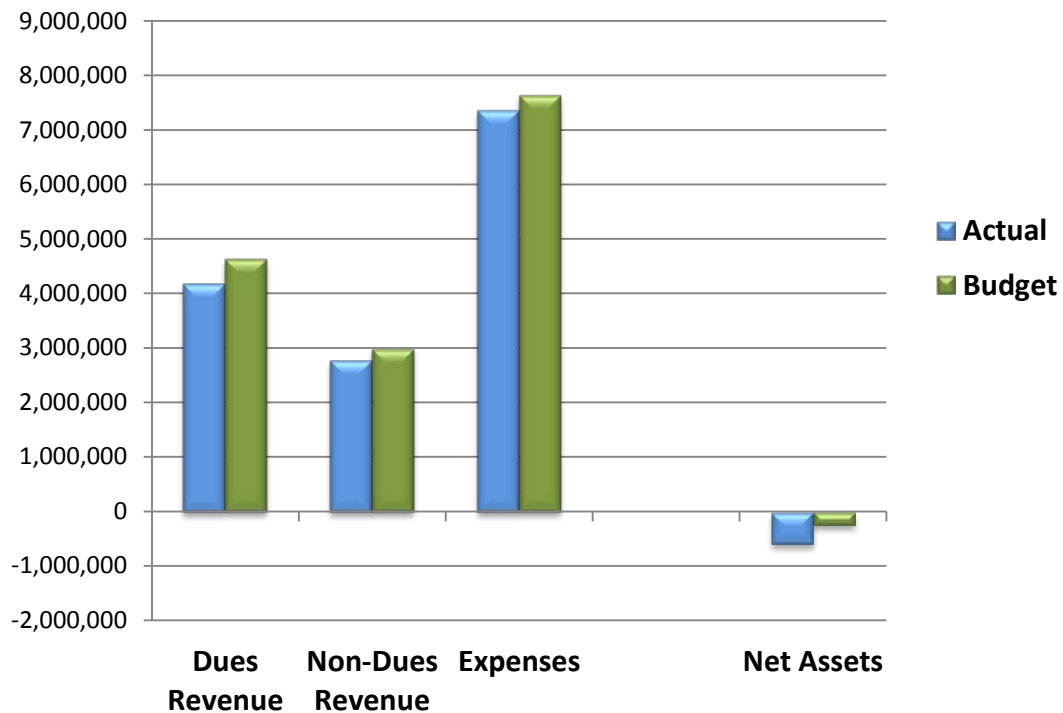
MEMBERSHIP



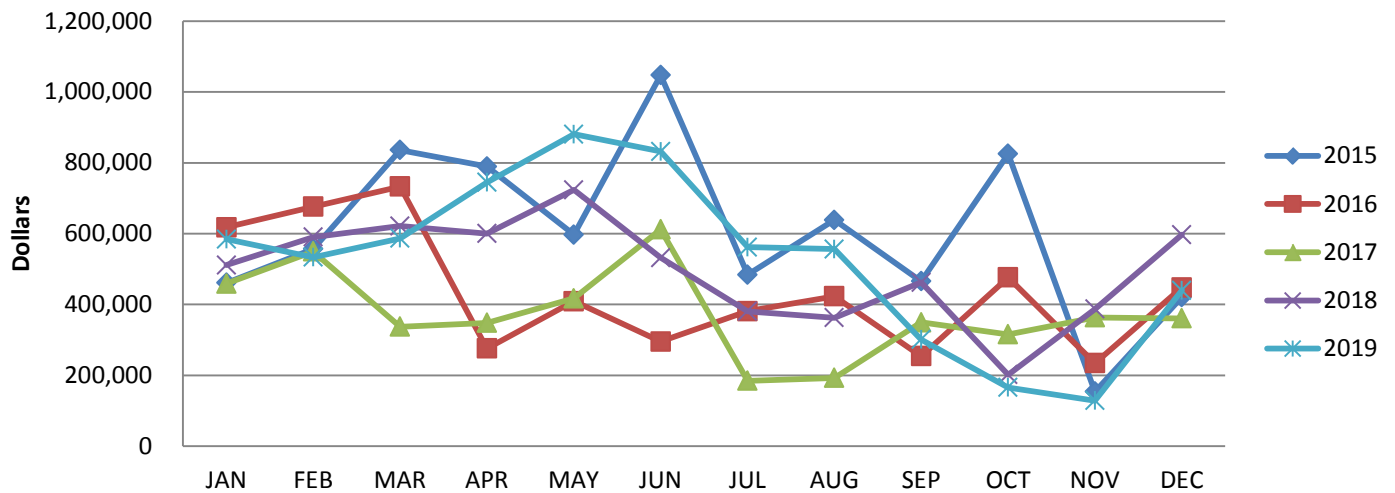
RETENTION



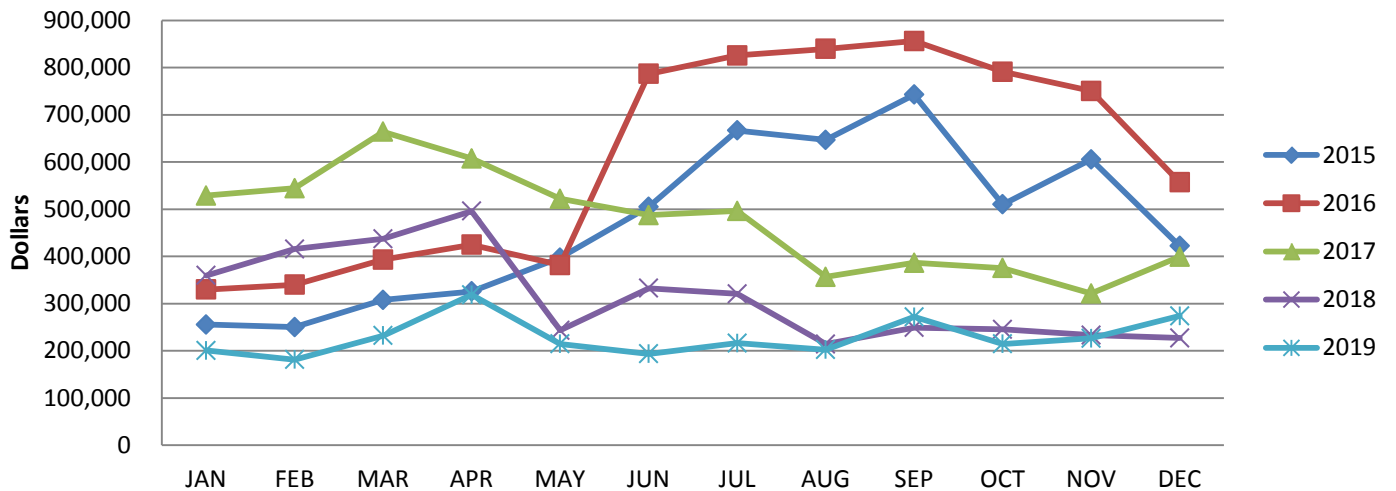
2019 TOTAL FINANCIAL RESULTS



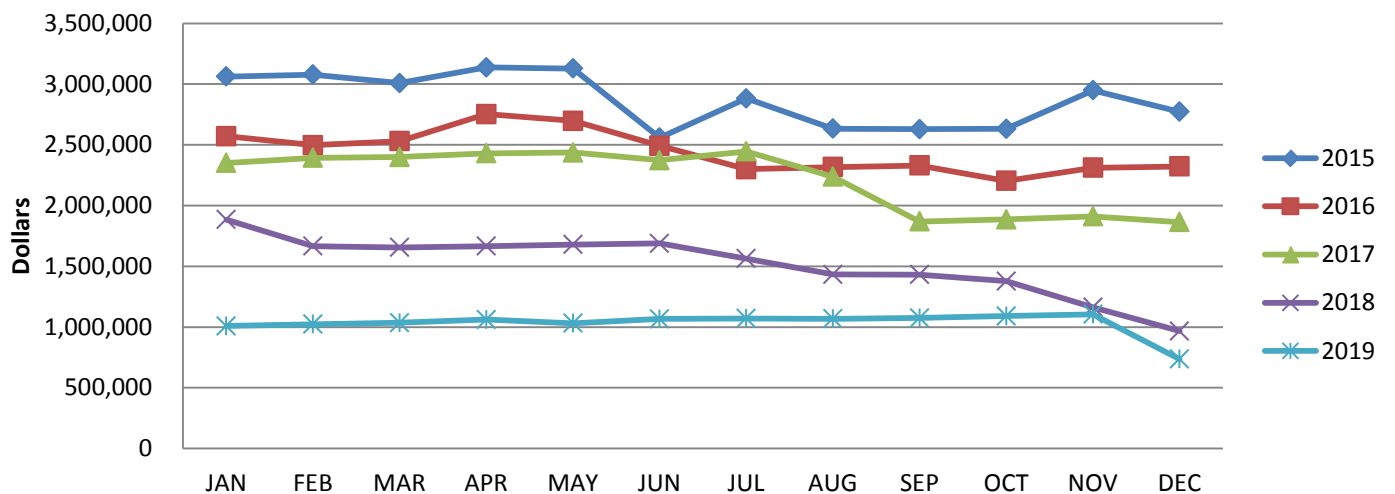
CASH



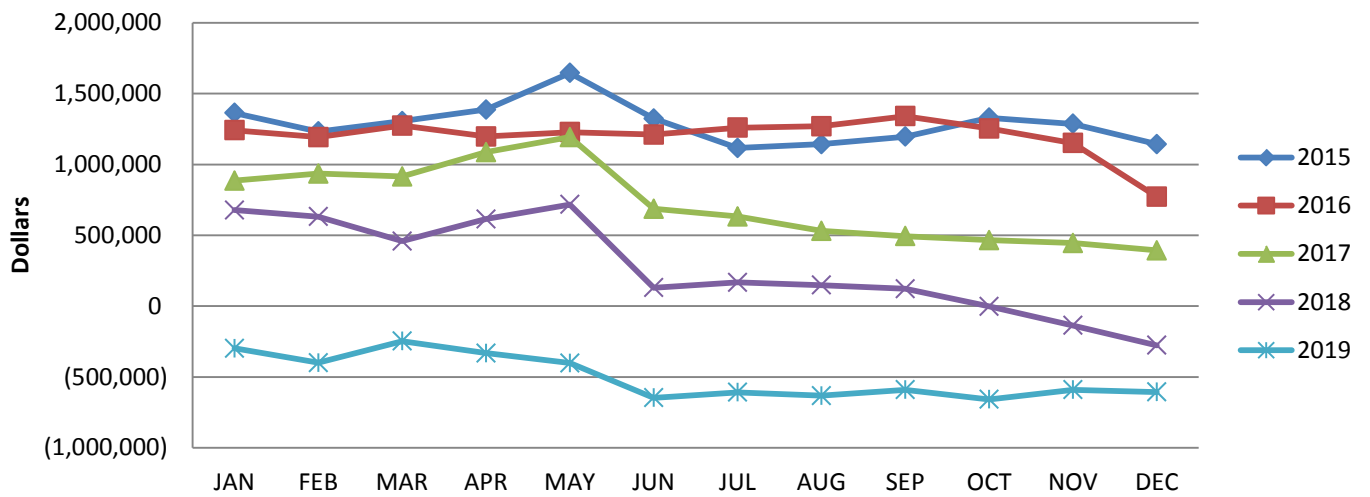
ACCOUNTS RECEIVABLE



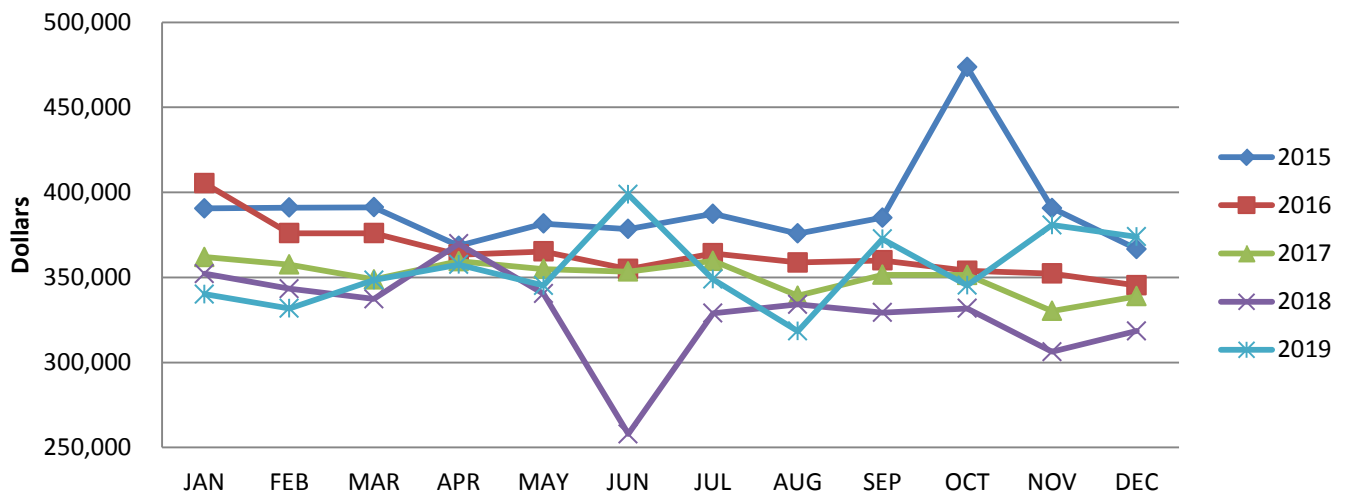
INVESTMENTS



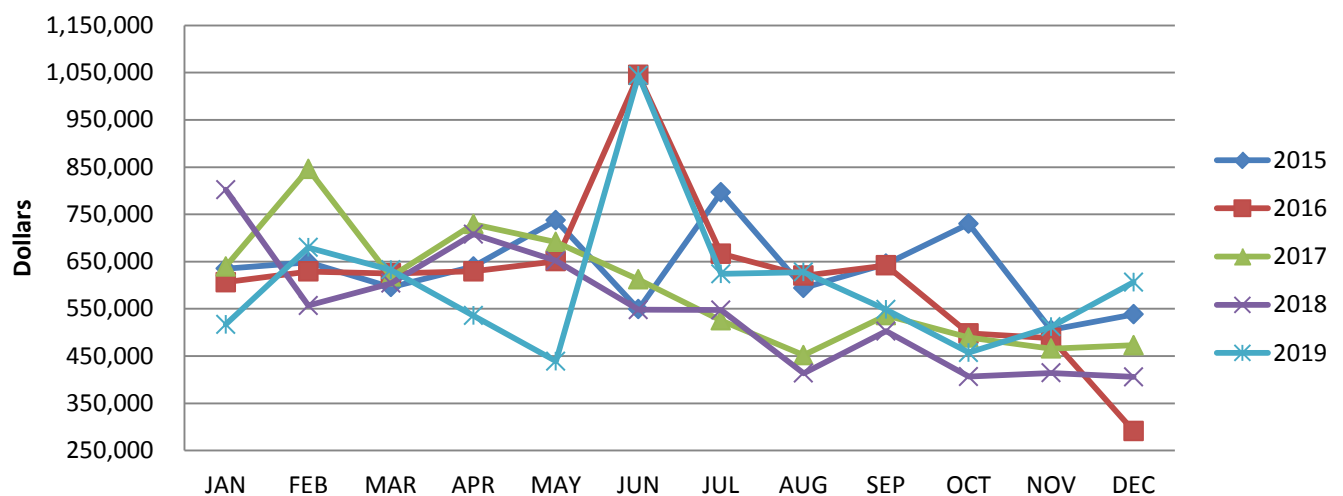
NET ASSETS



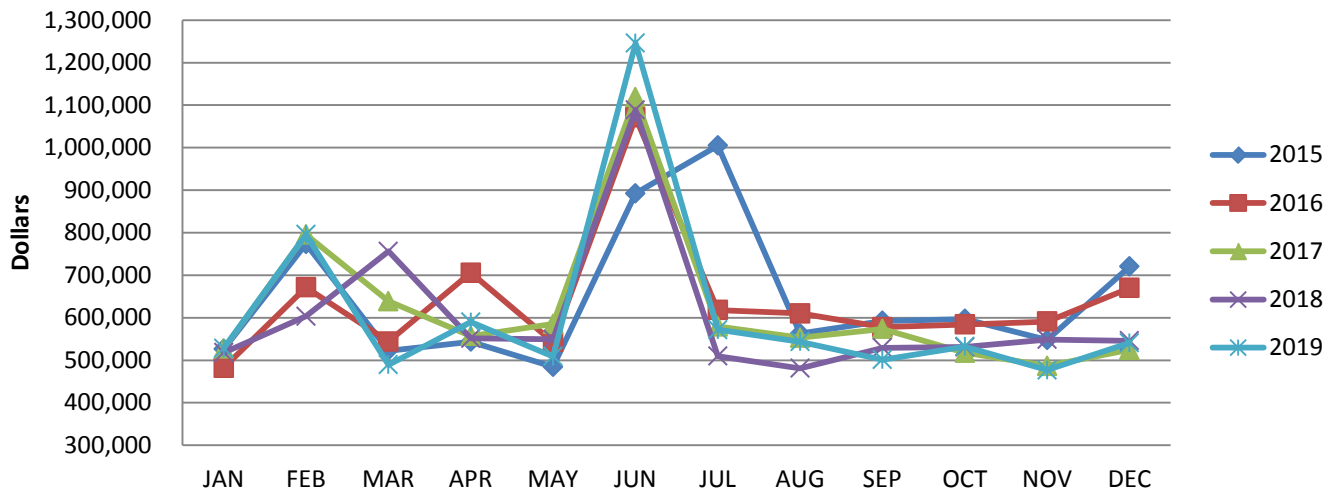
DUES



TOTAL REVENUE



TOTAL EXPENSES





EVP/CEO Report February 2020

- NAHU's offices will be closed 2/17/20 for President's Day.

CEO Travel

Date	Location	Purpose
2/27/2020	Phoenix, AZ	Large Corporate Partner meeting - recruit

Membership

- **Our membership numbers are up for January. We increased membership by 112.** Total members 14,448. Retention went up to 79.35% - almost a 2% increase from last month. We recruited 357 new members; 249 members lapsed.
- Next "Just Ask One" campaign will be March 5th.
 - Images & reminder coming soon along with dates for April and May.
- Member Update Information Email
 - This campaign will encourage members to make sure their information is up to date & have them add some new information - gender, birth date, cell phone, picture – now that we are able to capture this information.
- Reminding chapters & members about the National Dues increase.
- Agency Membership Model program had a good January, with 6 invoices sent out, 4 paid, and 11 new members. We will be sending out another promotion soon.
- Lapsed members have been rejoining without complaining about the \$50 reinstatement fee that began in January 2020.

Capitol Conference

- Our show producer Mark Bonnefond has resigned for personal reasons. We are replacing him with a producer from our AV company and Bob Tretter will assist as usual with institutional knowledge of how our program runs. The up side is that we will save some money on show production. We are not worried about this, just wanted you to be aware that Mark would not be in the tech booth.
- Sold out sponsors lounge with 12 companies sponsoring this year. Had to move HUPAC to outside the room.
 - These sponsors are supporting the meeting by not just exhibiting, but doing a room drop for attendees along with an opening welcome reception.
- Registration is over now over 700 and we expect more one day registrations.
- CMS Administrator Seema Verma is speaking on Monday morning
- Other members of the Administration

- Randy Pate, Head of CCIIO
- Jim Parker, Senior Advisor to the Secretary for Health Reform
- John O'Brien, Trump's former "drug czar" and author of several of the Trump administration's first rules is speaking at a breakout session on Rx drugs
- Senators:
 - Mike Rounds (R-SD)
 - Todd Young (R-IN)
- Representatives:
 - Lauren Underwood (D-IL)
 - Joe Courtney (D-CT)
 - Kurt Schrader (D-OR)
 - Adrien Smith (R-NE)
 - Ann Kuster (D-NH)
- NAHU Employer Working Group "Think Tank" will debut with a breakout session providing the opportunity for members to present innovative ideas for policy change and healthcare reform
- Social events:
 - Sunday: HUPAC/Vanguard Council bowling event (reminder, there is NOT a Board/Leg Council dinner scheduled)
 - Tuesday: HUPAC Reception/Top of the Hill with over two dozen members of Congress invited
 - Wednesday: HUPAC Congressional Club breakfast

Government Affairs

- Regulatory Activity:
 - Submitted comments or letters on:
 - Price Transparency proposed rule
 - Currently working with Legislative Council working groups on comments for:
 - Notice of Benefit and Payment Parameters for 2021 (due 3/2)
 - Letter to Issuers for 2021 (due 2/24)
 - International Drug Index Proposed Rule (due 3/6)
 - Annual Medicare Notice (due 3/6)
- Webinars:
 - Hosted **Live From NAH!** scheduled on January 30 to give an overview of the presidential primaries and the candidate's positions on healthcare
 - The next **Live from NAHU!** Broadcast is scheduled for July 9th. Primary Season is Over with Mary Buckner.
Upcoming dates are as follows:
 - October 8 - **LIVE FROM NAHU!** One Month Out, the State of the Election with Janet Trautwein
 - November 12 – **LIVE FROM NAHU!** The Results Are In... with Janet Trautwein
 - Hosted emergency Compliance Corner webinar on February 13 to alert members to New Jersey individual mandate requirements for employer reporting that may affect employers around the country
- Legislative:
 - Submitted letters to House Ways & Means and Energy & Commerce Committees for their mark up of surprise billing legislation to express our support of a benchmark approach to resolving surprise bills and opposing any amendments that would include arbitration as a resolution.
 - Submitted a letter as a part of the Partnership for Employer Sponsored Coverage to the House and Senate in support of the Commonsense Reporting Act and requesting the language be included in any May 22 budget extender package.

- The next 2 ***Compliance Corner*** broadcasts are as follows:
 - March 19 – Compliance Corner, Cafeteria plans and SPDs with Barb Gerken
 - April 16 – Compliance Corner, Non-Discrimination Testing, Section 125 and 105, with Jen Berman

HUPAC

- HUPAC's fundraising goal for Cap Con is \$95,000.
- HUPAC has launched their social media campaign with targeted ads to our members on Facebook and LinkedIn
- Mo Abdelaziz will take over the administrative functions of the PAC and Chris Hartmann handle other HUPAC functions until a replacement for Anthony is hired.

Public Relations

- Finalized the Media Militia application. The new MM database will be ready next week.
- Created a social media campaign for LPRT's new video challenge.
- Finalized our new Yearly Report and sent it over to Keybridge so that they can begin the design process. Note: This will not be printed this year except in a limited amount for the Leadership Forum. Another note is that we have a template for chapters to do their own annual reports and we will be showing them that during the Forum.
- We have new social media templates for our members to use to promote CapCon.
- The DC Correspondent from Scripps Television will be the guest speaker at our media training session at CapCon.

Professional Development

- Classroom Events for Certifications

1/30/2020	North Carolina AHU	Single Payer	Janet Trautwein
2/11/2020	Ohio AHU	Single Payer	David Mordo
2/11/2020	Central Virginia AHU	Self-Funding	David Smith
3/26/2020	South Carolina AHU	Medicare	Maggie Stedt
3/26/2020	Metro Detroit AHU	Single Payer	Janet Trautwein
3/31/2020	Louisiana AHU	Single Payer	Reid Rasmussen
	Orange County & Inland Empire		
4/14/2020	AHU	Single Payer	Janet Trautwein
4/15/2020	Jacksonville AHU	Single Payer	David Mordo
4/15/2020	Washington AHU	Single Payer	Janet Trautwein
4/22/2020	Indiana State AHU	Medicare	Pam Evans
4/22/2020	Indiana State AHU	ABHP	Lisa Collins
5/18/2020	BenefitsPRO Expo	Single Payer	Reid Rasmussen
6/7/2020	Virginia AHU	ASF	David Smith
7/23/2020	Massachusetts AHU	Single-Payer	David Mordo

- Account-Based Health Plans – Health Savings Comparisons certification to launch February 14th
<https://nahu.org/professional-development/courses/abhp>
- 99 REBC graduates 2019
 - 7 REBC graduates January 2020

■ Top selling courses 2019 in order by # enrollments

- Self-funding
- DC Health Link Broker Training
- Ethics in Business
- Group Benefits
- Advanced Topics in Group Benefits
- Single-Payer
- Employer-Sponsored Plans
- Advanced Self-funding

Communications

- Since October, we've sent 19 Capitol Conference promo emails to the general membership, 14 to corporate partners, three to LPRTs and eight to members of our Principals Council, GAPC and Medicare PC. (These are just "we want you to attend" promos – not messages about specific events like the Bowling Party requests of members who have already registered (pick your breakout session, don't forget to book your hotel, etc.).
- As of January 21, we had \$148,758 in signed contracts for 2020 advertising in ABS and our electronic properties. There's at least twice that figure out in pending proposals.
- A new section on Medicare news will debut in the March ABS.

Finance

- Working on closing out financials for 2019 for NAHU, EF & HUPAC
- Helping with transition for HUPAC as Anthony prepares to leave
- Documenting department procedures, responsibilities and goals for 2020

Awards

- The **Public Service Award** has been approved for the 2021 awards year. This award focuses on a chapter's community service based on time served and not so much on money spent.
- The committee has created a task force to review the **Presidential Citation Award**. The reason for this is that much of the criteria are also present in the **Pacesetter** – this award may no longer be needed and we have had a declining number of applicants.

Chapter Leadership & Development

- Registration for **the Leadership Forum** is strong with 108 people registered. Registration closes 2/14.
- Check lists to help chapter presidents prepare for office are being developed.

LPRT

- The 2020 **LPRT** application is now available online.
- The committee has kicked off a video testimonial campaign where qualifiers are being asked to share why they qualified, how they have benefitted from being an **LPRT** qualifier, and why others should qualify too.

Nominations

- Campaign Guidelines have been distributed to all 2020-2021 candidates.

Governance

- The committee has reviewed all P&Ps that needed to be reviewed.
- The newly approved *Leadership Profile* will be implemented by the Governance Committee to review appointed national chairs leaders.

Medicare Summits

- Medicare Summits are beginning across the country, as over 30 chapters are planning to host an event. The first Summit is February 6th in Mississippi.
- Medicare Summits are a great way to promote your chapter and NAHU, as well as bringing in new members. Last year NAHU chapters conducted over 30 Summits, and there are at least that many planned for 2020. Please contact Bob Tretter if your chapter plans on running a Medicare Summit so he can help you with promotion and other sponsorship opportunities.

Corporate Partner/Principals Council News

- Strategic recruitment efforts and personalized outreach continued with large agencies, including key discussions/meetings with HUB, McGriff Insurance Services, OneShare, OneDigital, Word Brown, among others.
- Special list-bill membership campaign for BAN and Assure Global members in conjunction with Janet's keynote address at their Winter Meetings.
- Hosting special briefing reception at Capitol Conference for UBA members, in recognition of their support of NAHU.

Note: Watch for a complete update in the March CEO report on the status of each of our large agency prospects or those we are growing.

Staff news

- Anthony Perez will be leaving February 13th to pursue a position with the Oncologists where he will be developing a PAC from scratch. This is a solid career move for Anthony who has been with us six years after joining originally as our Government Affairs coordinator. We will miss Anthony but wish him the best with this big move in his career path.
- Mo Abdelaziz joined the team as Government Affairs Coordinator in January and is doing an amazing job. He has been focusing on assisting the Government Affairs department and HUPAC with administrative tasks and coordinating NAHU's social media. He has really taken our social media efforts to a new level with his creativity. Mo replaced Dan Parker who was promoted when Dan Samson left NAHU in December.
- February Anniversaries
 - Megan Mamarella 2/16 3 years
 - Robin Moore 2/15 20 years
 - Martin Carr 2/9 22 years