



NAHU Board of Trustees Meeting

Monday, August 15, 2016

Meeting called to order at 4:01p.m. EDT by Jim Stenger

NAHU'S VISION STATEMENT

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

Call to Order & Reading of Antitrust Statement* (Jim Stenger)

Roll Call (Dane Rianhard)

Attendees: President Jim Stenger, President-elect Mike Embry, Vice President Rusty Rice, Treasurer Pat Griffey, Secretary Dane Rianhard, Immediate Past President Don Goldmann, NAHU Executive VP & CEO Janet Trautwein, Region II Vice President Erica Hain, Region III Vice President Denise VanPutten, Region IV Vice President Alycia Riedl, Region V Vice President Julian Lago, Region VII Vice President Roseanne Wolfe, Region VIII Vice President Linda Rose Koehler, Legislative Council Chair David Mordo, Membership Council Paige Phillips

Absent: Region I Vice President Paul Smith, Region VI Vice President Kelly Fristoe

Staff: Jennifer Murphy, Brooke Willson, Farren Baer, Kelly Loussedes, Marcy Buckner, Megan Caputo, Chris Hartman, Illana Maze

Guests: Legislative Council Vice-Chair Annette Bechtold, Membership Council Vice-Chair Deb Crouch, Professional Development Chair David Smith

Adoption of Agenda (Jim Stenger)

MOTION: Mike Embry made the motion to adopt the posted agenda.

Motion passed unanimously

Consent Items (Jim Stenger)

- BoT Meeting Minutes – July 18, 2016
- Committee Reports
 - Executive Committee Report
 - Legislative Council Report
 - Membership Council Report
 - Awards Committee Report
 - Chapter and Leadership Development Committee Report
 - Media Committee Report
 - Professional Development Committee Report



- HUPAC Report

David Mordo requested the removal of the membership report from the consent agenda.

MOTION: Rusty Rice moved to approve the consent items as amended.

Motion passed unanimously

Membership Council Report (Paige Phillips)

Paige Phillips presented a strategy for membership retention. In her opinion the focus of membership for 2016-2017 should be retention. There was a general discussion with Q&A for Paige and the consensus was the retention was the best focus for membership.

Financial Reports (Pat Griffey)

- NAHU June Financials

The financials were discussed. The vote on P&P regarding funding for Vice-Chairs to attend national meetings has been deferred. It will be submitted to the Governance Committee for review and comment.

MOTION: Rusty Rice moved to accept the June Financials

Motion passed unanimously

Personnel Committee (Don Goldmann)

- P&P Approval

- BoT Review of CEO Amending P&P [08-10-EX]. It was proposed that the sitting board, as of the first day of Annual Convention, be the body politic to review the CEO's compensation each year.

MOTION: Don Goldmann moved to approve the amendments to this P&P.

Motion passed unanimously

- Personnel Reviews P&P [08-10-EX]. David Smith explained Governance Committee found out-of-date language in this P&P regarding the review of the CEO's compensation.

MOTION: Don Goldmann moved to remove the out-of-date language from the P&P

Motion passed unanimously

New Business

RVP Update (Rusty Rice)

The RVPs are interested in exploring different types of membership levels such as associate membership vs non-licensed membership. Paige stated her committee has that on their upcoming agenda to discuss in membership.

Strategic Discussion

2016 Politics & Policy Update (Janet Trautwein)

Janet discussed in depth a vision for enhancing Professional Development in many ways including: private labeling presentations/reports for member use, more training at higher levels, summits for technology and



Medicare. In addition, Janet reviewed NAHU's Advocacy looking to promote a platform for the reduction of costs of healthcare, using both the "paid" and "unpaid" media along with a desire to update the NAHU website and communication materials

SWOT Analysis

- Strength – Mike Embry
- Weakness – Rusty Rice

Motion for Adjournment

MOTION: Mike Embry moved to adjourn the meeting at 5:126 pm EDT.

Motion passed unanimously

Respectfully submitted,
Dane Rianhard
NAHU Secretary

***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.



NAHU Board of Trustees Meeting Agenda
Monday, August 15, 2016
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.

Yellow Highlight indicate agenda items that are up for a vote during this meeting.

Call to Order & Reading of Antitrust Statement* – *(Jim Stenger)*

Roll Call of Attendees – *(Dane Rianhard)*

Approve Agenda

Consent Items – *(Jim Stenger)*

- BoT Meeting Minutes – July 18, 2016
- Committee Reports
 - Executive Committee Report
 - Legislative Council Report
 - Membership Council Report
 - Awards Committee Report
 - Chapter and Leadership Development Committee Report
 - Media Committee Report
 - Professional Development Committee Report

Financial Reports *(Pat Griffey)*

- NAHU June Financials

Personnel Committee *(Don Goldman)*

- Report on the CEO/EVP plan of succession
- P&P Amendments:
 - Personnel Reviews P&P [95-03-EX]
 - Personnel Committee P&P [08-10-EX]

New Business

- RVP Update *(Rusty Rice)*

Strategic Discussion

- Continued Strategic Discussion_ *(Janet Trautwein)*
- Vision 2020
- SWOT Analysis
 - Strength *(Mike Embry)*
 - Weakness *(Rusty Rice)*

Executive Session

Motion for Adjournment



NAHU Board of Trustees Meeting

Monday, July 18, 2016

4:00-5:30 p.m. ET

NAHU'S MISSION STATEMENT

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

Call to Order- (Jim Stenger)

The NAHU BoT meeting was called to order at 4:00pm ET.

Reading of Antitrust Statement - (Jim Stenger)

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 – (Dane Rianhard) – *Reminder to Mute Cell Phones*

Attendees: Jim Stenger, Mike Embry, Rusty Rice, Pat Griffey, Dane Rianhard, Don Goldmann, Janet Trautwein, Paul Smith, Erica Hain, Denise VanPutten, Julian Lago, Kelly Fristoe, Rosanne Wolfe, Linda Rose Koehler, Dave Mordo, Paige Phillips

Absent: Alycia Riedl, Marcy Buckner

Staff: Jennifer Murphy, Brooke Willson, Illana Maze, Farren Baer, Kelly Loussedes, Megan Caputo, Chris Hartman

Guests: Annette Bechtold, Deb Crouch, David Smith

Adopt Agenda

MOTION: Roseanne Wolfe made the motion to adopt the posted agenda.

Motion passed unanimously

Consent Items – (Jim Stenger)

- BoT Meeting Minutes – June 24, 2016
- Committee Reports
 - Membership Council Report



- Chapter and Leadership Development Committee Report
- Media Committee Report
- Professional Development Committee Report
- HUPAC Report

Dane Rianhard requested that the Legislative Report be removed from Consent Agenda

MOTION: Rusty Rice moved to approve the consent items as.
Motion passed unanimously

Legislative Report Discussion

- Concern was expressed about Colorado AHU's fund raising per the Legislative Defense Fund distribution. It was explained that only 31 of the 409 chapter members are engaged in helping. Colorado AHU is required to submit regular progress reports and, as of yet, none have been received. There will be out reach to the current chapter president to request an update.
- There was discussion about HB 5447 allowing HRA funds to purchase individual health insurance and NAHU's position on this bill. A list of bill pros/cons was provided

Financial Reports – (Pat Griffey)

- NAHU's formal audit started today
- There was a discussion of the fact that Cap Con was over budget and concerns about decreasing membership year to date.

MOTION: Mike Embry moved to accept the May Financials.
Motion passed unanimously

P&P Amendment – (Pat Griffey)

- Amending Vice Chairs' Integration to the Board [03-01-B]

MOTION: Rusty Rice moved to approve the amended P&P.

After the discussion period the Board determined it was not ready to vote on the amended P&P. Rusty withdrew his motion and the item will be moved to the August 15 Board of Trustees' call.

Personnel Committee follow up – (Don Goldmann)

The P&P governing the personnel review of the CEO is unclear as to who on the Board should be completing the reviewing documents, the sitting board or the prior year's board. A change to the P&P to provide clarity on this issue will be proposed in time for the August Board call.

Strategic Discussion

- VISION 2020 with SWOT Analysis – (Jim Stenger)
 - 4 Teams Established to start working on this initiative.
 - Mike Embry, Linda Rose and Kelly Fristoe have "S".



- Rusty Rice, Erica Hain and Roseanne Wolf have “W”.
- Pat Griffey, Alycia Riedl and Julian have “O”.
- Dane Rianhard, Denise VanPutten and Paul Smith have “T”.
- All 4 groups should start working on this soon

Adjournment:

MOTION: Rusty Rice moved to adjourn the meeting at 5:23 pm ET.

Motion passed unanimously

Executive Session was not entered

Respectfully submitted,
R. Dane Rianhard
NAHU Secretary

**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 Executive Committee Meeting Notes

Monday August 8, 2016

4:00 pm – 5:00 pm EST

Meeting Start Time: 4:00 EST

Attending: President – Jim Stenger, President-Elect – Mike Embry, Vice President – Rusty Rice, Treasurer – Pat Griffey, Secretary – Dane Rianhard, Immediate Past President – Don Goldmann, NAHU Executive Vice President and CEO – Janet Trautwein

Staff: Jennifer Murphy, Brooke Willson

Agenda: OPEN FORUM

- Don Goldman
 - Don prepared a report on Janet's succession planning and has added it to the BoT agenda for 8/15
 - Don addressed the issue of whether the sitting board or the prior term's board should evaluate Janet and there was a discussion
- Mike Embry
 - Requested an update on the WI issue. Janet said NAHU arranged for Marcy B to attend their state meeting. Janet also proposed a Medicare Summit for them and offered Ciara to assist in the planning. In addition, Cira will serve in the same capacity for other Medicare Summits. WI is in a good place.
- Rusty Rice
 - Gave an update on the RVPs and
- Pat Griffey
 - Discussed the P&P regarding vice chairs' travel to the Budget Meeting. The Finance Committee will work with the Board to determine the financial feasibility for vice chair travel to subsequent meetings on a yearly basis. Vice chairs will attend this year's budget meeting.
- Dane Rianhard
 - Discussed a personal relationship with soon-to-be NAIFA president and he asked if there was any potential benefit to NAHU for building upon that bridge. Janet suggested it would be beneficial to attend their meetings if invited.
- Jim had closing remarks.

Meeting Adjourned at 5:04 PM EST

Respectfully submitted,
R. Dane Rianhard
NAHU Secretary



LEGISLATIVE

Chair: David Mordo

Board Liaison: David Mordo

Month: August 2016

The Legislative Council met via teleconference on Tuesday, August 2nd.

All were present except for Michele Thornton, Ed Oleksiak both of whom were excused. Annette Bechtold and Jessica Watts were absent.

Each of the six working groups gave updates as to their year's agenda and what they are hoping to accomplish. Some of the working groups have already met and some will do so shortly.

The Cost-Containment Working Group is reviewing and editing their white paper and it will be ready for distribution soon.

As part of the Washington Update from Marcy & Chris,

- Congress is out on recess till early September.
- We submitted comment letter on the proposed rule regarding ex-pat coverage, short term and indemnity medical plans.
- FFM training via NAHU is open and accepting registrants.
- Chris Hartmann was at the DNC Convention and Marcy Buckner was at the RNC Convention. They had a lot of face-time with legislators.

We engaged in a discussion about H.R. 5447, a pending piece of legislation that would allow for money in stand-alone HRAs to be used to pay for an employee's individual health insurance. Janet explained the nuances as to our position on this and our strategy going forward. There seems to be a segment of our membership that likes the premise of the bill.

Lori Crandall updated the Council on the Single Payer issue in Colorado.
David Shore did the same for the situation in New York.

We spoke about the forming of a "task force" to deal with the single payer situations and possibilities down the road. We are looking for 1 member from NY and 1 from Colorado as well as 1 or 2 members to be selected by the RVPs. Looking to have that in place within the next 45 days.

The next meeting is slated for Tuesday, September 6th, 2016.

Respectfully submitted,

David Mordo

Chair, 2016-2017 Legislative Council



MEMBERSHIP

Chair: Paige Phillips
Board Liaison: NONE
Month: August 2016

Membership numbers seem to be up a little from July. We don't have the final report yet but looking at e-commerce we are showing 17,710 active members as of July 30 which is up a little from June at 17, 595.

Retention continues to be a factor. Membership council is working on the following projects:

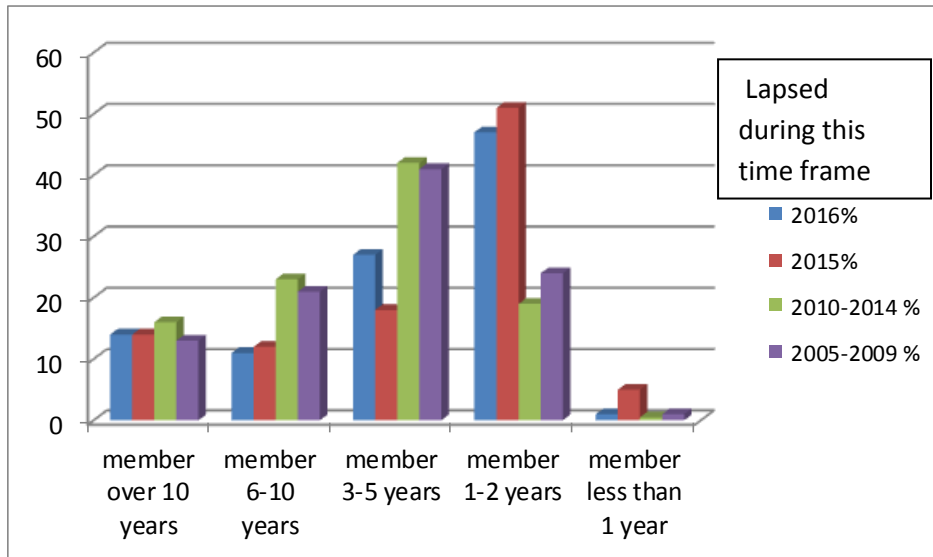
1. Contacting every local chapter and inquiring how they are communicating information to their members be it newsletter, website, email, announcements at local meetings
2. Contacting every local chapter and finding out their level of experience in running ecommerce reports. We think this is vital to a chapter to be able to pull reports and find out important information about their members. Length of membership, who is on bank draft, who is renewing etc
3. Staff will start sending a one question survey to lapsed members asking why they lapsed.
4. Bank draft contest guidelines
 - a. Runs from Sept 1 through Nov 30
 - b. Any member renewing and changing to bank draft will be entered in a drawing for \$250 giftcard
 - c. Any member joining by bank draft will be entered in a drawing for \$250 giftcard
 - d. 14 winners in each category – then all 28 winners will be entered in a drawing for additional \$500 gift card
5. We are looking at some different ways to recognize members for their loyalty as well as the 1st year members.
 - a. Looking at the costs of pins for the older members like 15-20-15 year members
 - b. Maybe a letter and certificate for the 1st year anniversary. Something really nice that they would like to take and get framed
 - c. Looking at a logo that each member can add to their signatures and possible business cards showing the year they joined

When Jim mentioned the SWOT analysis, I wanted to give the BOT as much information as possible on our membership numbers and what we are doing to bring the value of NAHU to our members. I hope these charts and information is helpful.

LAPSED MEMBERS

Question: How long were they members?

Length of membership of **lapsed** members: (left side chart numbers are percentages)

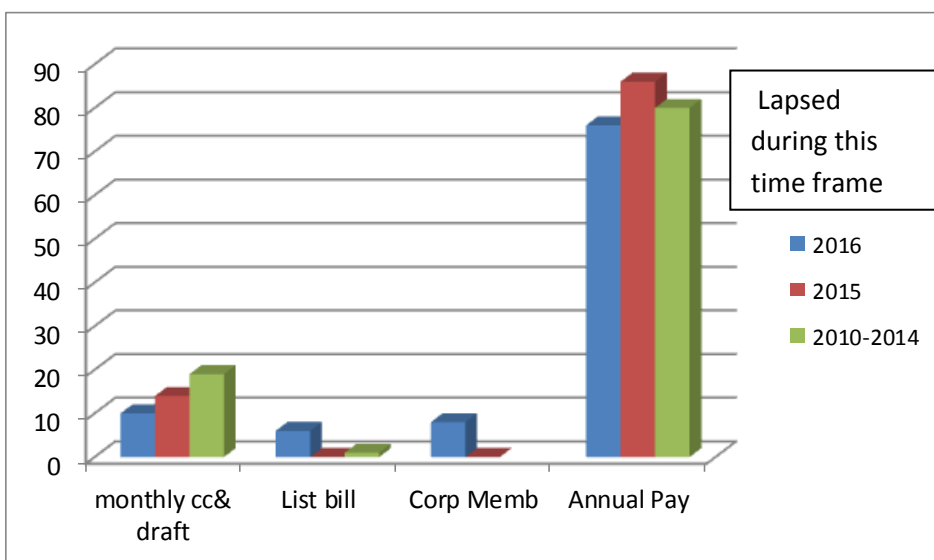


Results: The majority of lapsed members are members for 1- 2 years. Substantial increase over the years – members are not staying as long

ACTION PLAN: Retention efforts need to concentrate on 1-2 year members – make sure they are engaged and active and happy

Question: How were they paying?

Lapsed members – How they were paying (left side chart numbers are percentages)



Results: The majority of lapsed members are on annual pay method.

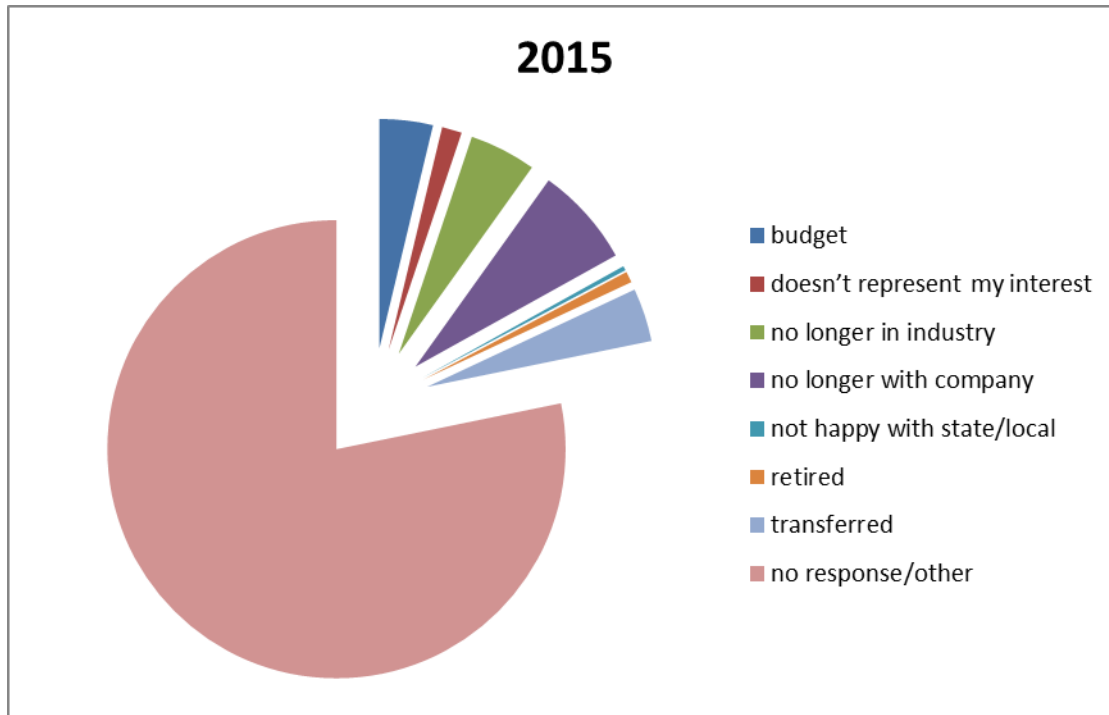
ACTION PLAN: Convert as many current members to monthly bank draft. Incentives for bank draft

Question: Why are they leaving?

3145 members joined in 2015

638 of those that joined in 2015 are lapsed as of 6-30-16

139 responded to request of why they lapsed (Staff phone calls)



Results:
Phone calls are not getting enough feedback on exactly why they are lapsed. We don't have enough data to tell accurately why members are leaving

ACTION PLAN: NAHU Staff to email lapsed members a 1 question survey as to why they lapsed. We should begin to get a better idea of why they are lapsing.

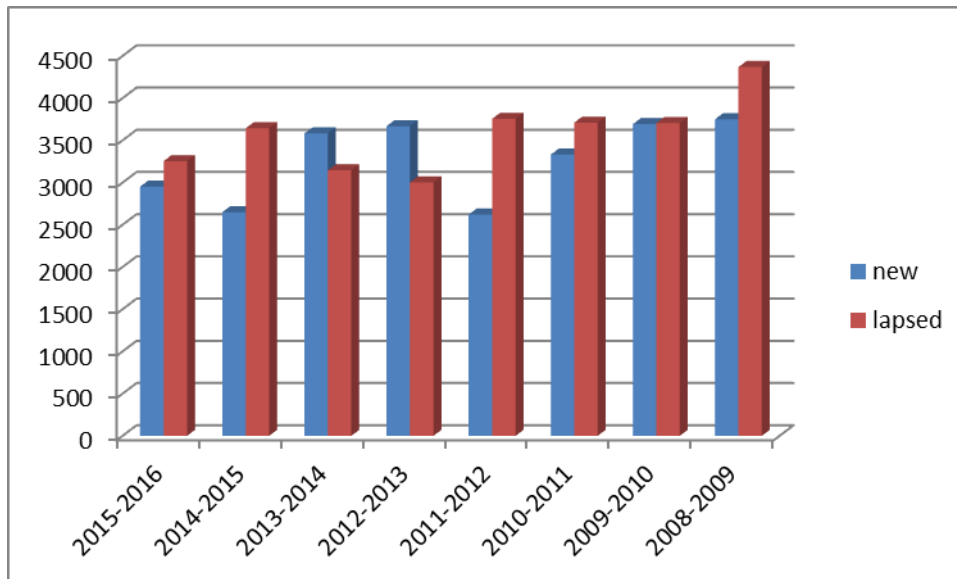
Also, staff will re-focus on "billed-not paid" members in their phone calls rather than just lapsed members. Trying to catch before they lapse to remind them to renew.

At that time, will also find out if they are renewing and if not, why.

We will combine reports to get a better overall idea of why members are leaving.

More stress to locals when they find out why members left to notify NAHU

New member Growth vs Lapsed members



Results: With the exception of 2012-2013 – we have consistently lapsed more members than we added

ACTION PLAN: Continue annual member needs survey and encourage local chapters to do the same. Act upon results of surveys. Make changes to adhere to the requests and wishes of the members. Recruiting seems to be consistent over the years with little to no incentives. Any incentives we implement should be on the retention side. We need to increase the retention and the growth should stay about the same. Bring more value to the members

Overview

In looking at the make-up of our association, we have several different types of members. I have outlined them below and a few observations on each. We know as the leadership of this association we can't be all things to all people. However I believe we can be at least the "majority of things to the majority of people".

Larger Brokerage Agencies

Obstacles: One of our biggest obstacles is getting the large brokerage houses to have more members. Usually one or two members per agency and they take back all the information from the meetings

Mindset: Most members have the thought that we don't bring enough value for them to pay for themselves. If their company doesn't pay for it, then they don't join. Most of the larger agencies have in house compliance and may not need the compliance aspect.

Why they join/ their needs: Networking with carriers seems to be of interest.

Independent Agents

Obstacles: Budget seems to be somewhat of an issue – which is why so many of these types of memberships are on bank draft. A lot of agents feel no need to join with "my competitors"

Mindset: Why would they sit in the room with their competitors? What would they possible get out of it?

Why they join/their needs: Most of these needs are compliance and professional development. A little networking is a factor but not primary. Find and agent and other lead sources would be of interest. CE is a factor on a local level

Carrier Reps

Obstacles: Budget cuts have seen carriers not paying for as many members. So the biggest obstacle is the Reps will not pay for it themselves just like the Larger agencies

Mindset: Their biggest mindset is how to make a sale since their goals must be met by their companies.

Why they join/their needs: Networking on a local level is of great interest since that will find brokers who will give them business. Good local meetings and state symposiums will be the biggest attraction.

Other members; ie payroll companies, HR companies etc

Networking seems to be the key here. This needs is met at the local level

I hope this information will be helpful to you this year as you are developing your strategic plan and the SWOT analysis. I will keep you updated as much as possible on information that I think may be of value as you proceed with the different avenues of membership.



AWARDS

Chair: Alexis Weilmuenster

Board Liaison: Dane Rianhard

Month: August

The committee had its first meeting and is off to a great start. The guidebook is in its final editing and proofing stages. The tool box has been updated and posted to the website along with a new tool that prioritizes award responsibility in an Excel spreadsheets for the Landmark and Pacesetter Awards.

The committee goals were reviewed and everyone agreed to assist in accomplishing the goals.

The new online award application program will not be happening. Instead Brooke will meet with the current program writer and see if there are any changes that can be made to facilitate the current online application process.

Awards judging weekend will be in Washington DC on April 21-23, 2017.



CHAPTER & LEADERSHIP DEVELOPMENT

Chair: Carolyn Beck
Board Liaison: Pat Griffey
Month: August, 2016

Report:

July 11, 2016

- **Worked on the WAHU issue by reaching out to Lou Reginelli (Vice Chair) to give him updates on conference all with RVP Alycia Ridel**
- **Received follow up from Pat Griffey (Board Liaison) regarding call held today and plan for participating on the WAHU upcoming board call which is scheduled for 7/19 at 5:00 CST as of today.**
- **Established date/time with Brooke Willson and Lou Reginelli to create agenda for monthly CLD call.**

July 12, 2016

- **Conference call with Heidi Mathson to bring her up to speed regarding the happenings in Region 4 related to WAHU. Relayed the Executive Committee's plan for the 7/19 WAHU Board conference call. Asked for any ideas/suggestions on ways to reengage leadership.**

July 19, 2016

- **Had the pre CLD call to discuss agenda items**
 - **Agenda for call to include:**
 - **Introductions**
 - **Planning for Leadership Forum**
 - **Regional meeting dates and how the CLD chair will participate (possible exercise presented by Cynthia D'Amour at annual mtg)**
 - **Establish CLD Regional Chair expectations**

July 26, 2016

- **Monthly CLD committee call**
 - **Great meeting with introductions, overview of goals and objectives.**
 - **Homework assignment for Committee was that during participation on Regional calls the Committee Chairs will begin to survey the Regions on what are the main objectives in attending the Leadership forum at Capitol Conference and provide that feedback to the team.**
 - **Committee has established the goal of having the agenda set for Leadership Forum by 10/31/16.**

August 1&2, 2016

- **Attended Leadership Conference for Region 3**



MEDIA RELATIONS

Chair: Dave Cluley

Board Liaison: Rusty Rice

Month: August

Chair Report

The committee's first meeting was July 28th. Minutes were submitted and published to the Leadership blog.

Chairs are awaiting receipt of chapter rosters to identify their state and local chairs are and see where gaps may exist. Despite this, there has already been a good level of activity as you will see in several of the reports below. Emily Bremer is organizing a social media working group.

We are fortunate to have a strong bench of regional chairs who are motivated and who have media and/or legislative experience. I presented the committee with 12 goals that I'd like to see accomplished either this year or in the next couple of years. They are prioritizing them and we'll end up with a time-lined list to which it is hoped all will agree. Some of the items will require funding, so this is a prelude to the budget request that will be made later this month.

Regions 2 and 4 remain without chairs. I am working with the RVPs to see if they can identify qualified candidates to fill the positions.

Regional Reports

Region 1 – Michael Capaldo

We have some pretty savvy people in our chapters when it comes to media; I've tried to position myself as a sounding board for their ideas and issues.

I received a call from the CT chapter seeking some ideas / advice on a campaign to support mandating commissions be paid to brokers in the individual marketplace.

In NY, I've developed a relationship with a reporter who concentrates on health care, and have positioned two stories that he's working on; one focuses on individual policy pricing (the annual premium + the maximum out of pocket for a bronze plan in NY can be as much as 130% of the same amount for a platinum plan; the working theory is that the carriers are underpricing the platinum plans to enhance cash flow).

The other story concentrates on how NY's decision not to join 46 of the other states in rolling back the definition of the size of a small group to 50 lives is impacting the health insurance market in NY; groups with offices in other states and/or who are incorporated in other states are beginning to change their situs to those states.

The NYS chapter has done two "Media Help Needed" blast emails to members in the past ten days; one for the small group size story, the other to assist a reporter from the Wall St Journal.

The NYS chapter is also working on a refutation of an economic analysis of NY's single payer proposal; we hired Avik Roy (with the help of a grant/loan from the NAHU Legislative Defense Fund) to write the refutation, which will be followed by a media campaign. I'll be part of a national task force on single payer that Dave Mordo is putting together as well.

Region 2 – no chair

Region 3 – Lee Nathans

See Region 6 report below

Region 4 – no chair

Region 5 – Bill Hendrickson

I have corresponded with Julian Lago regarding chapter rosters. As the month goes on, I will continue to be in touch with him re: state media chairs and then we will work aggressively to get local chairs. The media info from Kelly has arrived and will be distributed as chairs are appointed.

When we have the state and local chairs, I plan to be in touch with each and discuss their media possibilities. As we all know from experience, some media personnel can be interested and supportive, while others try to remain distant.

"Brokers Making a Difference" is so critical to our business and the more we can promote that concept locally, the stronger will be our acceptance to the public. With the federal gov't deeply involved in the health insurance market, well-experienced health insurance agents and brokers are needed more than ever, essential to helping businesses and individuals work through the complexities.

Region 6 - Emily Bremer

Lee may have more to add, but since we just did our Regional meetings together in Chicago, I'm sending something for both of us.

Lee Nathans and Emily Bremer made a 15 minute presentation to the joint Region 3 and Region 6 meeting in Chicago on Tuesday, August 2, 2016. We introduced ourselves, BOT liaison Rusty Rice (member of Region 6), Committee Chair Dave Cluley (member of Region 3), Committee Vice Chair Marilyn Stenger (in attendance).

We explained the purpose of the media relations committee in that it incorporates all types of communication including: with the press, with our members and consumers through social media, with legislators through Brokers Making a Difference, and with the public through advertising and the website.

We emphasized the importance of having a dedicated person from each chapter assigned to media relations so that chapters would not miss out on valuable information shared on monthly

regional calls and the weekly emailed media moment. We also strongly encouraged every chapter to check the media spokesperson data base and make sure that there is a current active member included from their chapter that they feel comfortable speaking to the media on behalf of NAHU and the importance of speaking with one voice. We described the resources available to members to help them speak with one voice, but it is clear that updated simple talking points are needed for upcoming issues like the election and annual open enrollment to keep everyone on the same page. One member specifically requested talking points on the marketplace vs. off-exchange plans to make it easier to explain how the two are different and why it matters.

We encouraged members trying to put together something for the press to reach out to Kelly Loussedes to get help if not sure how to approach a particular topic or of NAHU's position.

We updated the attendees on the materials available to help support them including templates, the how to media guide, the training PowerPoint presentation, etc. We asked them to please assist us with collecting testimonials by getting members to go to www.brokersmakingadifference.org and share their stories.

We recruited a new member, Matthew Byrne from Columbus Ohio to join the social media working group. We came up with a hashtag for the regional meeting, #nahuleaders, and asked everyone there to please share a picture, quote, or story from the meeting on social media and use the hashtag before they leave Chicago.

Members were reminded to please stick to what they know, their own expertise, when talking to the media. Lee Nathans emphasized the importance of reminding reporters that complex issues like the ones facing our industry right now is exactly why it is so important for consumers to work with brokers and agents.

Emily Bremer also was interviewed by the Wall Street Journal last week by Ruth Simon. It was a referral from Ryan Thorn. She is working on a story about the survey that came out showing how businesses are dropping group plans. Ryan shared that it wasn't what he was seeing in Utah and Emily concurred and added that she is seeing the opposite due to the instability of the individual market right now.

Emily asked the attendees of the conference to raise their hand if they were seeing the same thing (2/3 to 3/4 of the room raised their hands) and to let her know if they were interested in sharing their stories with the Journal as well. Lee Nathans, Matthew Byrne from Ohio, Kelly Fristoe from Texas, and Jeff Grossnickle from Indiana all volunteered and Emily has shared their information with Ruth. She also sent Ruth information from the IRS website explaining penalties for reimbursing individual plans which she was not aware of, and an AP article regarding a similar topic where Kelly Fristoe was quoted. The national office may want to reach out to her on this issue. If we could get a national publication to announce a trend generated from the boots on the ground experience and knowledge of our members that would really be terrific. Please let Emily know if you need Ruth's contact information.

Region 7 – Scott Leavitt

We are getting the Regional Media Chair Committee put together. I will be presenting at the Region 7 meeting in Denver on August 11 regarding the role, responsibility and importance of the Media Relations in NAHU. We will have more to report next month.

Region 8 – Patrick Burns

For July, region 8 is closed for repairs....

We did not have a regional call and we are waiting until our August regional meeting where we will be presenting a media how-to session with the new media chairs.

We did have a number of press hits on radio and print in California with regard to Covered CA price increases and the associated impact on consumers, which were handled by Michael Lujan and Dave Benson.

As an aside, Michael Lujan would be an excellent choice for a social media committee member if he has the time. He is a founder of a tech company, works in Silicon Valley and is well connected to the scene. He is past president of CAHU and is looking to be more involved at the national level I think.

Also, if there is an opportunity for me to lead or be part of the new web site initiative (which I understand may be a multi-year process to actually get something done), I would be happy to do that. We just went through a California web site update and we are looking to do a consumer site in our state. I know that the NAHU member database is an important part of the web site upgrade and I have lots of thoughts on that as well as what we should be looking at for the future.



PROFESSIONAL DEVELOPMENT

Chair: David C. Smith
Board Liaison: Rusty Rice
Month: August 2016

Committee call is later in August, but we had a very good first meeting in July (all members were present along with liaisons from Legislative and Membership Councils), reviewing plans and doing initial assignments of committee members to the subcommittees. We've been able to put three deliverables into a test stage and continue to work on finalizing these items:

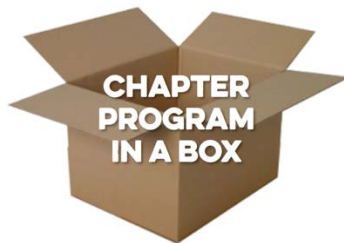


Washington Weekly Podcast (sample:

<https://www.dropbox.com/s/d336g2wa34hlth/WW%202016-07-22.mp3?dl=0>)



Rapid Reaction Issue Update (sample: <https://www.youtube.com/watch?v=k74XjyhqsOA>)



Chapter Meeting in a Box (sample: <https://www.youtube.com/watch?v=RZR9oDp20cw>)

We are actively working on a five minute monthly legislative update video that would be put up for chapters to play at their meetings as well.

Also in response to an idea from El Presidente Stenger¹ the committee has developed some color scheme to serve as a visual aid for members to know that the communication is from or related to Professional Development.

¹ *My pardons for leaving out the rest of the titles and formality: James of the House Stenger, First of His Name, King of the Andals and the First Men, Lord of the Seven Kingdoms, and Protector of the Realm.*



HUPAC

Chair: ERIC KOHLSDORF
Board Liaison: MIKE EMBRY
Month: AUGUST 2016

This report includes a recap of the August 8, 2016 HUPAC Board Call.

Building on the momentum of the annual convention and heading into the final months of the election cycle, the Board is pushing to break the all-time record for an election cycle. With our current monthly givers included, our members need to contribute approximately \$50,000 additional to break the previous record. We have worked on a plan as follows:

- 1. “Flash Drive” Fundraising Effort – in the final three months, we are working with local and state chairs to simply make the calls. This a Chapter Challenge.**
- 2. Working with Local and State Presidents/Leg Chairs/HUPAC chairs to organize a “Telethon” where boards will spend some time simply “dialing and asking” non-contributing and lapsed contributors to either give or re-up their giving.**
- 3. We have a list of members that we are reaching out to that give to other Association PACs or Candidates that do not give to HUPAC. These are special calls and won’t be included in the Telethon or Flash Drive.**

Candidate Fund Amendments- We are reducing some from the budget in non-competitive seats (meaning they are heavy favorites and don’t need the money) or are not running for re-election. This was offset by others being added to the budget. We are also in the August recess and attending campaign events in-district. These are of course different from the local leg members holding “in office” meeting.

Admin Budget will be discussed and hopefully finalized in September. This admin budget was never a topic of extensive discussion until two years ago when we found the Admin budget upside down. We have since rectified the shortfall thanks to members, chapters and corp. partners stepping up.

Finally, we’ve assigned a special committee to review our Bylaws and P&Ps.

Respectfully,

Eric Kohlsdorf
National HUPAC Chair 2016-17
www.HUPAC.org

National Association of Health Underwriters
BALANCE SHEET
June 30, 2016

	This Year	Last Year	Variance	% Increase(Decrease)
ASSETS				
CURRENT ASSETS				
Operating Cash and Cash Equivalents	295,286.68	1,047,196.51	(751,909.83)	-71.80%
Accounts Receivable, Net	786,859.90	504,998.33	281,861.57	55.81%
Prepaid Expense	83,072.91	55,733.56	27,339.35	49.05%
Note Receivable	5,000.00	5,000.00	0.00	0.00%
Total Current Assets	1,170,219.49	1,612,928.40	(442,708.91)	-27.45%
SHORT TERM INVESTMENTS, at Fair Value				
Operating Investments	511,297.81	813,629.16	(302,331.35)	-37.16%
Federal Legislative Defense Fund Investments	368,189.41	367,363.16	826.25	0.22%
Total Short Term Investments	879,487.22	1,180,992.32	(301,505.10)	-25.53%
LONG TERM INVESTMENTS, at Fair Value				
Equity Securities	1,612,607.03	1,378,910.55	233,696.48	16.95%
Total Long Term Investments	1,612,607.03	1,378,910.55	233,696.48	16.95%
PROPERTY AND EQUIPMENT, at Cost				
Office Furniture and Equipment	637,637.01	591,869.88	45,767.13	7.73%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(764,016.84)	(649,296.24)	(114,720.60)	17.67%
Total Property and Equipment	334,574.10	403,527.57	(68,953.47)	-17.09%
DEPOSITS	37,161.60	37,161.60	0.00	0.00%
TOTAL ASSETS	4,034,049.44	4,613,520.44	(579,471.00)	-12.56%
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accounts Payable and Accrued Expenses	215,372.85	384,681.65	(169,308.80)	-44.01%
State and Local AHU Dues Payable	156,216.52	194,721.01	(38,504.49)	-19.77%
Deferred Revenue - Membership	1,963,587.69	2,159,725.11	(196,137.42)	-9.08%
Deferred Revenue - Conferences	10,000.00	0.00	10,000.00	0.00%
Total Current Liabilities	2,345,177.06	2,739,127.77	(393,950.71)	-14.38%
LONG TERM LIABILITIES				
Deferred Rent Obligation	236,867.75	225,181.75	11,686.00	5.19%
Deferred Tenant Allowance	241,559.85	286,852.29	(45,292.44)	-15.79%
Total Long Term Liabilities	478,427.60	512,034.04	(33,606.44)	-6.56%
TOTAL LIABILITIES	2,823,604.66	3,251,161.81	(427,557.15)	-13.15%
NET ASSETS				
Net Assets, Beginning of Year	1,135,651.94	1,271,912.76	(136,260.82)	-10.71%
Current Year Activity	74,792.84	90,445.87	(15,653.03)	-17.31%
TOTAL NET ASSETS	1,210,444.78	1,362,358.63	(151,913.85)	-11.15%
TOTAL LIABILITIES AND NET ASSETS	4,034,049.44	4,613,520.44	(579,471.00)	-12.56%

**NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS
POLICY & PROCEDURES**

POLICY TITLE:	Personnel Reviews of NAHU Staff
CLASSIFICATION:	Executive
POLICY NUMBER:	95-03-EX
DEPARTMENT COORDINATOR:	Executive
MOTION:	Alan Katz
DATE APPROVED:	February 12, 1995
APPROVED BY:	Board of Trustees
AMENDED:	February 2013
SUNSET DATE:	2016

PURPOSE: To conduct an annual review of staff.

POLICY: The Executive Vice President is directed to cause a performance review of all NAHU personnel within ninety (90) and one hundred twenty (120) days hire. The Executive Vice President shall also conduct reviews of all personnel no less than each calendar year.

The Executive Vice President shall establish procedures for personnel whose performance is deemed substandard. Included in these procedures are guidelines documenting the dismissal of an employee.

~~The Board of Trustees shall establish and implement an annual review process for the Executive Vice President in a manner suggested by the American Society of Association Executives (ASAE).~~

PROCEDURE(S): The Executive Vice President shall adopt a standard review process. ~~The Board of Trustees may obtain review documentation instructions from ASAE.~~

FINANCIAL IMPACT: Minimal

**NATIONAL ASSOCIATION OF HEALTH UNDERWRITERS
POLICY & PROCEDURES**

POLICY TITLE:	Personnel Committee
CLASSIFICATION:	Executive
POLICY NUMBER:	08-10-EX
DEPARTMENT COORDINATOR:	Executive
MOTION:	Bruce Benton
DATE APPROVED:	October 28, 2008
APPROVED BY:	Board of Trustees
AMENDED:	
SUNSET:	2018

PURPOSE: To define the make-up of the committee and scope of duties.

POLICY: The Personnel Committee will consist of the following members: Chair – NAHU Immediate Past President, Members at large – The NAHU President, President-Elect, Vice President, and two Regional Vice Presidents to be chosen by the chair.

The committee is responsible for the following: establishing benchmarks of success for the job of NAHU CEO/EVP, providing the CEO/EVP with a performance review evaluating performance against the benchmarks and recommending any bonuses or salary adjustments to the Board of Trustees. The Personnel Committee shall also be responsible for hiring, reviewing and negotiating the CEO/EVP contract.

PROCEDURE(S): To insure that the duties are carried out, the Chair shall adhere to the following timelines:

1. Initiate a CEO Job Evaluation Survey to be completed by the individuals who had served on the NAHU Board of Trustees as of the first day of the annual convention that occurred during the same calendar year. These survey results should be received no later than November 1 of each year.
2. Review the results of that survey with the committee no later than November 10 of each year.
3. Present committee recommendations to the Board of Trustees no later than the Board of Trustees November meeting or teleconference.
4. Meet with the NAHU CEO/EVP to review the Job Evaluation Survey results and the Board's recommendations no later than December 1 of each year.
5. CEO/ EVP contract renewal negotiations shall be completed no later than 6 months prior to the employment contract renewal date.

FINANCIAL IMPACT: None



NAHU SWOT Analysis

NAHU 20/20 Strategic Plan “Strengths”

**Presented by:
Mike Embry, Kelly Fristoe & Linda Rose Koehler**



Strengths (internal, positive factors)

- Strengths describe the positive attributes, tangible and intangible, internal to NAHU.
- Things that are within the control of NAHU.
- What does NAHU do well?
- What internal resources does NAHU have?
- What advantages does NAHU have over our competition?
- What positive aspects does NAHU have to add value?





NAHU “Strengths”

- **Name / Brand recognition** – NAHU is recognized as a Leader in the Health Insurance / Benefits industry.
- **Professional Development** – NAHU provides to it’s members the very best in educational programs and certifications.
- **Legislative Advocacy** – NAHU is the leading authority on legislative and regulatory affairs at both a state and federal level.
- **Depth of Leadership** - Many of the leaders within NAHU have over 25 years in the industry





NAHU “Strengths”

- **Strength of CEO** – Janet is recognized as one the most influential people in the industry.
- **Strength of Staff**– NAHU staff has extensive experience in their areas of expertise
- **Atmosphere of Belonging** – NAHU friends become “family”
- **Networking** – NAHU provides opportunities to network with other leaders and professionals across the nation
- **Conventions** – NAHU through our 2 major events provide the ability to hang out with large groups of extraordinary people.



NAHU SWOT Analysis

Team W

1. We are often hindered by personal objectives. The BOT needs a central focus to keep moving forward in a positive manner
2. At Times we appear to be too “Group” focused. We need to expand our product base especially in a post ACA environment
3. There is often a lack of accountability. This occurs at every level of our association from the BOT to the RVP’s to the State Presidents and eventually to the members
4. Medicare- We are not doing a lot of support on Medicare.
 - A. Could NAHU do AHIP type training/testing and capture the AHIP people?
5. We need to carve our message to meet each member’s receptive needs. Everyone learns differently so we need to cater to different ways of updating our members
6. Communication continues to be a struggle from the Board down to the states and the local chapters. We know the trickle down method doesn’t work but we continue to rely on it.
7. We talk about speaking with one voice but we don’t practice what we preach. Presentations need uniformity and the main message needs to be delivered every time a BOT member speaks.
8. We do not have a plan of attack for handling member complaints, especially if they are communicated to multiple BOT members. We to develop a system of who handles what and how they communicate that to the rest of the BOT
 - What happened to the course of action in replying to the last membership survey which included the following;
 - o The feeling that NAHU does not support agents. (Much of this was to do with reduced or elimination of commissions, but overall the comment came up a lot; way more than I feel comfortable with.)
 - o The staff response to members is slow to none. (Not at all my experience, but I am not a non-board member.)
 - o Leader burn-out: not a lot of new volunteers.
 - o Local board dysfunctional.
 - o Need more Medicare information.
 - o Distance to get to a local meeting is a problem
 - o Time constraints in today’s market.
 - o 81% of members do not sell individual

- 19% sell individual (That is still a significant number of members.) These stats just help us to know our audience while providing benefits to them
 - What is our plan of attack for addressing the issues brought up in the last member survey? Is there a policy on how we address these issues?
- 9. Too much information out there from different sources- information overload.
- 10. Carriers/brokers/GA's not supporting/paying for membership dues.
- 11. Carriers/brokers/GA's not allowing members to attend events due to low staffing.
- 12. Less and less support is coming from Health carriers and more and more ancillary carriers are sponsoring/supporting NAHU.
 - A. Is the focus changing to support the ancillary carriers?
 - B. Are we attracting these people as members?
- 13. FFM Certification was a great idea, however was this program created too late now that the carriers are paying no to little commission?
- 14. We need a plan of action for responding to Media Leads. When this happens who does a member contact?