



### **NAHU Board of Trustees Meeting**

**Monday, April 16, 2018**

**Meeting called to order at 4:02 P.M. EDT by Rusty Rice, NAHU President Elect**

### **NAHU'S VISION STATEMENT**

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

### **Roll Call**

#### **Attendees:**

President Mike Embry  
President Elect Rusty Rice  
Vice President Pat Griffey  
Treasurer Dane Rianhard

Secretary Eugene Starks  
Immediate Past President Jim Stenger  
NAHU Executive VP & CEO Janet Trautwein  
Region II Vice President Erica Hain

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

**Absent:** None

#### **Staff:**

Farren Baer (Absent)  
Marcy Buckner  
Megan Caputo

Chris Hartman  
Kelly Loussedes  
Illana Maze

Jennifer Murphy  
Bob Tretter  
Brooke Willson

#### **Guests:**

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

Chapter and Leadership Development Chair Lou Reginelli  
Region I VP Candidate Michael Grinnell  
Region VIII Candidate Pat Burns

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

Mike Embry Called the meeting to order and read the Antitrust Statement

**Roll Call of Attendees** by Eugene Starks

### **Approve Agenda**

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

### **Consent Agenda A**

BoT Meeting Minutes – March 16, 2018  
Executive Committee Minutes – March 9, 2018



**Motion:** Ashley Kapostins made a motion to approve Consent Agenda A. The motion passed unanimously.

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

**Committee Reports**

- Awards Committee
- Chapter and Leadership Development Committee
- Finance Committee
- Governance Committee
- HUPAC Committee
- Legislative Council
- LPRT Committee
- Media Relations
- Membership Council
  - Spring into Action Flyer
  - Membership Survey Results
  - Membership Survey Results - Extended Answers
- Professional Development Committee
- Vanguard Council

**Motion:** Linda Rose Koehler made a motion to pass Consent Agenda B. The motion passed unanimously.

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

- February 2018 Financials
- Financial Trends - February 2018
- 2019 Budget Meeting Timeline
  - Meeting Dates: September 14 & 15, Washington DC

**Motion:** Dane Rianhard made a motion to accept the Financial Report.

**Discussion:** Dane Rianhard made the point that financial expenditures are as low as they have ever been, he added that NAHU is experiencing a “Top-Line” revenue struggle.

**Motion:** The motion to accept the February 2018 Financial Report passed unanimously.

**RVP Report**

Erica Hain delivered the RVP Report. Erica reported that the RVPs are focused on strengthening the programing of regional leadership conferences. The RVPs are working to develop a core curriculum to cover NAHU leadership fundamentals. The RVPs are also working with Professional Development to revise RVP training to assure that training covers all duties under the RVP job description.



## **CEO Report**

Janet Trautwein gave the CEO report. Janet discussed the talking points and Prezi for messaging the proposed \$5 dollar per month dues increase. The goal is to get the talking points out to Chapter Presidents across the country and schedule Prezi webinars to share the messaging. Janet said that a timeline for distributing the talking points and Prezi webinar schedule will be sent to BOT members. RVPs were asked to share the dues increase talking points on their monthly Regional Leadership calls.

Janet also shared that they are growing the list of sponsors for the 2018 NAHU Annual Convention. She also reported that the Florida Medicare Summit was very successful, and that they picked up 17 new members at the event.

## **Old Business**

- Region I Vice President Update – Jim Stenger reported that all filing and consent criteria had been met on the nomination of Michael Grinnell to fill the role of Region I RVP that was vacated when Jeannie Comins stepped down from that post. (see Nominations Report)

**Motion:** Jim Stenger made a motion to approval of Michael Grinnell for Region I Vice President. The motion passed unanimously.

## **New Business**

- Membership Beyond Corporate Partners - What are we doing? Discussion: Erica Hain inquired about membership development efforts that go beyond the focus on Corporate Partners. She stressed the importance of continuing efforts of developing the Medicare FAO market. Janet reported that progress is being made in that market, but development has been slower than expected. Erica also stressed the importance of focusing on lapsed members to understand their reason for letting their membership lapse and encourage them to rejoin. BOT members agreed that energy and effort needs to continue to be focused on expanding membership development efforts.
- NAHU Futures Group (Rusty Rice) – This discussion was deferred until the next BOT meeting.

**Strategic Discussion** – This discussion was deferred until the next BOT meeting.

## **Motion for Adjournment**

Eugene Starks made the motion for the meeting to adjourn, it passed unanimously.

Respectfully submitted,

Eugene Starks  
NAHU Secretary



**NAHU Board of Trustees Meeting Agenda**  
**Monday, April 16, 2018**  
**Conference Call**  
**4:00-5:30 p.m. EDT**

***NAHU'S MISSION STATEMENT***

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

**Call to Order & Reading of Antitrust Statement\*** (*Mike Embry*)  
**Roll Call of Attendees** (*Eugene Starks*)  
**Approve Agenda** (*Mike Embry*)

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

BoT Meeting Minutes – March 19, 2018  
EC Meeting Minutes – March 12, 2018

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

Committee Reports

- Awards Committee
- Chapter and Leadership Development Committee
- Finance Committee
- Governance Committee
- HUPAC Committee
- Legislative Council
- LPRT Committee
- Media Relations
- Membership Council
  - Spring into Action Flyer
  - Membership Survey Results
  - Membership Survey Results – Extended Answers
- Nomination Committee
- Professional Development Committee
- Vanguard Council

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

NAHU February 2018 Financials  
Financial Trends – February 2018  
2019 Budget Meeting Timeline



- Meeting Dates: September 14 & 15, Washington DC

#### **RVP Report** (*Erica Hain*)

#### **CEO Report** (*Janet Trautwein*)

- Dues Increase Talking Points
- Dues Presentation (Prezi)

#### **Region 1 VP Transition Update** (*Jim Stenger*)

- VOTE: Approval of Michael Grinnell for Region 1 Vice President (3/4 vote of support)

#### **Membership Beyond Corporate Partners – What are we doing?** (*Erica Hain*)

#### **NAHU Futures Group** (*Rusty Rice*)

#### **Strategic Discussion**

#### **Motion for Adjournment**

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

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

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



### **NAHU Board of Trustees Meeting**

**Monday, March 19, 2018**

**Meeting called to order at 4:02 P.M. EDT by Rusty Rice, NAHU President Elect**

### **NAHU'S VISION STATEMENT**

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

### **Roll Call**

#### **Attendees:**

President Mike Embry  
President Elect Rusty Rice  
Vice President Pat Griffey  
Treasurer Dane Rianhard  
Secretary Eugene Starks  
Immediate Past President Jim Stenger  
NAHU Executive VP & CEO Janet Trautwein

Region II Vice President Erica Hain  
Region III Vice President Mike Deagle  
Region IV Vice President Alycia Riedl  
Region V Vice President Paige Phillips  
Region VI Vice President Kelly Fristoe  
Region VIII Vice President Linda Rose Koehler  
Professional Development Chair Ashley Kapostins

**Absent:** Region I Vice President Jeannie Comins, Region VII Vice President Ray Magnuson, Legislative Council Chair Annette Bechtold, Membership Council Chair Deb Crouch

#### **Staff:**

Farren Baer  
Marcy Buckner  
Megan Caputo

Chris Hartman  
Kelly Loussedes  
Illana Maze

Jennifer Murphy  
Bob Tretter  
Brooke Willson

#### **Guests:**

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

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

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

Mike Embry Called the meeting to order and read the Antitrust Statement

**Roll Call of Attendees** by Eugene Starks

### **Approve Agenda**

Erica Hain made a motion to approve the Agenda. The motion was approved unanimously.

### **Consent Agenda A**

BoT Meeting Minutes – February 20, 2018 and February 24, 2018



Executive Committee Minutes – February 12, 2018

**Motion:** Rusty Rice made a motion to approve Consent Agenda A. The motion passed unanimously.

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

Committee Reports

- Awards Committee
- Chapter and Leadership Development Committee
- Governance Committee
  - NAHU Travel & Entertainment Policy P&P 98-01-F
  - Membership Council Structure P&P 06-02-MB
- Finance Committee
- LPRT Committee
- Membership Council
- Professional Development Committee
  - Classroom Schedule
  - LEAD RFP Form

Chapter Charter Request

- Greater Niagara Frontier New York AHU

**Motion:** Kelly Fristo made a motion to pass Consent Agenda B. The motion passed unanimously.

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

NAHU January Financials

Dues Increase Talking Points (*see Finance Report #8*)

**Motion:** Dane Rianhard made a motion to accept the Financial Report and approve the Dues Increase Talking Points. After limited discussion the motion passed unanimously.

**RVP Report**

Linda Rose Koehler delivered the RVP Report. The RVPs have completed an update of the RVP Position Description and the updated Position Description will be added to the RVP training manual.

**CEO Report**

Janet Trautwein reported that NAHU Member, Anthony Halby, got into an intense verbal confrontation with a California AHU member, that nearly became a physical altercation, during the Region VIII meeting at Capitol Conference. After reviewing the facts surrounding the incident Janet concluded that a letter of censure should be sent to Mr. Halby advising him that he is suspended from California AHU meetings and Regional VIII





Meetings for one year. Janet will update the Board after the letter is sent if it leads to the need for any additional actions.

Janet advised the Board that she and the staff will work with the Finance Committee to roll-out the Dues Increase communications strategy. She stated that she would give the Board an update on the NAHU Affinity Partners program at the April BOT meeting. Janet also reported that Congress would be voting on a budget package that is slated to include some of the Insurance Market Stabilization measures supported by NAHU. She also reported that she felt some support for including market stabilization measures in the budget bill was starting to fade and could ultimately be left out of the budget bill.

#### **Agency Membership Task Force Update**

No report was given.

#### **Strategic Discussion**

- What to do about Membership: Janet Trautwein reported that NAHU is kicking off a Spring Membership Drive, “Spring into Action.” The membership drive will offer a \$50 discount on NAHU dues for members who join NAHU during the membership drive.
- Vision 20/20 Tracking: Janet Trautwein reported that Vision 20/20 tracking is going well, all committee reports are current. Janet also encouraged all RVPs to encourage the state and local chapters in their Regions to appoint a Vanguard Council Chair. The Vanguard Council is becoming more and more vital to the mission on NAHU and we need to build leadership and support for Vanguard in all Regions. Eugene Starks reported that the Awards Committee is drafting criteria to award points to Chapters for Vanguard Council leadership and engagement.

#### **New Business**

Paige Philips reported that the Alabama AHU Capitol Conference Scholarship Student has been interviewed by a NAHU member agency in New Jersey.

Rusty Rice reported that he will hold a BOT planning meeting at the end of the 2017 National Convention being held in Kansas City. The meeting will be held on Tuesday, June 26, and the meeting should conclude no later than 1:30 p.m. BOT members should plan travel arrangements to accommodate meeting.

#### **Motion for Adjournment**

Eugene Starks made the motion for the meeting to adjourn, it passed unanimously.

Respectfully submitted,  
Eugene Starks  
NAHU Secretary





## **NAHU Executive Committee Meeting**

**Tuesday, March 12, 2018**

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

### **Roll Call** (*Eugene Starks*)

#### **Attendees:**

President, Mike Embry  
President Elect, Rusty Rice  
Vice President, Pat Griffey  
Secretary, Eugene Starks

Immediate Past President, Jim Stenger  
NAHU Executive VP & CEO, Janet Trautwein  
**Staff:** Brooke Willson, Jennifer Murphy

#### **Absent:**

### **Agenda**

- 1) Dues Increase Amount & Annual Indexing Amount: The EC discussed the proposed dues increase at length. The current recommended annual dues increase is \$60 effective January 1, 2019, with an annual dues indexing increase of \$8 per year starting January 1, 2020. After extensive discussion the EC decided to discuss the matter with the full Board and follow any actions the full Board takes.
- 2) Finance Committee Talking Points & Messaging for the House of Delegates: EC discussed the Finance Committee's recommended talking points regarding the proposed NAHU Dues Increase. It agreed that the "Staff Expense" on the pie chart should be broken down into the various duties done by the staff, like legislative, events, professional development, etc. Janet recommended that communication strategies include a webinar for NAHU State Presidents, testimonials from NAHU members, and promoting the message extensively at the local chapter level.
- 3) Membership: Eugene challenged to EC to continue to recruit new members through the National Convention in Kansas City in June 2018. Eugene also suggested that NAHU run another membership campaign, offering a \$50 discount like was done for the February 2018 membership promotion. Janet encouraged everyone to continue to focus on recruiting new members and shared that the NAHU Staff and Membership Committee are rolling out a Spring membership initiative.
- 4) Executive VP/CEO Report: Janet Trautwein reported that NAHU member, Anthony Halby, got into an intense verbal confrontation with a CAHU member which nearly became a physical altercation, during the Region VIII meeting at Capitol Conference. After reviewing the facts Janet concluded that a letter of censure would be sent to Mr. Halby advising him that he is suspended from CAHU meetings and Regional VIII Meetings for one year. Janet will update the Board after the letter is sent if it leads to the need for any additional actions.

### **Adjournment**

NAHU President Adjourned the meeting at 4:57 P.M. EDT



## **AWARDS**

**Chair: Joy Gardner**  
**Board: Eugene Starks**  
**Month: April**

The committee held a special call to review the judging process for Website Awards. We are ramping up to review the new award applications. They should make submissions and judging much easier since the documentation requirements are now included on the applications.

The committee will be in DC for judging at NAHU's office April 20 – 22.



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

Tuesday, March 27, 2018, 5:15 p.m. (ET)



### **Attendance:**

Chair:	Lou Reginelli	X	Region 4:	Sam Nigro	X
Vice Chair:	Arty Accardo	X	Region 5:	Donna Hill	X
BOT Liaison:	Pat Griffey	X	Region 6:	Jennifer Toups	A
NAHU Staff:	Brooke Willson	A	Region 8:	Jolene Bryant	X
Region 1:	Julie Jennings	X	At Large:	Carolyn Beck	A
Region 2:	Dave Cagliola	X	At Large:	Cerrina Jensen	X
Region 3:	Suzy Alberts	X			

- LEAD program update (Julie Jennings)
  - Waiting on RFPs from the presenters, deadline is April 30th
  - Five vendors have been asked to complete the RFP
- Annual Convention
  - Committee meeting will be Saturday, June 23<sup>rd</sup> 5 pm – 6 pm
  - Current and new chairs are required to participate
  - Lou and Arty will notify the new chairs of the meetings
  - There will be no CLD meeting with state and local presidents because all of the leadership training sessions are to occur at the same time
  - The leadership sessions will occur on Sunday, June 24 7:30 am – 8:45 am
  - Arty will be attending the incoming Presidents' session
- Leadership Forum (Lou Reginelli)
  - A overview of the Leadership Forum comments were given
  - There have been many requests for more committee information
  - Discussions have started for next year's meeting in April 2019.
  - The committee has agreed that the open forum should have pre-determined questions along with additional questions from the attendees.
  - National chairs will be available to answer questions
  - The assigned seating components will be continued
- Chapter Certification
  - The committee was updated on the communication strategy
  - Strategy included comments from the RVPs' leadership call, emails to presidents, postings in the President's Perspective and one-on-one chair discussions.
  - Tentative completion and roll out of the strategy to leaders in July.
- Chapter Case Studies
  - Lou followed up on the case studied identified during the March meeting. A situation where a chapter is closing, struggling with leadership and participation.
  - A state chapter that has been successful in the past but thru membership loss has no president elect or vice president. Current president does not want to continue next year. State has 5 local chapters with 2 having full boards. Local chapters have people to move

into the vacant state positions but disagree on future strategies for state which keeps the state from moving forward in a positive way. Here are recommendations from committee:

- RVP must get involved to bring chapters together.
- Possibly combine president elect & VP positions.
- Use outside vendors to help with work load (event/meeting planning and attendance).
- Have a strategic planning session with CLD regional chair and RVP.
- Mentor new leaders in a positive way that will lead to trust within the leadership.
- Cerrina stated chapters should use 5 key elements in developing a successful chapter.
  - Have Succession Plan
  - Keep good records/administration
  - Have a set committee structure
  - Have strategic plan
  - Review and update By Law
- Arty stated mentoring strategic plan has these elements.
  - Work with Professional Development, get the plug-and-play programming
  - Work with the State Chapter, get support and participation by state board
  - Have a mentor for the chapter so the struggling chapter has on hand support and resources
  - Create more outreach structure for the chapter to help with resources, contact information, etc. those things that chapters and officers need to ensure they have what they need
  - How do we make sure they know about these programs? Continued communication with RVPs, chapter leaders and membership in general

➤ Next Meeting is April 24, 2018 at 2:00 pm Eastern time.

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### **Chapter and Leadership Development Committee**

The Chapter 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.

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#### **NAHU Strategic Plan:**

**#1 ~ NAHU will exceed its members' expectations.**

**#2 ~ A significant number of health insurance professionals will be NAHU members.**

**#3 ~ NAHU will be known as a leader in industry and public policy forums.**

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**Committee Name: Chapter Leadership and Development – Chair – Lou Reginelli****Project:** Creation of mentorship program**From our strategic plan:**

We will provide national, state and local chapter services of the highest quality, and leadership tools to allow them to effectively provide service to our members.

**How it relates to strategic plan:**

Mentoring is important to the long term growth of chapters. Presidents must have updated resources to fulfill their responsibilities but also have advisors they trust to guide, help and support them through difficult situations. The CLD committee is committed to the mentoring process. This will help presidents be the best leader they can be which will lead to chapter growth and stability. I will update the BOT on these projects through my monthly committee report.

**BOT Suggested actions for 2017**

<b>Action</b>	<b>Date Completed</b>	<b>Notes</b>
Determine what types of mentoring programs are being used by other associations and the nature of these programs.	1/10/2018	Brooke and Lou are researching other entities that have and promote mentoring programs. They have found mentoring programs are part of leadership training courses with group or individual coaching sessions. AHIP & Chamber of Commerce have these types of programs.
Determine whether other NAHU national committees have attempted mentoring programs and what challenges they have encountered in setting up these programs.	10/24/2017	Vanguard Council has in the past tried a member to member mentoring program with few positive results. Other than committee training and monthly calls, no other mentoring program is active.
Determine whether any local or state NAHU chapters have engaged in mentoring or related programs and what the nature of those programs have been and what successes or challenges have been encountered.	2/1/2018 but continually reviewed by CLD committee.	Little to no leadership mentoring in local or state chapters. Some larger states (North Carolina, California) have leadership training for local presidents. Other chapters have mentoring from past president if past president stays engaged with chapter.
Based on the results of the above research, determine the appropriate length and content of a NAHU mentoring program.	2/1/2018 with yearly review by CLD committee.	Keep leadership training in the Leadership Forum meeting at Cap Con. CLD committee continually mentoring chapter presidents.
Begin the process of creation of a NAHU mentoring program.	9/30/2017	Mentoring strategic plan was created by Arthur Accardo and task force.

**BOT Actions for 2018**

<b>Action</b>	<b>Date Completed</b>	<b>Notes</b>
Complete creation of a mentorship program.	Will be on going.	CLD committee continually mentoring leaders.
Consult with Awards committees to determine incentives for participation by chapter/chapter members and how they use size distinctions in current awards.	Ongoing	Lou started conversation with Awards chair. Will continue discussions until Cerrina is able to work with Awards committee.
Based on discussion with Awards committee, consider	Ongoing	CLD committee continues to discuss this issue. Team does not think incentives are

what incentives could be added to chapter certification programs to encourage participation in the program.		needed but more communication and clearly defined differences between Awards and CLD Certifications is needed. Specific timelines for certifying are being discussed. This could help with explaining the differences and ease staff responsibilities during Awards weekend.
Create timeline for outreach – one suggestion would be to target larger chapters first for greatest immediate penetration into the program.	Ongoing	CLD committee working on being a trusted advisor to state presidents. This will give the presidents the proper mentoring and training for a successful year. Also give presidents the proper information and guidance to qualify for chapter certification.
Determine what local and state champions would be needed for the success of the program.	2-25-18. Ongoing review.	CLD committee believes if they help one chapter have a better foundation then the certification process is worth it.
Create materials for outreach to chapters. Coordinate with NAHU staff for branding consistency.	Ongoing	CLD committee has completed reviews of all guidebooks, tri fold and new chapter programs. They have completed a video to promote leadership.
Begin outreach to chapters electronically through e-mail, Podcasts, video, and social media.	Ongoing	Will work with Vanguard, PDC and Membership to promote the value of membership.
Repeat outreach and include personal follow-up with chapter leaders.	Ongoing	CLD committee are contacting the state presidents to verify roster submissions, succession and strategic planning is being done.
Continue outreach and follow-up	Ongoing	CLD committee to continue to contact presidents.
Measure results	Ongoing	Measure results by roster submissions, verifying strategic and succession plans, number of chapters that receive chapter certification.



## Finance Committee Teleconference

**Date:** April 9, 2018

### MINUTES

1. Roll Call

Present: Dane Rianhard, Patricia Griffey, Kelly Fristoe, Alycia Riedl, Mike Deagle, Marsha Tellesbo, Eugene Starks, Janet Trautwein, Jennifer Murphy

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

3. Comments and discussion concerning the monthly financial report

February 2018 Financial Statements & Trend Analysis – the committee reviewed the statements and analysis and discussed any questions. Motion to accept the financials as presented was made by Marsha, second by Mike, motion carried.

4. 2019 Budget Timeline Update – the new dates for the budget meeting are Sep 14-15. **Jennifer will send out an updated timeline.**

5. Reimbursement Subcommittee Discussion - Eugene will be meeting with the subcommittee shortly and will report out at our next meeting.

6. Dues Increase Update – Jennifer gave the new graph to David Smith to include in the materials the governance committee is putting together. We should have something out shortly for the board to use for their talking points.

7. New Business – Information was discussed to help everyone understand the arrangements with the outside consultants and including them in the budget discussion for next year.

It was also discussed that a question was raised on the RVP call regarding the NAHU office lease. Janet let the committee know that we have already begun the discussions with our real estate agent even though our lease does not expire for 4 more years. We will continue to look for the best office space that meets the needs of the organization.

8. Adjourn





## **GOVERNANCE**

**Chair: David Smith**  
**Board Liaison: Rusty Rice**  
**Month: April 2018**

**On April 5, 2018, Governance held its monthly conference call and discussed a number of matters, and offer the following for the Board of Trustees consideration for its April 2018 Board call:**

### **Vice Chair Nominees for 2018-19**

In accordance with the P&P adopted last year, Pat Griffey, as the sole candidate for NAHU President-Elect, submitted her proposed nominees to serve as Vice Chairs of the various committees for the coming year. These individuals would then likely serve as the Chairs of the respective committees during Pat's term as President of NAHU from July 2019 – June 2020. The nominees are:

<b>Awards</b>	Rosanne Wolfe	7-AZ
<b>Chapter Leadership &amp; Dev</b>	Cerrina Jensen	8-CA
<b>HUPAC</b>	Cathy Cooper	3-MI
<b>Legislative</b>	Jessica Watts	6-TX
<b>LPRT</b>	Valerie Cramer	3-MI
<b>Media</b>	Suzy Alberts	3-MI
<b>Membership</b>	Kevin Trokey	6-MO
<b>Professional Development</b>	Jill Pedersen	8-OR
<b>Vanguard</b>	Mark Fox	5-AL

As a part of fulfilling its responsibilities under the P&P, the Governance Committee was required to review the nominees to identify whether or not there were any candidates who did not have experience in serving as a member of their respective committee. Among the nominees, each has either current or previous service on the committee – in fact all but two are current members of the committee for which they are nominated. Rosanne Wolfe previously served on the Awards Committee prior to her service as a Regional Vice President, and Jessica Watts was recently termed out of serving on Legislative Council – an issue which does not impact her eligibility to serve as Vice Chair.

The Governance Committee gave its strongest recommendation to the Board of Trustees for their approval of these nominees.

### **Other Updates:**

**NAHU House of Delegates:** The Governance Committee has not yet been made aware of any proposed amendments to the NAHU Bylaws for consideration at the 2018 House of Delegates as of our Committee call.

#### **BOT Training**

- Final version link: <https://prezi.com/view/IK3aNYfTtrAP10jBnBJ0/>
- Pending recording and implementation

#### **Job Descriptions**

- Committee Chair: Received final job descriptions, which are being shared with current Chair and Vice Chairs for any final feedback, and review by Jennifer Murphy to see if there can be some standard format.
- Board of Trustees: A draft version was received and will be discussed further on our April call.
- Regional Vice Presidents: Received proposed language from the RVPs to create a role description, which was briefly discussed and will be considered on our April call. Brooke mentioned that there was some discussion among RVPs that much of this is including in their training material, which may result in this being modified to be consistent with all or part of that material.

**Rotational Membership of Governance.** Two members of the Governance Committee, Susan Rash and Lisa Hughes, will have completed their terms as members as of June 30, 2018. We will seek to add two new members for a two-year term that would begin July 1, 2018 and run until June 30, 2020. If you have suggestions or recommendations, please feel free to share those with David Smith by May 1, 2018.

**2020 Strategic Plan Status.** Governance has been assigned two tasks for 2017. Here is the status on each one:

Action	Notes
<b>Make recommendations on improvements and additions to board training</b>	BOT training draft has been reviewed and approved by the BOT and will be recorded so that it will be used for candidates for election in June 2018, and all remaining Board members prior to July 1, 2018.
<b>Make recommendations on changes to P&amp;Ps and policy procedures</b>	Only two remain to be completed, both of which are pending feedback and will ideally be completed during our March 2018 call.

Our calls are on the first Thursday at 11:30 am ET.



## **HUPAC**

**Chair: Steve Selinsky  
Board Liaison: Jim Stenger  
Month: April 2018**

**The HUPAC Board met on April 11, 2018..**

- **Focusing on our HUPAC Telethon, targeting non- contributors the weeks of April 16- May 4<sup>th</sup>**
  - **Webinar for chapter Leaders at 4PM on Monday, April 16, 2018 to go over out Mid Term Madness telethon and how to conduct it within your chapter.**
  - **All Chapters are asked to take 2-4 hours during those two weeks and get group of board members or members to make calls/reach out to members who are not contributing and to thank those that are contributors.**
  - **Goal to raise \$50,000 in the two week span**
  - **We will provide scripts, ideas, and lists to the chapters**
  - **We have found when piloting this concept that most members, especially those who do not attend meetings, have never been asked and will when someone reaches out to them.**
  - **Great way for chapters to also thank members for being members of NAHU and to invite them to upcoming meetings.**
- **Anthony send out “Lets Stop Single Payor” email appeal to all non-contributors and we raised over \$5000 in the first 3 hours.**
- **Preparing for national convention**
- **On target to beat prior years and to exceed \$1 million for this election cycle.**



## LEGISLATIVE

**Chair: Annette Bechtold**  
**Board Liaison: Rusty Rice**  
**Month: April 2018**

The Legislative Council met on 4/3/18. Here are the highlights and NAHU Leg Council activities:

### ***Legislative Update***

#### Legislative Outcomes and Priorities

- The omnibus spending bill passed both the House and Senate but did not include any of the benefits priorities that were part of our advocacy agenda
- Even up until the evening before it appeared that market stability provisions and continuation of the cost sharing reductions could be included. Unfortunately, a dispute centering around the 40-year old Hyde amendment that prevents federal funding from being used to pay for abortion services caused all the benefit provisions to be pulled from the final bill
- Focus will again be on promotion of bills through regular order, including the HSA expansion bill, HR 5138, MLR, 40 hours as full-time, etc.
- Discussed on-going activity and that the talking points for this conference were centered on those topics with opportunity to be included in the CR

### ***Regulatory Update***

- Executive order
  - Association Health Plans (AHPs) – NAHU submitted comments for the March 6 deadline. Response is anticipated around June or July
  - Short Term Limited Duration Insurance - comments are being drafted for the April 23 deadline – comments will include concerns regarding further division in the marketplace of solutions for healthy individuals and sick individuals while balancing the need for those to enroll in some coverage outside of open enrollment and ensuring that individuals understand that these policies do not constitute minimum essential coverage.
  - HRA expansion – proposed rules have yet to be released. The Departments were given 120 days to propose the rules, unlike AHP and STLDI rules that were required after 60 days. All three agencies will need to work together, DOL, IRS, and HHS, to draft these rules, which will add to the timeline.

- Staff are actively working to set up meetings with all regulatory agencies, including the new HHS Secretary, Alex Azar
  - The Principal's Council Fly-In is scheduled for May 7 – 8. Meetings are being arranged and include a meeting with White House senior health policy advisor.
  - Staff has an upcoming meeting with AHIP regarding market stability

### ***Additional Discussion Topics***

- HIPAA BAAs – Discussed new BAAs being issued by a number of carriers, including BCBS TN, BCBS SC, and UHC. These require more safeguards than prior versions. A Compliance Corner blog and communication will be coming out and efforts will be made to schedule a webinar to raise awareness for our members.
- Leg Council applications will be available on April 11
- State issue tracking project – status

*As a follow-up to the idea brought forward in the last Leg Council meeting to improve communication across states, to understand activities, successes, best practices, etc., we will take action on the following:*

1. *Creation of a uniform template to capture state activity – [template created](#)*
2. *Introduction of final template to leg council regional liaisons - [introduced to the Leg Council regional liaisons](#)*
3. *Implementation of final form with 3-month pilot to observe and modify, as needed – [Rolling out final template this month to regions and state leg chairs](#)*
4. *Future communication to all state leg chairs with responsibilities for update and maintenance*

## **Proposed Rule on Association Health Plans**

NAHU is in the process of drafting a comprehensive response to the proposed regulation on association health plans (AHPs) that is under consideration by the federal Department of Labor. Our letter, which we will submit in advance of the March 6, 2018, comment deadline, will address a multitude of issues raised in the proposed rule, and will feature the following highlights:

### **Introduction**

NAHU will acknowledge that regulatory changes to facilitate the creation of association health plans is definitely on the horizon and that our members are well-positioned to provide both state and federal regulators with insight about how this new approach will impact both the individual and small group health insurance markets. However, we also will address the reality that while the AHP concept may be appealing to some and could benefit specific populations, it is in no way a comprehensive solution to the market-competition and pricing concerns currently plaguing the individual and small group health insurance markets. It also in no way addresses the issue of medical care costs, which is the real driver of premiums, nor will it likely result in significant long-term cost-savings for many.

### **Role of the Broker**

We will include a section highlighting the benefits of working with brokers and how whatever AHP framework the DOL ultimately develops should include the option of working with a local broker for both plan implementation and long-term customer service needs.

### **Regulation of Self-Funded Plans**

The proposed rule asks for comments about whether or not the DOL should attempt to extend the reach of this proposal to self-funded Multiple Employer Welfare Arrangements (MEWAs), which are currently regulated quite differently, and

NAHU plans to advocate not expanding the scope of this proposal to include self-funded arrangements.

### **Inclusion of Large Groups**

The rule also asked for comments about large-group plans. The proposal does not preclude a large-group from joining, but NAHU agrees with the rule's drafter that in all likelihood few large groups will ultimately find AHP participation an attractive option and so the regulation does not need to either do more to incent large group participation or exclude it explicitly. Our response will detail the practical and market reasons why.

### **Sole Proprietors**

NAHU will acknowledge that sole proprietors currently lack affordable coverage options in most states and would benefit from market relief. However, we will stress that any change to federal regulation will need to feature a reliable standard to ensure that participants genuinely are the owners of small businesses. We will suggest an open enrollment period and strict business verification standards, similar to those used in MD and DE today. We plan to oppose the requirement that a sole proprietor does not have another coverage option as problematic and unenforceable.

### **Association Plan Framework**

NAHU believes that the final regulation needs to have firm guidelines for the framework of the new associations. We have concerns about the logistics of bylaws drafting and the potential for hidden language about fees, length of membership term, lack of local presence, service support and other elements that may not be beneficial to consumers and could ultimately doom the associations.

### **State Regulation and Jurisdictional Issues**

NAHU believes that each association will need to have a definite state of situs and primary regulatory jurisdiction and a local presence associated with that determination (not just a mailing address). Additionally, we believe that the DOL will need to provide detailed guidance about how different state regulators and the federal government will interface concerning regulation and consumer protection, so that clear lines of authority and consumer support are evident from the get-go.

### **Consumer Disclosure**

NAHU believes that AHP consumers, both at the business level and individual participant level need to have a clear understanding of what association membership signifies and how it may differ from traditional fully-insured coverage. We propose the development of an AHP-specific addendum to the Summary of Benefits and Coverage and Uniform Glossary, to be drafted by the NAIC statutory working group on Summaries of Benefits and Coverage.



NAHU is being assisted in drafting our response to this proposed rule by Jessica Waltman, Principal of Forward Health Consulting. If you have additional thoughts to share about this proposed rule, please feel free to reach out to Jessica at [Jessica@forwardhealthconsulting.com](mailto:Jessica@forwardhealthconsulting.com) or (703) 496-0796. Comments are due by March 6<sup>th</sup> so please provide feedback by March 1<sup>st</sup>.



## **LPRT**

**Chair: Reid Rasmussen**

**Board Liaison: Eugene Starks**

**Month: April 2018**

LPRT applications continue to pour in. The \$50 late fee has been waived for April.

### **MARCH – LPRT Numbers**

	<u>2018</u>	<u>2017</u>
NEW-Agency	7	N/A
NEW-Carrier Mgmt	0	N/A
Soaring Eagle	83	33
Golden Eagle	30	8
Eagle	27	8
President's Council	12	5
Leading Producer	13	2
Lifetime	19	12
	<hr/> 191	<hr/> 68



## **MEDIA RELATIONS**

**Chair: Marilyn Stenger**  
**Board Liaison: Rusty Rice**  
**Month: April, 2018**

**Our Monthly call was held on March 28, 2018. We had most of the committee on the call with a few excused absences.**

**The committee members have been holding their Regional calls and are a bit frustrated with the attendance on the calls. The time of year had a lot to do with that issue.**

**Kelly Loussedes reported that the Media breakout session at Capital Conference went extremely well. Kenicia Cross, the FOX News Producer was asked to present during our March Media webinar. That webinar went well. We had 60 RSVP's for the webinar titled "How to Ace TV Interviews". After the webinar, Kelly had several requests for the recording.**

**A follow up webinar will be planned to take the next step. After you secure the interview, what do you wear, how do you prepare and bridging techniques will be included in this webinar. We will also have successful past interviews from our members to use as examples of great interviews. These webinars are a part of our goal with regard to the strategic plan.**

**We had a long discussion regarding the new task force, Media Militia. 100 members have volunteered to be at the ready when an interview is requested. To ensure these members are comfortable with TV interviews, a specialized training webinar will be developed for this task force. After the webinar, follow up emails will be sent to them with topics and talking points. We would like for them to go out and get the offer for the interview and not wait for the invite to come to them.**

**Annual Convention is just around the corner for planning purposes. Our breakout session is attended mostly by new Media Chairs, we plan to have hands on material available to help explain their responsibilities and get them off to a great start. We will also be reviewing our media portion of the website to educate what is already available to them.**





## MEMBERSHIP

**Chair: Deb Crouch**

**Month: April 2018**

Full March 2018 reports are not yet complete- -anticipate release somewhere around the 13th. Preliminary numbers as follows:

- ❖ New members: 260 (last month 294 ->approximately 11.5% decrease)
- ❖ Lapsed: 330 (last month 228 ->approximately 44% increase)
- ❖ Total: 15,966 (last month -> 15,996; Overall decrease of 30 members)

All council chairs are working within their regions to not only bring back the lapsed members but also encouraging the chapters to be proactive in order to keep members from lapsing.

### “Spring into Action” Membership Drive:

The campaign continues (graphic included with report). Several chapters/regions have upcoming conferences and have asked to offer this incentive at their meetings as the meetings occur AFTER the drive ends. We have asked out MC council members to submit the request in writing and we will consider. It is being approved on a case-by-case basis.

### 2017 March Madness Campaign Review:

We pulled the numbers for last year's campaign to see what the numbers looked like in regards to renewals. Information as follows:

- ❖ 134 enrolled/qualified
- ❖ 87 have renewed -> approximately 65% renewal rate
- ❖ Of the 87 renewals, 52 are on monthly auto-draft so this is proof positive that auto-draft works to retain members
- ❖ 36 pending renewal; being worked on
- ❖ 11 cancelled membership
- ❖ A renewal survey was sent to all 134 campaign member but only 3 responded (attached). Very disappointed in this result. Tells us that the future surveys cannot be more than 3 questions as we lose their attention thereafter.

### MGI Numbers:

I asked Illana to pull together a report of MGI members. How many initially came on with that initiative and how many still remain as active members. This is being worked on.

Pilot Program: The selected states are working on the lists. MC member, Doris Waller from Region 6, put together a fantastic PowerPoint piece on the program for her state. This is being shared with all MC members so that they may pull from it as they wish.

“Value of Membership” training webinar: Waiting on revised value piece. Once complete, a webinar will be created as indicated in the board meeting held at Cap Con. As the piece is being revamped per Janet’s request, we had to push back the date. I anticipate this being released no later than mid-May, sooner if at all possible. The other committees have been very helpful in their input. As indicated, this training webinar will be recorded and will be mandatory viewing for all membership chairs, all the way down to the local levels.

# Spring into Action



**F**ROM APRIL 1<sup>st</sup> TO APRIL 22<sup>nd</sup>,  
NEW NAHU MEMBERS GET **\$50**

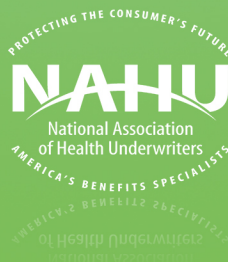


**OFF THEIR FIRST YEAR NATIONAL MEMBERSHIP FEE!\***

\*For new and lapsed(6+ Months) members only  
\$50 will be refunded after full transaction

# Join Today!

[www.nahu.org/join.cfm](http://www.nahu.org/join.cfm)





**Survey Name: Member Survey 3-19-18****Survey Report****Total Respondents: 3**

First Date Submitted

03/23/2018 Friday

Last Date Submitted

03/23/2018 Friday

**Question 1****Please indicate the main reason that you joined NAHU.**

Responses

**Total Respondents:**

2

**Did Not Answer:**

1

**Question 2****Since joining, how do you feel NAHU is or is not meeting your needs?**

Responses

**Total Respondents:**

2

**Did Not Answer:**

1

**Question 3****Which new member communications did you receive? (Check all that apply.)**

Responses

Email with Chapter Contact Information

0

0%

New Member Online Welcome Kit Email  
(welcometonahu.org)

0

0%

Welcome Letter from NAHU President – in the Mail

0

0%

New Member Information on HR360's Compliance Library

0

0%

All of the Above

2

100%

**Total Respondents:**

2

**Did Not Answer:**

1

**Question 4****Do you feel that NAHU communicates enough information on a timely basis?**

Responses

Yes

3

100%

No

0

0%

<b>Total Respondents:</b>	3
<b>Did Not Answer:</b>	0

Question 5

Please explain your answer to the question above.

Responses		
<b>Total Respondents:</b>	1	
<b>Did Not Answer:</b>	2	

Question 6

What communications do you feel are the most important? (Select top two.)

Responses			
Membership (Benefits, Recruitment Campaigns)	1	<div></div>	33%
Legislative (Washington Update, Podcast, Operation Shout)	1	<div></div>	33%
Professional Development Opportunities	1	<div></div>	33%
Events (Annual Convention, Capitol Conference)	1	<div></div>	33%
Compliance Corner (Webinars, Blog)	1	<div></div>	33%
HUPAC	0		0%
Education Foundation	1	<div></div>	33%
America's Benefit Specialist Magazine	2	<div></div>	67%

<b>Total Respondents:</b>	3
<b>Did Not Answer:</b>	0

Question 7

How familiar are you with NAHU's Compliance Corner?

Responses		
Extremely Familiar	0	0%
Moderately Familiar	0	0%
Somewhat Familiar	0	0%
Slightly Familiar	2	<div></div> 67%
Not at all Familiar	1	<div></div> 33%

<b>Total Respondents:</b>	3
---------------------------	---

Did Not Answer:	0
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Question 8

Have you used a NAHU benefit affinity partner (E&O, technology solution)?

Responses

Yes	0	0%
No	3	<div></div> 100%

Total Respondents:	3
Did Not Answer:	0

Question 9

If not, why?

Responses

Total Respondents:	2	
Did Not Answer:	1	

Question 10

Have you attended a Compliance Corner webinar?

Responses

Yes	1	<div></div> 33%
No	2	<div></div> 67%

Total Respondents:	3
Did Not Answer:	0

Question 11

Did you take advantage of any Professional Development courses?

Responses

Yes	3	<div></div> 100%
No	0	0%

Total Respondents:	3
Did Not Answer:	0

Question 12

What topics would you like to see added to Professional Development offerings?

Responses

Total Respondents:	1	
Did Not Answer:	2	

Question 13

Is NAHU doing enough legislatively on behalf of agents and brokers?

Responses

Yes	3	<div></div> 100%
No	0	0%

Total Respondents:	3
Did Not Answer:	0

Question 14

If you answered no, what would you suggest NAHU do differently?

Responses

Total Respondents:	0	
Did Not Answer:	3	

Question 15

Do you attend your local or state chapter meetings?

Responses

I attend my state and local chapter meetings.	0	<div></div> 0%
I only attend my state chapter meetings.	1	<div></div> 33%
I only attend my local chapter meetings.	1	<div></div> 33%
I do not attend my state and local chapter meetings.	1	<div></div> 33%

Total Respondents:	3
Did Not Answer:	0

Question 16

If not, why?		
Responses		
Total Respondents:	1	
Did Not Answer:	2	

Question 17

Are you planning to renew your NAHU membership?		
Responses		
Yes	3	100%
No	0	0%
Total Respondents:		
3		
Did Not Answer:		
0		

Question 18

If you are not planning on renewing, please tell us why:		
Responses		
Cost/budget	0	0%
Employer no longer paying dues	0	0%
Retiring or getting out of the business	0	0%
No value	0	0%
Doesn't represent my interests	0	0%
No longer with company	0	0%
Did not realize my membership was up for renewal	0	0%
Other	0	0%
Total Respondents:		
0		
Did Not Answer:		
3		

Question 19

Name:		
Responses		
Total Respondents:	3	

Did Not Answer:	0	
Question 20		
Email:		
Responses		
Total Respondents:	3	
Did Not Answer:	0	
Question 21		
Phone Number:		
Responses		
Total Respondents:	2	
Did Not Answer:	1	
Question 22		
Would you be interested in a Membership Council member reaching out to you for further discussion?		
Responses		
Yes	1	<div></div> 33%
No	2	<div></div> 67%
Total Respondents:	3	
Did Not Answer:	0	

submission\_date

04/05/2018 10:46AM

03/23/2018 10:16AM

03/23/2018 2:30PM

04/05/2018 10:39AM

04/05/2018 10:37AM

03/23/2018 12:22PM



Please indicate the main reason that you joined NAHU.

To have a closer link to political influence, healthcare policy, and a source of information coming back to me on h

To support our industry.  
Educational resources

Since joining, how do you feel NAHU is or is not meeting your needs?  
IS meeting my needs

It's about what I expected. If I get more involved, I feel I will benefit more.

NAHU is a wealth of information.

Which new member communications did you receive? (Check all that apply.)

All of the Above

All of the Above

New Member Online Welcome Kit Email ([welcometonahu.org](http://welcometonahu.org)), Welcome Letter from NAHU President

Email with Chapter Contact Information, New Member Online Welcome Kit Email ([welcometonahu.org](http://welcometonahu.org)), Welcome

All of the Above

Do you feel that NAHU communicates enough information on a timely basis?

Yes

Yes

Yes

Yes

Yes

Yes

Please explain your answer to the question above.  
Always receive Newswire and visit website regularly

Great coverage of legislative changes that effect our business!  
It is beyond helpful to have up-to-date information on laws being passed or recently passed.

What communications do you feel are the most important? (Select top two.)

Legislative (Washington Update, Podcast, Operation Shout), Professional Development Opportunities

Membership (Benefits, Recruitment Campaigns), Events (Annual Convention, Capitol Conference)

Legislative (Washington Update, Podcast, Operation Shout), America's Benefit Specialist Magazine

Legislative (Washington Update, Podcast, Operation Shout), Events (Annual Convention, Capitol Conference)

Legislative (Washington Update, Podcast, Operation Shout), Events (Annual Convention, Capitol Conference)

Professional Development Opportunities, Compliance Corner (Webinars, Blog), Education Foundation, America's

How familiar are you with NAHU's Compliance Corner?

Somewhat Familiar

Slightly Familiar

Not at all Familiar

Slightly Familiar

Not at all Familiar

Slightly Familiar

Have you used a NAHU benefit affinity partner (E&O, technology solution)?

No

No

No

No

No

No



If not, why?

Not necessary at this time

We already have E& O and most technology that we need.

Agency I work for already has those in place.

Not needed so far.

I haven't had the need yet, but I will probably switch to the E&O in the next year or two.

Have you attended a Compliance Corner webinar?

No

No

No

Yes

No

Yes

Did you take advantage of any Professional Development courses?

Yes

Yes

Yes

No

Yes

Yes

What topics would you like to see added to Professional Development offerings?

Benefit Advisor/Consulting Certifications

Billing and administration of voluntary worksite products

Modern Enrollment methods

Is NAHU doing enough legislatively on behalf of agents and brokers?

Yes

Yes

Yes

Yes

Yes

Yes

If you answered no, what would you suggest NAHU do differently?

Do you attend your local or state chapter meetings?

If not, why?

I only attend my local chapter meetings.

I only attend my state chapter meetings.

I only attend my local chapter meetings.

I only attend my local chapter meetings.

I only attend my local chapter meetings.

I do not attend my state and local chapter meetings.

I just haven't scheduled it in yet.

Are you planning to renew your NAHU membership?

Yes

Yes

Yes

Yes

Yes

Yes



If you are not planning on renewing, please tell us why:

Name:

Melita McGill

Alicia Carlberg

Robert Adlard

Diane Caselman

Dennis J Morier

Ginny Hayton

Email:

mmcgill@dentalcareplus.com  
acarlberg@telligen.com  
rob.adlard@meyersglaros.com  
dianec@hlic.com

Phone Number:

5134841959  
2198656447  
970-254-0817

dmorier@resultsmktg.com  
ginny@theinsurancelink.com

800-529-1663  
509-919-6197

Would you be interested in a Membership Council member reaching out to you for further discussion?

No

No

Yes

No

No

No



## **NOMINATIONS**

**Chair: Jim Stenger**

**Month: April 2018**

Attached is the document fulfilling the requirements for the nomination of Michael Grinnell as the replacement for Jeannie Comins as Region 1 Vice President.

A majority of the state presidents from Region 1 have voted to nominate Michael.

Jeannie has sent her resignation letter to Brooke as requested.

All appears to be in order for the Board of Trustees to vote on this appointment during the April board meeting.

## Brooke Willson

---

**From:** Comins, Jeannie <JComins@mvphealthcare.com>  
**Sent:** Tuesday, April 3, 2018 2:38 PM  
**To:** Brooke Willson  
**Subject:** FW: Region 1 VP Position

**Categories:** BoT

[Here is the email for your records](#) 😊

### Jeannie Comins

Manager, Alternative Funding  
MVP Health Care

---

**From:** Comins, Jeannie  
**Sent:** Monday, February 19, 2018 5:13 PM  
**To:** Jim Stenger  
**Cc:** Russell Rice; Michael Embry; Comins, Jeannie  
**Subject:** Region 1 VP Position

Good evening Jim,

I hope this email finds you well. I am reaching out to you as chair of the nominations. I have good and bad news to share with you. The bad news is due to personal reasons I need to step down from my RVP role in region 1. Therefore I am respectfully resigning my position as of April 1<sup>st</sup>2018. This date will let me complete what I have scheduled to attend as RVP. I spoke with Mike on this and he recommended I reach out to you and copy Rusty as this will impact him as well.

The good news is I have two people who are interested in being my replacement. Mike Grinnell – Region 1 Membership and GCNY Leg Chair and Shelly Sweatt Pres CT - Both equally qualified – different skillsets. I was hoping you could advise me on what the next steps are, what I should advise these two as to process etc etc.

The two people interested will be at CapCon – (not before the conference starts though) I have advised them both I am not aware of the protocol however to expect to speak with Mike/Rusty and possibly the RVP's as well. I need to understand who decides which one and how do you choose at an interim date – BOT, special election, etc?

With budget cuts and such I thought about suggesting having Region 1 role into Region 2 as they were before, however, as small as we are we have grown our attendance at the regional meetings each year... not a lot however they are going up. I will leave that to you to discuss as an option with the board- if viable.

I truly apologize for having to do this off cycle and feel horrible about not meeting the term expectations to say the least. I can advise as of today I will not be able to attend national convention this year.

I have not advised the RVP's yet as I would like to advise them at our face to face this weekend. If needed, I can send out an email if you need me to do so to speed things up. I look forward to your guidance.  
Respectfully,

### Jeannie Comins

Manager of Alternative Funding  
MVP Health Care  
625 State Street

Schenectady, NY 12305  
(518) 386-3456 – o  
(315) 751-0168 - c  
mvphealthcare.com

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\*\*\*\*\*

### **Region 1 RVP Applicant Michael Grinnell:**

1. **NAHU's Member's Leadership Capability:** Throughout my personal and business carrier I have been in positions of leadership. I understand the commitment and dedication it entails. From being a head coach for a youth basketball team to managing a \$3 million benefits division at a large agency, I have learned the time and energy I put in results in the best outcomes. The simple things often mean the most, such as time management, thoughtfulness and follow through. Most recently, I have lead an Ohio agency to open a satellite office in Syracuse. Which has grown to four full time employees (currently looking to hire two additional) with over \$1 million in revenue.
2. **Credentials, Designations, education and years in business:** I have a bachelor's degree in business administration with a concentration in marketing. I have been in the insurance/consulting business for 30 years. Started as an individual Life Insurance sales person with Metropolitan Life. Over my career I have spent 9 years on the carrier side (United Healthcare, GHI and Kaiser Permanente) with the rest of my career as an Independent Agent/Manger. For 5 years I managed an 11 employee, benefits department for Haylor, Freyer and Coon in Syracuse NY. While managing the department through recruiting & training grew the department from \$1.7 million to \$3 million in 5 years. Currently, at CPI-HR I focus on fee for service consulting.
3. **Outline of NAHU State, Local and National positions held and accomplishments:** I was a founding board member of GCNYAHU in Syracuse in 2007. At the time I worked for United Healthcare helping develop the membership and United Healthcare for the first two years sponsored the Golf outing at Turning Stone Casino. I have been a NAHU member for 11 years. I have held various board seats to include Membership Chair, Program/Sponsorship Co-Chair and held multiple terms as Legislative Chair. As Legislative Chair I scheduled appointments with our legislators both at the State and National level. This past year have raised \$6,000 in local sponsorship for our Chapter. I am also currently the Region 1 Membership Chair. Here I lead quarterly calls to share best practices with the local chapters and created the environment for "sharing" best practices. In 2016, my sales partner and I were interviewed by Shape Shifters to discuss our ACA Consulting business. I have attended CapCon in DC every year since 2010. NAHU National convention and regional leadership.

4. **Outline of service to other organizations:** I am a member of NYS Government Finance Officials, NYS School Business Officials, Ducks Unlimited and Early September Sports Club. For the past several years I have been a keynote speaker for NYS Government Finance Officials, NYS School Business Officials, NY Conference of Mayors, NY Association of Towns and various Clerk Associations. For NYS GFOA and NYSASBO I have also spoken at many Regional conferences. Currently, I am president of Early September Sports Club and am a committee member for Ducks Unlimited.
5. **Travel and continued service availability:** With my clients and prospects spread throughout the eastern and southern sides of NY, I am able to travel to all States within our Region as needed. My schedule is very flexible, and I am able to be available as needed.
6. **Statement from Nominee committing to service during the term of office:** I have read the RVP job description and am fully committed to carry out the responsibilities of the position. If chosen, I am committed to serving Region 1 and NAHU.





## PROFESSIONAL DEVELOPMENT

**Chair: Ashley Kapostins**  
**Board Liaison: Dane Rianhard**  
**Month: April 2018**

Monthly calls are the fourth Monday of the month at 4:00 pm EST.

- LEAD RFPs have been sent to potential leadership vendors for consideration in the LEAD program. Vendors have been given an end of month cutoff to submit requested information; the committee, plus two ad hoc members will then go through the vendors and make a determination.
- Running your Business series hosted a webinar on April 5<sup>th</sup> and took in over 425 registrants:

### **Navigate the Compliance Minefield to Secure Your Agency**

In today's increasingly competitive benefits landscape, employers want to work with the most vetted and undeniably compliant advisor. To ensure you're educated and empowered for your prospects and clients, we're presenting the top areas of compliance for your practice.

Jessica Waltman, the compliance powerhouse from Forward Health Consulting and advisor for Elevate Benefits, and Dave Churchill, advisor for Elevate Benefits, will break down your must-haves, to-do's and next steps:

- Understand critical requirements for agency owners
  - Identify potential exposure to significant state/federal fines
  - Debrief licensure violations, audits by state/federal agencies, and errors and omissions claims
  - Detect high-risk, civil and (in some cases) criminal liability
  - Learn from scenarios (and consequences!) of noncompliance
- PDC sent another communications piece to all chapter leadership highlighting NAHU's Speakers Bureau is your one-stop source for information about accredited CE topics and speakers. PDC will continue to send chapter officers each month covering various resources national provides to support their role.
  - The height of activity on the NAHU Help Desk has to do with REBC, RHU and ChHC graduates seeking continuing professional credits through NAHU. This lends attention to membership recruitment due to the credits awarded for member exclusive *Compliance Corner* and *Running Your Business* webinars, CPC Quiz in ABS magazine and other course enrollments.
  - Medicare Summit template is in final phases of being ready for distribution.
  - Our top enrollments 1<sup>st</sup> quarter 2018 are for the following NAHU courses:
    - Advanced Self Funding
    - Self Funding
    - Medicare
    - NAHU Business Ethics

The committee's next meeting will be April 23, 2018 at 4:00pm EST. As always if there is anything I can help you with, feel free to reach out, 321-247-0057.



*Vanguard Council*  
*April Meeting Agenda*

April 10, 2018  
11 am PT/1 CT/2 pm ET

I. Roll Call

II. Topics of Discussion

*I. 'Face of Change' session at Benefits Pro Expo, April 16-18 in San Diego*

*A. Large social presence leading up to the event*

*B. VC will have a banner in the session room*

*C. Grassetto Creative and American Fidelity are sponsoring a headshot selfie stand for session attendees to snap their new "face of change."*

II. Playbook Webinar

A. Invite Chapter and State Presidents, Executive Directors and Membership Chairs

B. Tentatively scheduled for Thursday, May 10 at 1-2

C. Send email promotion Week of April 23

D. To Do: Create PPT content to explain the program in greater detail, outline the playbook, suggestions for how chapters can implement the program and 1-2 success stories (these would be a teaser for our full session in Kansas City)



III. Vanguard Council at Annual Convention

- A. Session- *Help Wanted: How to Design & Build a Sustainable Internship Program for Agency Growth*
- B. Networking Breakfast – Sue
  - a. RSVP to create buzz/urgency and for room capacity
  - b. Possible layout: Topical tables & traditional speed networking
- C. VC Social – *Looking at venues in the Power & Light District*

IV. Videos to Promote VC Goes to College

- A. In Progress - *Script is drafted and requires minor edits for everyone to make their videos, share with their regions, promote on social media, etc.*
- B. Launch week of webinar promotion

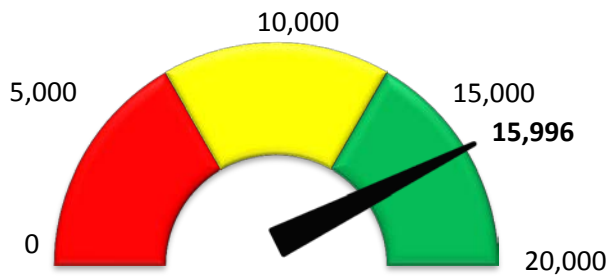
National Association of Health Underwriters  
BALANCE SHEET  
February 28, 2018

	This Year	Last Year	Variance	% Increase(Decrease)
<b>ASSETS</b>				
<b>CURRENT ASSETS</b>				
Operating Cash and Cash Equivalents	590,018.44	549,402.58	40,615.86	7.39%
Accounts Receivable, Net	415,669.39	544,337.72	(128,668.33)	-23.64%
Prepaid Expense	108,771.54	121,719.08	(12,947.54)	-10.64%
Note Receivable	2,500.00	2,500.00	0.00	0.00%
	-----	-----	-----	-----
Total Current Assets	1,116,959.37	1,217,959.38	(101,000.01)	-8.29%
<b>SHORT TERM INVESTMENTS, at Fair Value</b>				
Operating Investments	0.00	355,063.80	(355,063.80)	-100.00%
Federal Legislative Defense Fund Investments	0.00	265,948.49	(265,948.49)	-100.00%
	-----	-----	-----	-----
Total Short Term Investments	0.00	621,012.29	(621,012.29)	-100.00%
<b>LONG TERM INVESTMENTS, at Fair Value</b>				
Equity Securities	1,665,843.99	1,772,895.77	(107,051.78)	-6.04%
	-----	-----	-----	-----
Total Long Term Investments	1,665,843.99	1,772,895.77	(107,051.78)	-6.04%
<b>PROPERTY AND EQUIPMENT, at Cost</b>				
Office Furniture and Equipment	380,011.09	280,925.09	99,086.00	35.27%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(555,305.07)	(451,243.16)	(104,061.91)	23.06%
	-----	-----	-----	-----
Total Property and Equipment	285,659.95	290,635.86	(4,975.91)	-1.71%
<b>LONG TERM ASSETS</b>				
Intangible Assets-REBC Designation	50,000.00	50,000.00	0.00	0.00%
	-----	-----	-----	-----
Total Long Term Assets	50,000.00	50,000.00	0.00	0.00%
<b>DEPOSITS</b>				
Note Receivable	37,161.60	37,161.60	0.00	0.00%
	-----	-----	-----	-----
TOTAL ASSETS	3,158,124.91	3,992,164.90	(834,039.99)	-20.89%
	=====	=====	=====	=====
<b>LIABILITIES AND NET ASSETS</b>				
<b>CURRENT LIABILITIES</b>				
Accounts Payable and Accrued Expenses	178,694.26	526,099.52	(347,405.26)	-66.03%
State and Local AHU Dues Payable	181,748.80	211,753.16	(30,004.36)	-14.17%
Deferred Revenue - Membership	1,721,979.54	1,844,361.87	(122,382.33)	-6.64%
Deferred Revenue - Conferences	45,300.00	15,000.00	30,300.00	202.00%
	-----	-----	-----	-----
Total Current Liabilities	2,127,722.60	2,597,214.55	(469,491.95)	-18.08%
<b>LONG TERM LIABILITIES</b>				
Deferred Rent Obligation	233,338.49	248,632.57	(15,294.08)	-6.15%
Deferred Tenant Allowance	166,072.45	211,364.89	(45,292.44)	-21.43%
	-----	-----	-----	-----
Total Long Term Liabilities	399,410.94	459,997.46	(60,586.52)	-13.17%
	-----	-----	-----	-----
TOTAL LIABILITIES	2,527,133.54	3,057,212.01	(530,078.47)	-17.34%
<b>NET ASSETS</b>				
Net Assets, Beginning of Year	393,485.47	772,731.01	(379,245.54)	-49.08%
Current Year Activity	237,505.90	162,221.88	75,284.02	46.41%
	-----	-----	-----	-----
TOTAL NET ASSETS	630,991.37	934,952.89	(303,961.52)	-32.51%
	-----	-----	-----	-----
TOTAL LIABILITIES AND NET ASSETS	3,158,124.91	3,992,164.90	(834,039.99)	-20.89%
	=====	=====	=====	=====

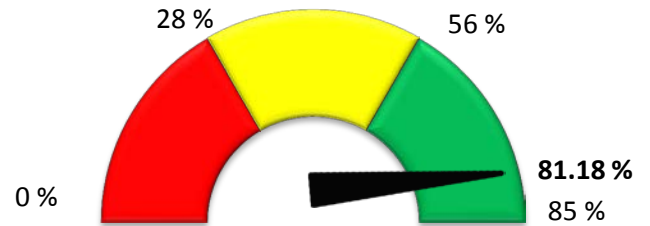


# NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT FEBRUARY 2018

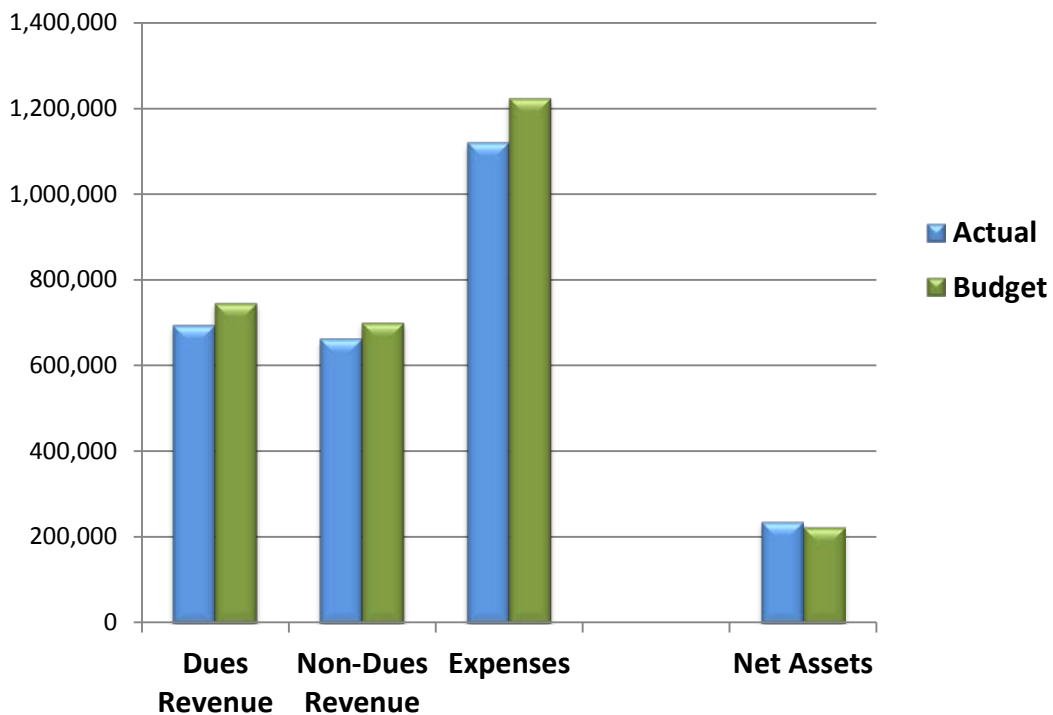
## MEMBERSHIP



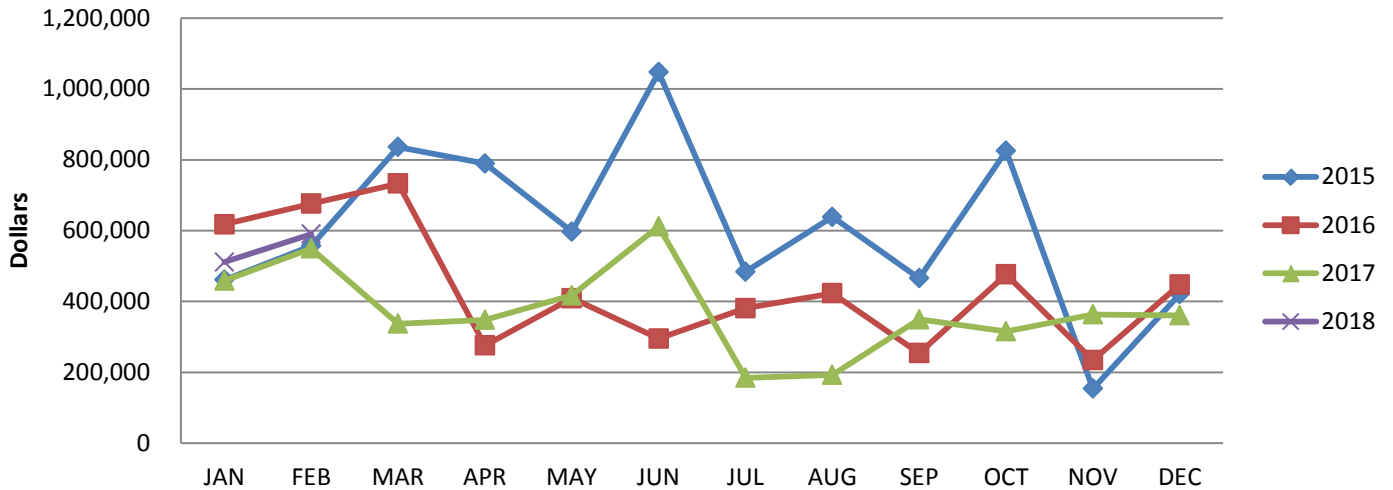
## RETENTION



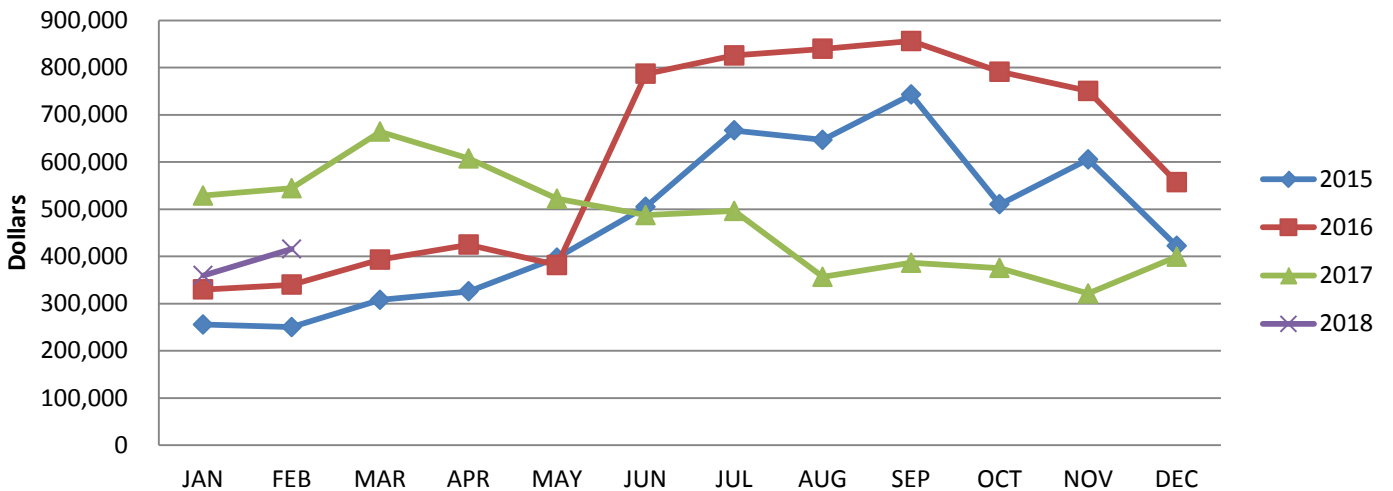
## 2018 TOTAL FINANCIAL RESULTS



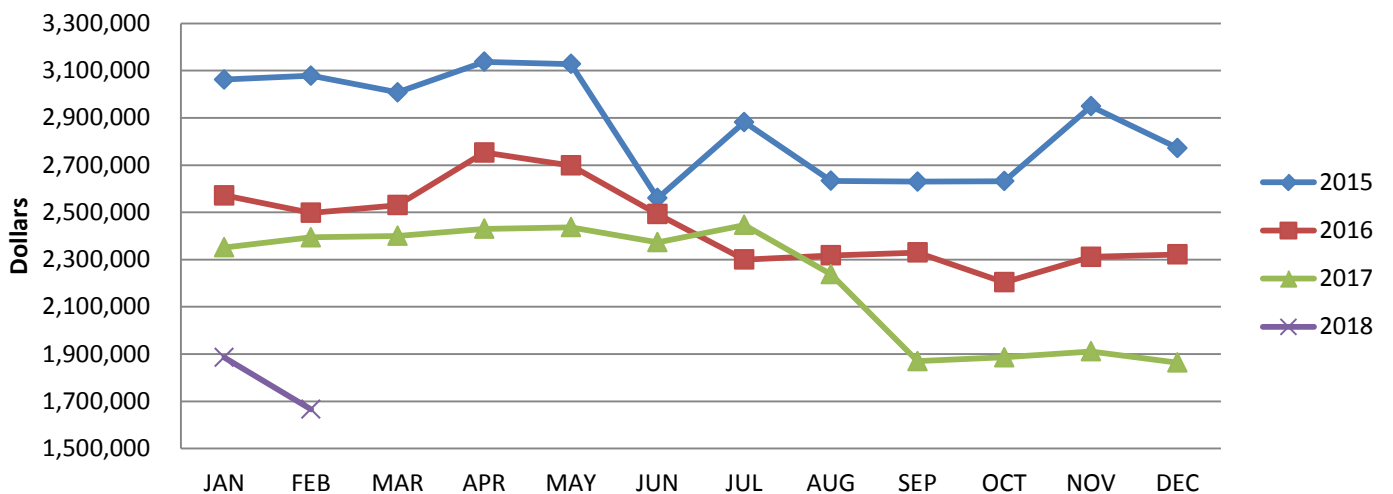
## CASH



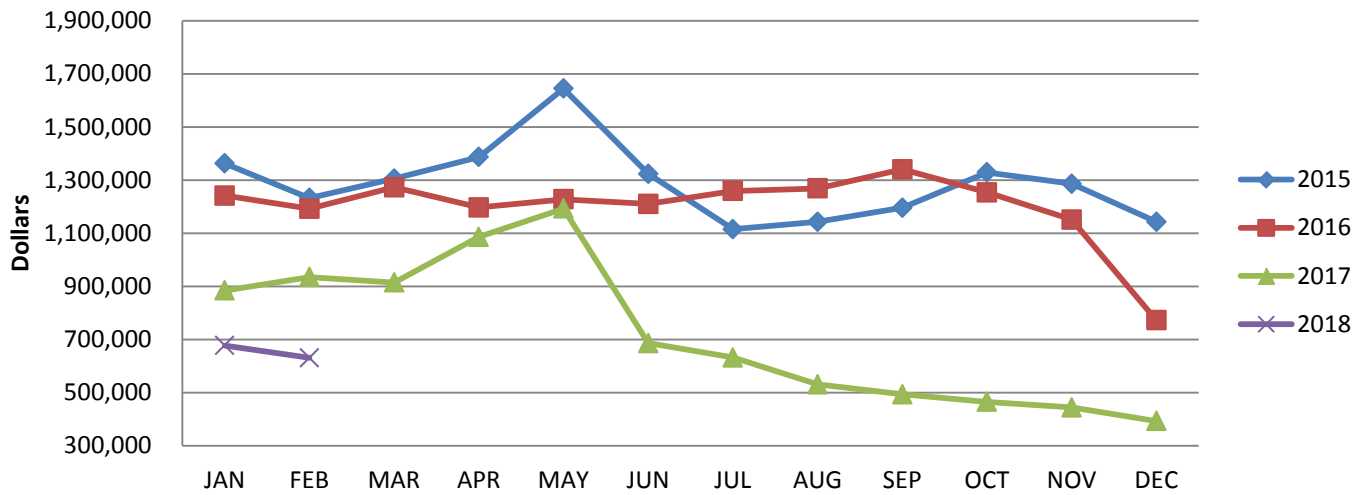
## ACCOUNTS RECEIVABLE



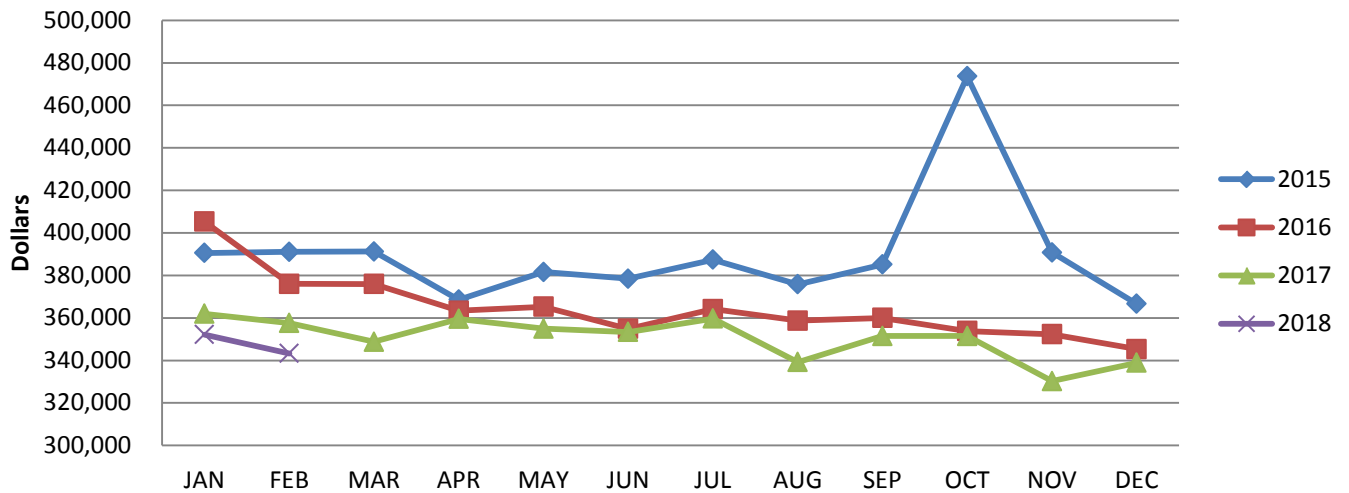
## INVESTMENTS



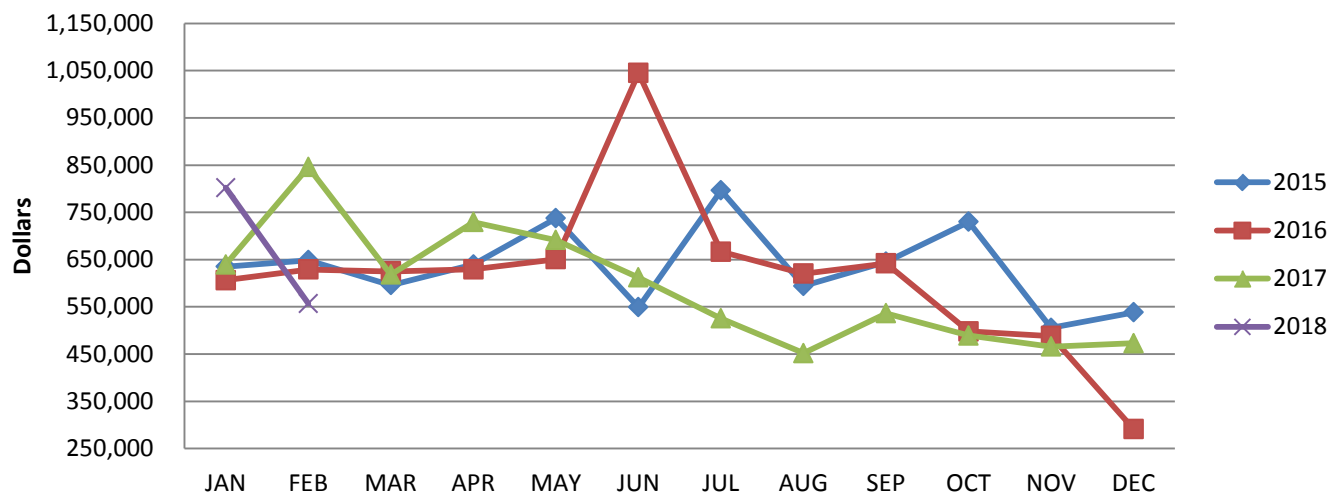
## NET ASSETS



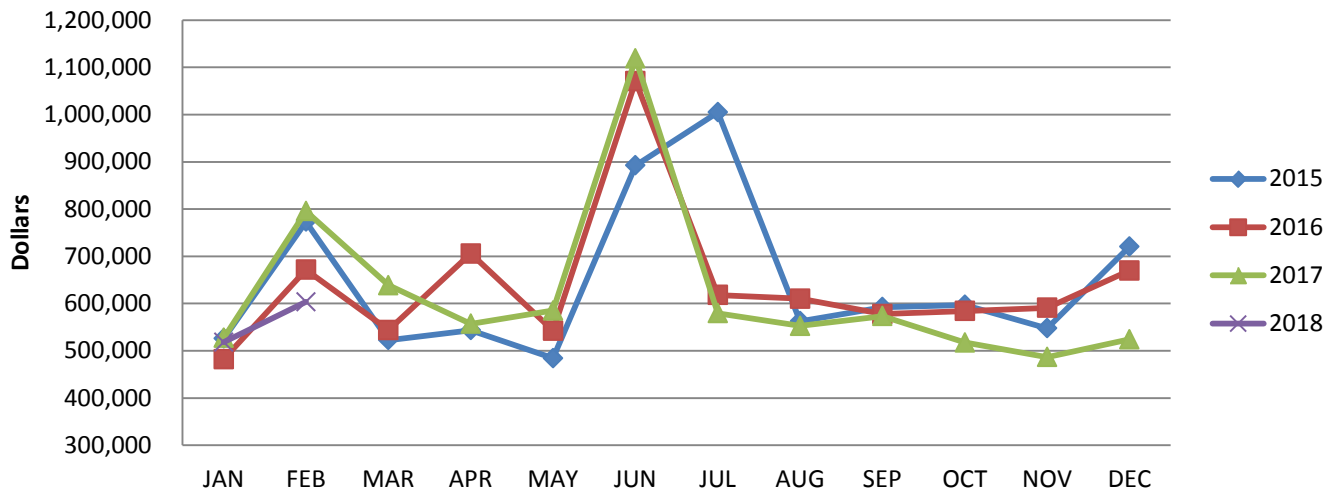
## DUES



## TOTAL REVENUE



## TOTAL EXPENSES





# 2019 NAHU Budget Timeline

JULY 2018						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AUGUST 2018						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER 2018						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Jul 9 - Templates sent to Department Heads & RVPs

Aug 6 - Completed Templates due back to CFO

Aug 20 - Draft of Budget sent to Finance Committee

Aug 27 - Finance Committee Teleconference

Sep 4 - Final Draft of Budget sent to BoT

Sep 14-15 - Budget Meeting in Washington, DC

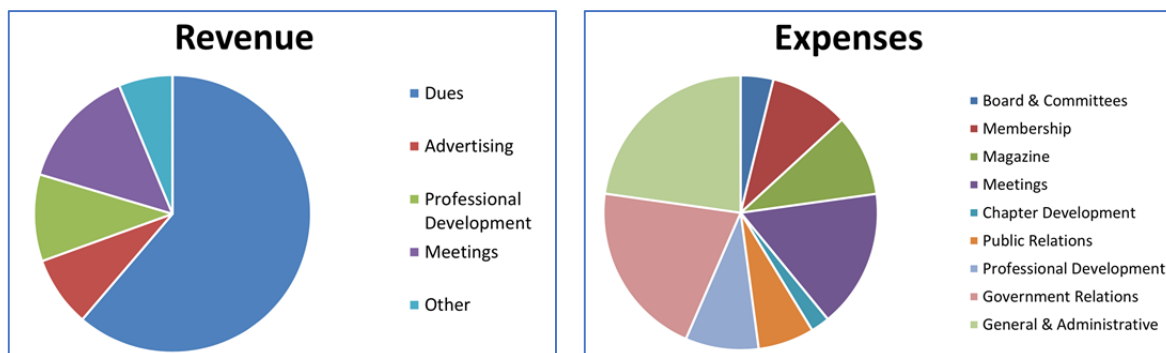
The Board of Trustees recently decided to ask the members of the NAHU House of Delegates for an increase in national membership dues of \$60 per year (or \$5 per month) at the 2018 National Convention in Kansas City, Mo. This proposed increase in NAHU revenue has followed a deliberate and thorough review of the association's expenses and revenue over the last seven years by the NAHU Board of Trustees and the Finance Committee.

We continue to do amazing work for our members in terms of advocacy before Congress and the Trump administration and its regulatory agencies and providing the best professional development programs to prepare our members for the challenges and transformations that you and your clients face every day in our ever-changing vocation.

In the midst of its discussion on this proposal, here are key points for NAHU members and delegates to consider about this recommendation from the Board of Trustees:

- Revenue benchmarking against other national professional associations show that most have regular (annual or biannual) adjustments in membership dues.
- A review of best practices by the governing boards of nonprofits in terms of expenses and maintaining reserves.
- Having a better balance of revenue sources for the association to ensure that NAHU has a strong foundation for long-term success.
- We have an important obligation to our members and our staff to provide stability, and this proposed increase is an essential element of a long-term plan for NAHU and its work for our profession, now and into the future.

"In my ten years as a member of the NAHU Board, I see that we are lean and mean and focused on the right recipe to provide the best value for our members," said Immediate Past President, James R. Stenger.



In comparison to other agent professional associations, our national dues would remain incredibly competitive, with annual costs for a member xx-yy% cheaper than NAIFA, CAIB and Big I.

### **Region 1 RVP Applicant Michael Grinnell:**

1. **NAHU's Member's Leadership Capability:** Throughout my personal and business carrier I have been in positions of leadership. I understand the commitment and dedication it entails. From being a head coach for a youth basketball team to managing a \$3 million benefits division at a large agency, I have learned the time and energy I put in results in the best outcomes. The simple things often mean the most, such as time management, thoughtfulness and follow through. Most recently, I have lead an Ohio agency to open a satellite office in Syracuse. Which has grown to four full time employees (currently looking to hire two additional) with over \$1 million in revenue.
2. **Credentials, Designations, education and years in business:** I have a bachelor's degree in business administration with a concentration in marketing. I have been in the insurance/consulting business for 30 years. Started as an individual Life Insurance sales person with Metropolitan Life. Over my career I have spent 9 years on the carrier side (United Healthcare, GHI and Kaiser Permanente) with the rest of my career as an Independent Agent/Manger. For 5 years I managed an 11 employee, benefits department for Haylor, Freyer and Coon in Syracuse NY. While managing the department through recruiting & training grew the department from \$1.7 million to \$3 million in 5 years. Currently, at CPI-HR I focus on fee for service consulting.
3. **Outline of NAHU State, Local and National positions held and accomplishments:** I was a founding board member of GCNYAHU in Syracuse in 2007. At the time I worked for United Healthcare helping develop the membership and United Healthcare for the first two years sponsored the Golf outing at Turning Stone Casino. I have been a NAHU member for 11 years. I have held various board seats to include Membership Chair, Program/Sponsorship Co-Chair and held multiple terms as Legislative Chair. As Legislative Chair I scheduled appointments with our legislators both at the State and National level. This past year have raised \$6,000 in local sponsorship for our Chapter. I am also currently the Region 1 Membership Chair. Here I lead quarterly calls to share best practices with the local chapters and created the environment for "sharing" best practices. In 2016, my sales partner and I were interviewed by Shape Shifters to discuss our ACA Consulting business. I have attended CapCon in DC every year since 2010. NAHU National convention and regional leadership.

4. **Outline of service to other organizations:** I am a member of NYS Government Finance Officials, NYS School Business Officials, Ducks Unlimited and Early September Sports Club. For the past several years I have been a keynote speaker for NYS Government Finance Officials, NYS School Business Officials, NY Conference of Mayors, NY Association of Towns and various Clerk Associations. For NYS GFOA and NYSASBO I have also spoken at many Regional conferences. Currently, I am president of Early September Sports Club and am a committee member for Ducks Unlimited.
5. **Travel and continued service availability:** With my clients and prospects spread throughout the eastern and southern sides of NY, I am able to travel to all States within our Region as needed. My schedule is very flexible, and I am able to be available as needed.
6. **Statement from Nominee committing to service during the term of office:** I have read the RVP job description and am fully committed to carry out the responsibilities of the position. If chosen, I am committed to serving Region 1 and NAHU.