



NAHU Board of Trustees Meeting Agenda

Monday, November 19, 2018

4:00 p.m. - 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 (*Rusty Rice*)

Roll Call of Attendees (*Kelly Fristoe*)

Approve Agenda (*Rusty Rice*)

Consent Agenda A (*Rusty Rice*)

- BoT Meeting Minutes - October 15, 2018
- EC Meeting Minutes - November 13, 2018

Consent Agenda B (*Rusty Rice*)

- National Committee/Council Reports
 - Awards
 - Chapter Leadership and Development
 - Governance
 - HUPAC
 - LPRT
 - Media Relations
 - Nominations
 - Vanguard

Financial Reports (*Eugene Starks*)

- Financials - September 2018
- Finance Committee Minutes - October 13, 2018
- Financial Trends - September 2018

CEO Report (*Janet Trautwein*)

RVP Report (*Ray Magnuson, 4 minutes*)

Legislative Report *(Nick Moriello, 4 minutes)*

- Florida AHU Legislative Defense Fund request
 - LDF Application
 - Email Motion and Results
 - Profit and Loss Statement
 - Balance Sheet

Membership Report *(Michelle Howard, 4 minutes)*

Professional Development Report *(Karen Kirkpatrick, 4 minutes)*

Agency Membership Model *(Janet Trautwein/Pat Griffey)*

- Agency Membership Model grid (Updated)
- Agency Membership Marketing Timeline
- FAQ

Washington Update *(Nick Moriello and/or attending Government Affairs Staff, 4 minutes)*

Future Convention Options *(Janet Trautwein)*

New Business

Strategic Discussion

- **RVP Strategic Planning Input**

Motion for Adjournment



NAHU Board of Trustees Meeting

Monday, November 19th, 2018, 4:00 p.m. – 5:30 p.m.

Meeting called to order at 4:00 P.M. EDT by Rusty Rice

NAHU'S VISION STATEMENT

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

Reading of Antitrust Statement

Rusty Rice read the antitrust statement.

Roll Call (Kelly Fristoe)

Attendees:

President Rusty Rice	Region III Vice President Mike Deagle
President Elect Pat Griffey	Region IV Vice President Alycia Riedl
Vice President Dane Rianhard	Region V Vice President Paige Phillips
Treasurer Eugene Starks	Region VI Vice President Ed Oleksiak
Secretary Kelly Fristoe	Region VII Vice President Ray Magnuson
Immediate Past President Mike Embry	Region VIII Vice President Pat Burns
NAHU Executive VP & CEO Janet Trautwein	Legislative Council Chair Nick Moriello
Region I Vice President Michael Grinnell	Membership Council Chair Michelle Howard
Region II Vice President Erica Hain	Professional Development Chair Karen Kirkpatrick

Staff:

Farren Baer - Absent	Kelly Loussedes - Absent	Brooke Willson
Marcy Buckner	Illana Maze	John Greene - Absent
Megan Caputo	Jennifer Murphy - Absent	
Chris Hartman	Bob Tretter	

Guests:

Legislative Council Vice Chair Jessica Watts	Governance Committee Chair David Smith
Professional Development Vice-Chair Jill Pedersen	Chapter and Leadership Development Chair

Approval of Agenda

MOTION: Karen Kirkpatrick made the motion to adopt the posted agenda.

MOTION: Motion passed unanimously

Consent Agenda A (Rusty Rice)

- BoT Meeting Minutes – October 15th, 2018

- EC Meeting Minutes – November 13th, 2018

MOTION: Mike Embry made a motion to approve Consent Agenda A.

MOTION: Motion passed unanimously.

Consent Agenda B (*Rusty Rice*)

National Committee Reports

- Awards Committee
- Chapter and Leadership Development Committee
- Governance
- HUPAC
- LPRT Committee
- Media Relations
- Nominations
- Vanguard Council

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

MOTION: Motion passed with the change of the LPRT report.

Finance Report (*Eugene Starks*)

- September 2018 Financials – Janet reported for Jennifer and Eugene that there is nothing remarkable or unusual to report on the current finances. Eugene asked Dane for comment since he chaired the last Finance Committee call in Eugene's absence. Dane had no comments to share.
- Finance Committee Minutes – October 13, 2018
- Financial Trends – September 2018

MOTION: Kelly Fristoe made a motion to accept the August Financial Report.

MOTION: The motion passed unanimously.

CEO Report (*Janet Trautwein*)

Janet shared regarding a membership recruitment initiative that will be an end of the year push for higher membership number, Black Friday Membership Sale. It will be communicated very soon to the membership. Also, there will be 4th quarter flash videos going out to help members be better at their jobs, in hopes to bring more value to their membership.

Dane asked how many members we retain who were recruited with a reduced membership discount. Janet will work on getting that information to the board.

RVP Report (*Michael Grinnell – 4 min*)

Michael reported that with regard to Strategic Planning, that the RVP's focus is on Board Communication and timeline of new projects that are rolling out, and the best ways to communicate that to the committees. Michael also reported the RVP's would like to learn more about the development of leadership tools for leadership and committee goals.

Legislative Council Report (*Nick Moriello – 4 min*)

Nick reported that the Legislative Council is working on details that come out of the subcommittees and working groups. The groups are working on putting together talking points around and issues that will be used

at Cap Con. The Legislative Committee written report included in the agenda is entered into the records of these minutes.

MOTION: Pat Burns made a motion to approve the Legislative Council report.

MOTION: Motion passed unanimously.

- **Florida AHU Legislative Defense Fund Request** – Application and supporting documentation is entered as records to these minutes. (\$10,000 with \$5,000 being in the form of a repayable loan).

MOTION: Nick Moriello made the motion to approve this request.

DISCUSSION: Janet recommended that we approved this due to this being used in the scope of a nationwide push for the 1332 Waiver. Kelly Fristoe asked for clarification of the motion regarding the \$10,000 being a loan or a grant. Kelly also asked for clarification on the Florida AHU email motion and vote because not every member is accounted for in the email/electronic vote. David Smith provided some clarification as it relates to Governance. Mike Deagle asked if we are aware of any other states that would bring a similar request to us. Janet reported that she is not aware of any at this time but that there will likely be a few. David Smith also asked the board to consider that we request that Florida share their results and information with us that can possibly be used in other states. Eugene Starks inquired about the Florida financials and how they need to do better financially in order to be able to repay the loan and inquired to the board, shouldn't chapters that we support with Defense Fund money, be in a solid financial position? Janet mentioned that they are working on getting their finances turned around and overcome this temporary setback that they have experienced as a result negative convention economics. Janet reported that they have the ability to raise more money that they will need in addition to this request.

MOTION: Motion passed unanimously. Dane and Eugene abstained from voting.

Membership Council Report (*Michelle Howard – 4 min*)

Michelle reported on a "Black Friday" membership contest – a year end push to help get membership numbers up at the end of the year. The membership committee is still working on retention efforts. The Membership Committee written report included in the agenda is entered into the records of these minutes.

MOTION: Pat Griffey made a motion to approve the Membership Report.

MOTION: The motion passed unanimously.

Professional Development Committee Report (*Karen Kirkpatrick – 4 min*)

Karen Kirkpatrick mentioned content that would be rolled out next month by Jennifer Borislow to show members how to transition their compensation from commissions to fees. The committee is continuing its work on PD programs for Annual Convention. The Professional Development Committee report included in the agenda is entered into the records of these minutes.

MOTION: Paige Phillips made a motion to approve the Professional Development Committee Report.

MOTION: The motion passed unanimously.

Agency Membership Model (*Janet Trautwein/Pat Griffey*)

Agency Membership Model Grid, Marketing Timeline and FAQ are entered as records of these minutes. Pat Griffey presented the Grid, Timeline and FAQ documentation to the board. Pat invited the board to ask questions. Paige Phillips asked for clarification as it relates to the term "do benefits" as it pertains to eligible agency employees.

MOTION: Eugen Starks made a motion to approve the Agency Membership Model proposal.

MOTION: The motion passed unanimously.

Washington Update (*Nick Moriello, John Greene, Marcy Buckner, Chris Hartman*)

Nick reported that there was a meeting with Seema Verma in late October and had good conversation around 1332 waivers. There was also, a meeting with Brian Blaze (White House National Economic Council Director) regarding the value of the agent and how there needs to be more done on plans that can tie into HSA's. Marcy c reported on Cap Con meetings activity. Chris Hartman reported on the dynamics of how NAHU initiatives can progress through a lame duck Congress. Chris mentioned that we will have an opportunity to do a lot of work with new members of Congress to show them the value of the agent and NAHU. Janet added that the meeting with Brian Blaze was very important due to issues that were addressed around rules that NAHU has asked for. This shows that they view us a credible on health policy issues.

Future Convention Options (*Janet Trautwein*)

Janet reported that for 2022, we have been looking at Austin, Texas and Las Vegas. We received a good proposal from the Austin Marriott. Due to the "deal" they are making she is recommending this to the board.

MOTION: Paige Phillips made a motion to have the NAHU 2022 Convention in the Austin Marriott.

MOTION: Motion passed unanimously

Dane inquired as to whether a vote was held by this board to have the 2021 Convention in New Orleans. Janet indicated that she would research whether a vote was held and report back to the board.

New Business - NONE

Strategic Discussion - NONE

RVP Strategic Planning Input

Rusty reported that he has asked the RVP's to consider Strategic Planning in their respective RVP Meetings and to report those Strategic Planning items to the EC so that they could incorporate those items into the EC Strategic Planning.

Motion for Adjournment

Pat Griffey made a motion to adjourn and President Rice adjourned the meeting at 5:20 p.m. EDT

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

Respectfully submitted,
Kelly Fristoe
NAHU Secretary



NAHU Board of Trustees Meeting

Monday, October 15th, 2018, 4:00 p.m. – 5:30 p.m.

Meeting called to order at 4:00 P.M. EDT by Rusty Rice

NAHU'S VISION STATEMENT

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

Reading of Antitrust Statement

Rusty Rice read the antitrust statement.

Roll Call (Kelly Fristoe)

Attendees:

President Rusty Rice

President Elect Pat Griffey

Vice President Dane Rianhard

Treasurer Eugene Starks

Secretary Kelly Fristoe

Immediate Past President Mike Embry **Absent**

NAHU Executive VP & CEO Janet Trautwein

Region I Vice President Michael Grinnell

Region II Vice President Erica Hain

Region III Vice President Mike Deagle

Region IV Vice President Alycia Riedl **Absent**

Region V Vice President Paige Phillips

Region VI Vice President Ed Oleksiak

Region VII Vice President Ray Magnuson

Region VIII Vice President Pat Burns

Legislative Council Chair Nick Moriello

Membership Council Chair Michelle Howard

Professional Development Chair Karen Kirkpatrick

Absent: Mike Embry, Alycia Riedl, Brooke Willson

Staff:

Farren Baer

Marcy Buckner

Megan Caputo

Chris Hartman

Kelly Loussedes

Illana Maze

Jennifer Murphy

Bob Tretter

Brooke Willson **Absent**

John Greene

Guests:

Legislative Council Vice Chair Jessica Watts

Membership Council Vice Chair Kevin Trokey

Absent

Professional Development Vice-Chair Jill

Pedersen

Governance Committee Chair David Smith

Chapter and Leadership Development Chair

Artie Accardo

Mike Gomes - LPRT

Approval of Agenda

MOTION: Karen Kirkpatrick made the motion to adopt the posted agenda.

MOTION: Motion passed unanimously

Consent Agenda A (*Rusty Rice*)

- BoT Budget Meeting Minutes – September 14, 2018
- BoT Meeting Minutes – September 15, 2018
- EC Meeting Minutes – October 9, 2018

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

MOTION: Motion passed unanimously.

Consent Agenda B (*Rusty Rice*)

National Committee Reports

- Awards Committee
- Chapter and Leadership Development Committee
- Governance
- HUPAC
- LPRT Committee
 - Recommended Changes for 2019
- Media Relations
- Vanguard Council

Amended Bylaws

- Dallas AHU
- Utah AHU

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

Paige Phillips asked to have the LPRT report pulled from the Consent Agenda B. President Rice instructed that this report be added to the agenda after the Finance Committee Report.

MOTION: Motion passed with the removal of the LPRT report.

Finance Report (*Eugene Starks*)

- August 2018 Financials – Eugene joined the call by phone and was not able to have a good connection to give the report Jennifer Murphy gave the Financial Report
- Finance Committee Minutes – September 13, 2018
- Financial Trends

MOTION: Eugene Starks made a motion to accept the August Financial Report.

MOTION: The motion passed unanimously.

LPRT Committee Report and Recommendation (*Mike Gomes*)

MOTION: Kelly Fristoe made a motion to accept the committees' recommendation on the changes to LPRT.

DISCUSSION: Paige Phillips asked the question related to the proposed President's Council and Eagle categories and how they would be recognized on the website. Mike Gomes explained the committee's ideas behind recognition. Paige expressed that she would like all LPRT levels to be recognized on the website. Ed Oleksiak expressed his agreement that we need to recognize all LPRT levels on the website.

Amendment to the Motion - Paige made a friendly amendment to the motion as it relates to “Levels and Benefits” section of the proposal, to add all levels of LPRT membership to website

AMENDMENT: The amendment passed with Pat Griffey abstaining from voting.

MOTION: The original motion as amended passed unanimously.

CEO Report (*Janet Trautwein*)

Janet discussed changes to compliance corner with Pam Mitroff leaving. In Pam’s absence we are hiring an ERISA law firm and Marcy, as an attorney, will coordinate all the compliance aspects with this law firm. Janet shared the changing Cap Con schedule to allow for a better coordination of members attending meetings and lobbying (without missing important meetings). She reported on Ad Sales and that things are going well with Ad Sales. Janet updated on the Chapter Leadership monthly conference call and that it was well attended. Details were provided on NAHU Vision and the types of presentations that will be featured through that medium. The first presentation will be chapter training and is expected to increase knowledge base on different aspects of chapter volunteerism.

RVP Report (*Pat Burns*)

Pat reported that the RVP’s went through training with Illana Maze on the current membership system. The RVP’s discussed ideas regarding membership retention as well as Regional Conference Calls. The RVP’s recommended unanimously to suggest to the awards committee to change the awards criteria to reduce the number of Regional Conference Calls. The RVP’s also inquired about the budget as it relates to RVP’s traveling to local and state meetings and who is going to fund the expenses. Michael Grinnell will oversee next month’s RVP meeting.

Legislative Council Report (*Nick Moriello*)

Nick presented the highlights of the written legislative report. Nick discussed the meeting with the people from Healthcare.gov and the conversation regarding our close relationship with them. Nick reported that our relationship with CMS/HHS is strong as a result of conversation that is exchanged during meetings and within working groups.

Membership Council Report (*Michelle Howard*)

Michelle reported a summary of the written membership report submitted. Michelle also reported that the committee is already working on items for Cap Conference (videos, etc.). Rusty mentioned that we are very close to 100% Triple Crown board and encouraged the board to continue the hard work.

Professional Development Committee Report (*Karen Kirkpatrick*)

Karen reported on the LEAD program (written report ft. Julia Jennings). Karen discussed that the feedback that was received after all the passionate discussion at the last board meeting was very lacking and encouraged the board to send her feedback instead of being silent. Rusty asked all the board members to provide Karen feedback on the LEAD program.

Washington Update (*Nick Moriello, John Greene, Marcy Buckner, Chris Hartman*)

Nick discussed meetings that they have had with regulators. Marcy discussed the big pieces of legislation that had passed since last meeting – Air Ambulance/Balance Billing and how NAHU has a seat at the table on the “council”. As it relates the Opioid bill and items that were pulled out of the final version of the bill that was

passed and how NAHU had input on those items. Marcy continued to discuss items that could be worked on after the mid-terms, HRA proposed rules. Chris Hartman discussed NAHU agenda for after the mid-term elections.

Agency Task Force Report (*Pat Griffey*)

Pat reported that the task force is making good progress and have specific items set on benefits and is now working on pricing vs. revenues. Pat continued to provide a time line in which the task force will continue to work and goals they expect to meet with deadlines so that this can all be implemented next year. Rusty mentioned that he would like for the board to be able to vote on this at Cap Conference and that if there are any board questions to ask them now. Janet mentioned that there will be an FAQ provided to the board.

Strategic Discussion/New Business

Rusty asked the RVP's to spend 15 minutes on their next call to discuss strategic ideas and present those ideas at the next board meeting.

Rusty reminded everyone of NAHU Social Media Day and encouraged all board members to get involved.

Rusty mentioned that on November 15th, Janet will do an election wrap up conference call to inform everyone on the post-election results and encouraged the board to be on that call.

Motion for Adjournment

Paige Phillips made a motion to adjourn and President Rice adjourned the meeting at 5:20 p.m. EDT

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

***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.

Respectfully submitted,
Kelly Fristoe
NAHU Secretary



NAHU Executive Committee Meeting

Tuesday, November 13th, 2018

Meeting called to order at 4:00 P.M. EDT by NAHU President Rusty Rice.

NAHU'S VISION STATEMENT

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

Call to Order and Reading of Antitrust Statement

Rusty Rice, without objection, waived the reading the antitrust statement.

Roll Call (Kelly Fristoe)

Attendees:

President Rusty Rice
President Elect Pat Griffey
Vice President Dane Rianhard
Treasurer Eugene Starks

Secretary Kelly Fristoe

Immediate Past President Mike Embry - **Absent**

NAHU Executive VP & CEO Janet Trautwein

Jennifer Murphy CFO - **Absent**

Staff:

Brooke Willson

Guests:

NONE

Agenda: Approval of Agenda

Motion made by Pat Griffey

Second by Kelly Fristoe

Motion passed

Agency Task Force Update

Pat Griffey updated the EC on the Agency Task Force – On the most recent call the committee made a few tweaks to the chart that the board has viewed. The plan is to have all of this ready for Cap Con roll out. Currently working on a beta test group. Goal is to have everything approved by the full board in December 2018. Janet expressed that she is working on the marketing plan. This is going to be presented to the leadership at the Cap Con Leadership Development Breakout. President Rice asked that all EC members be present at these sessions when this is being discussed at Cap Con.

EC Strategic Planning Session

President Rice tasked the RVPs to have a strategic planning component during their monthly meeting. They are to give the board feedback from this meeting. The EC will use that information to incorporate into its Strategic Meeting.

Update on Florida AHU LDF Request

Janet reported that Florida AHU had submitted a legislative defense fund request. It will be discussed during the next board meeting. The application and supporting documents are on this month's BoT agenda.

CEO Report

Janet stated that we are getting ready to launch the marketing videos for membership retention.

On the legislative side we are working on introduction pieces to the new legislators and things we are working on related to health insurance.

On membership we are doing a \$50 off promo to make a push for the year end 2018.

On PD side we are still updating all the courses. There's still a lot of work to be done there.

Still working with RVPs on targeting areas where we can grow in some of the problem geographic areas.

Open Discussion

President Rice reported that our PAC is very close to \$1.2million.

That our membership team is winning in that the numbers are not down as much as they have been in the past. We are in a good position with good momentum to have great membership growth in the next six months.

President Rice adjourned the meeting at 4:35 P.M. EDT

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Respectfully submitted,
Kelly Fristoe
NAHU Secretary



AWARDS

Chair: Luann Yarberry
EC Liaison: Eugene Starks
Month: November 2018

The Awards Committee has been reviewing the award applications and we are down to the last few.

Awards Weekend has been set for April 11 – 14.

The committee has been informed regarding the available reimbursement for Annual Convention and the P&P's associated with this

All award applications and feedback forms have been returned to the chapters.

Our monthly emails have been well received – each month we are highlighting certain awards to raise awareness. We also are reminding them of any changes and the new criteria points.

Legislative awards as well as only online submissions will be allowed this coming year



CHAPTER & LEADERSHIP DEVELOPMENT

Chair: Arty Accardo
EC Liaison: Dane Rianhard
Month: November 2018

- Task Force Reports
 - Regional Leadership Communications – Lou Reginelli (*see attached report*)
 - Continue to look at different ways to share communications
 - Look at ways to create and build relationships and trusts
 - With RVPs
 - With state and local presidents (get name recognition)
 - Do great work at national level but limited success at the state and local level
 - Use social media
 - Be positive
 - Report will be cleaned up and posted to Google docs
 - Communication Plan – Dave Cagliola
 - Communicated with Lou to prevent duplication of efforts
 - Goal is communication with the membership
 - An idea may be a virtual town hall
 - Do more regional based, personal relationships and proximity
 - What vehicle to use; social media?
 - Need to be proactive and start the communication, keep structure
 - In the process of meeting with the task force and compiling notes and ideas to share
 - Draw up the branches and directions
 - Tools & Resources – Denise Villagran
 - Working on creating a list of tools that the chapters can work through
 - Talked about the listing of tools already in the works
 - Looking to share with the chapters during November leaders call
 - Chapter Certification - Cerrina Jensen (*see attached report*)
 - Looked at the role of the program and agree that it is currently housed in the correct location
 - Concluded that awareness and engagement needs some work
 - Develop a more effective marketing campaign to delineate the difference between chapter certification and individual certification
 - Embed the information about the program with chapter roster request
- Upcoming Event Prep – Leadership Forum Google Docs
 - Reviewed the list of learning pod ideas for the Leadership Forum
 - Max number of 6 pods during the program
 - Look at grouping learning pods to collapse multiple similar ideas into one pod session
 - Arty will attempt to group the topics
- Chair Communications and Feedback

- Have you reached out to your RVP? Have you checked in with your chapters to see if they are doing any new member or new agent outreach
 - Region 1 – During monthly call reached out to all leaders
 - Region 4 – All leadership rosters are in. Working through some issues with Wisconsin
 - Region 5 – Doing one last push for leaders
 - Region 7 – Working closely with RVP to get the last few rosters in
- Old Business
 - Committee reimbursements have changed. Set amount of dollars to also include meeting registration along with travel expenses.
 - Working to make it fair for everyone.
 - Reach out to Arty with question.



HUPAC

Chair: Steve Selinsky
Board Liaison: Jim Stenger
Month: November 2018

The HUPAC Board met on October 12, 2018...

- Discussed how we hit our \$1 million level for this election cycle early and proud to report:

We have officially broken our 2012 record. We have hit \$1,145,000. Our record was \$1,141,000. With two monthly draws still go it almost assured that we will hit \$1.2 million for the first time!

- We are preparing for Capitol Conference:
 - Bowling event sponsorship requests will go out soon
 - We were unable to secure the Officers Reserve Club for our reception. Alternate locations were not optimal for our size, so we decided to hold the event in the top floor of the Hyatt. We actually feel we might get some new attendees given the location and it's easy to find.
- Board approved additional funding and cuts from the candidate fund
- Approval to fund candidates running for office who are NAHU members too.



LPRT

Chair: Michael Gomes
EC Liaison: Kelly Fristoe
Month: November 2018

At our October meeting of the LPRT Committee, we discussed the amended approval by the Board of Trustees (BoT) of our recommendation. There was unanimous consent to move forward with the amended approval by the BoT.

Subsequently, we modified our promotional power point that incorporates the approved recommendations. This new promotional power point was distributed to our committee and will be used by each of them at Regional, State and Local Chapter meetings to promote LPRT membership. A copy will also be under the LPRT section on the website. We used these updates as an opportunity to better describe the Lifetime Membership category as that has been an area of significant confusion.

Our next steps are to implement the benefits as outlined in our chart so they are aligned with all other NAHU communications. We want to ensure that there is consistency in message and execution regarding fees, discounts and all other LPRT membership benefits. Once this is complete, we will map out a promotional campaign to begin announcing the changes and seeking to grow membership for the 2018 qualifying year. Part of this will be an article in ABS Magazine discussing the changes and answering the question “Why LPRT?”.

The committee turned their attention to focus on 3 upcoming events:

- **Capitol Conference:** On day one, we began last year with an LPRT exclusive session during the afternoon break out sessions. We will continue that this year and have tentatively discussed a carrier panel focused on AHP's. We will coordinate with the Professional Development Team to make certain there are no redundancies in content.
- **Annual Convention:** During the pre-conference Professional Development day, we assume like last year, there will be a designated track for LPRT members. We will again host an exclusive Soaring Eagle lunch and are hoping to attract a speaker that will focus in on Pricing Transparency and with a small group, we can be very interactive.
- **Annual LPRT Event:** We have plenty of options given this year's location and will soon begin to work with NAHU meeting staff to plan this event.

As has been tradition, we have cancelled our November meeting so our committee can be more focused on their 4th Quarter and January renewals.

November 2018 Media Relations Committee Report

By Meg McComb

First Social Media Day—Huge Success!

On November 17, 2018, the Media Relations Committee launched our first Social Media Day, with great success! NAHU members were provided sample tweets and posts that they could copy and paste, as well as three campaign hashtags: #AgentsAreTheAnswer, #OpenEnrollment, and #NAHU. We told agents the goal was: Combine efforts of NAHU members across the country, reach out to your social media community, and showcase the value of an agent during Open Enrollment". Instead of the daily average of 50 hits on the NAHU website to find an agent, the numbers skyrocketed to over 500 hits a day, two days in a row!

Future Social Media Days

We plan two more Social Media Days as follows: Cap Conference 2019, and Annual Convention 2019. We are confident the momentum and participation will grow with each campaign.

Genius Bar at Capitol Conference 2019

To jumpstart Social Media Day at Capital Conference, we are talking about hosting a Genius Bar, in conjunction with Vanguard, to really get NAHU agents engaged in Social Media. Logistics and coordination with other NAHU committees are in the planning stages, but we are very excited! We are aware that many agents would like to participate in a Social Media Day, but lack the skills and/or confidence. Therefore, the Genius Bar should prove a well-timed, fun, and worthwhile venture.

Social Media Joins Washington Update

The Media Relations Committee will occasionally provide suggested messages on the weekly Washington Update, for members to post on their preferred social media platform. Kelly Loussedes launched the first one a couple weeks ago. Participation was very small, but we will continue to broadcast, 'Agents are the Answer'. We are hopeful that NAHU agents will follow Social Media prompts on upcoming Washington Updates with increasing frequency. We believe that making Social Media involvement a component of a NAHU agents' communication repertoire will become a habit!

We believe that making Social Media involvement a component of a NAHU agents' communication repertoire will become a habit!



NOMINATIONS

Chair: Mike Embry

Month: November 2018

The call for nominations went out prior to the October 15 deadline. Chapters have responded with positive comments regarding the clarification of the open positions.

Working with the Board of Trustees to ensure all continuing officers are nominated as required.



VANGUARD COUNCIL

Chair: Crystal Hoffman
EC Liaison: Kelly Fristoe
Month: October 2018

10/1/18 – Participated in National Committee Chair conference call

10/2/18 – Discussed Cap Con sponsorship opportunities with Rusty Rice

10/6/18 – Confirmed Cap Con Scholarship sponsorship with Mike Embry

10/9/18 – Held committee conference call with National and Regional VC chairs

10/23/18 – Discussed R2 VC Chair position with Region II RVP Erica Hain



Finance Committee Teleconference

Date: **November 13, 2018**

MINUTES

1. Roll Call
Present: Dane Rianhard, Ray Magnuson, Jill Pederson, Jessica Watts, Ashley Kaposins, Janet Trautwein, Jennifer Murphy
Excused: Eugene Starks, Alycia Riedl, Mike Deagle and Kevin Trokey
2. Approve Agenda - Motion was made by Ray, second by Ashley and the motion carried.
3. Comments and discussion concerning the monthly financial report
September 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 Ray, second by Ashley and the motion carried.
4. New Business - None
5. Adjourn

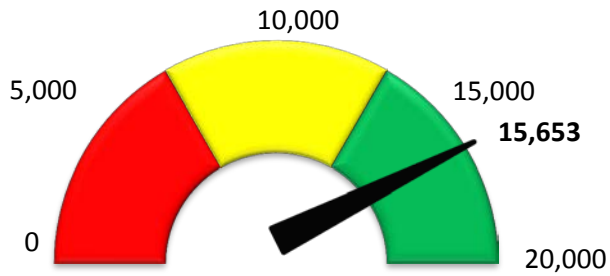
National Association of Health Underwriters
BALANCE SHEET
September 30, 2018

	This Year	Last Year	Variance	% Increase(Decrease)
ASSETS				
CURRENT ASSETS				
Operating Cash and Cash Equivalents	462,398.23	349,637.89	112,760.34	32.25%
Accounts Receivable, Net	249,164.38	386,330.14	(137,165.76)	-35.50%
Prepaid Expense	46,574.21	50,319.50	(3,745.29)	-7.44%
Note Receivable	0.00	2,500.00	(2,500.00)	-100.00%
Total Current Assets	758,136.82	788,787.53	(30,650.71)	-3.89%
SHORT TERM INVESTMENTS, at Fair Value				
Federal Legislative Defense Fund Investments	0.00	(95.52)	95.52	-100.00%
Total Short Term Investments	0.00	(95.52)	95.52	-100.00%
LONG TERM INVESTMENTS, at Fair Value				
Equity Securities	1,432,070.30	1,869,733.31	(437,663.01)	-23.41%
Total Long Term Investments	1,432,070.30	1,869,733.31	(437,663.01)	-23.41%
PROPERTY AND EQUIPMENT, at Cost				
Office Furniture and Equipment	381,914.59	377,821.09	4,093.50	1.08%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(617,419.77)	(509,896.31)	(107,523.46)	21.09%
Total Property and Equipment	225,448.75	328,878.71	(103,429.96)	-31.45%
LONG TERM ASSETS				
Intangible Assets-REBC Designation	50,000.00	50,000.00	0.00	0.00%
Total Long Term Assets	50,000.00	50,000.00	0.00	0.00%
DEPOSITS	37,161.60	37,161.60	0.00	0.00%
Note Receivable	0.00	2,500.00	(2,500.00)	-100.00%
TOTAL ASSETS	2,502,817.47	3,076,965.63	(574,148.16)	-18.66%
LIABILITIES AND NET ASSETS				
CURRENT LIABILITIES				
Accounts Payable and Accrued Expenses	163,119.07	266,586.85	(103,467.78)	-38.81%
State and Local AHU Dues Payable	218,728.53	154,979.00	63,749.53	41.13%
Deferred Revenue - Membership	1,624,779.58	1,733,009.44	(108,229.86)	-6.25%
Deferred Revenue - Conferences	17,500.00	0.00	17,500.00	0.00%
Total Current Liabilities	2,024,127.18	2,154,575.29	(130,448.11)	-6.05%
LONG TERM LIABILITIES				
Deferred Rent Obligation	216,646.85	243,596.07	(26,949.22)	-11.06%
Deferred Tenant Allowance	139,651.86	184,944.30	(45,292.44)	-24.49%
Total Long Term Liabilities	356,298.71	428,540.37	(72,241.66)	-16.86%
TOTAL LIABILITIES	2,380,425.89	2,583,115.66	(202,689.77)	-7.85%
NET ASSETS				
Net Assets, Beginning of Year	379,699.69	772,731.01	(393,031.32)	-50.86%
Current Year Activity	(257,308.11)	(278,881.04)	21,572.93	-7.74%
TOTAL NET ASSETS	122,391.58	493,849.97	(371,458.39)	-75.22%
TOTAL LIABILITIES AND NET ASSETS	2,502,817.47	3,076,965.63	(574,148.16)	-18.66%

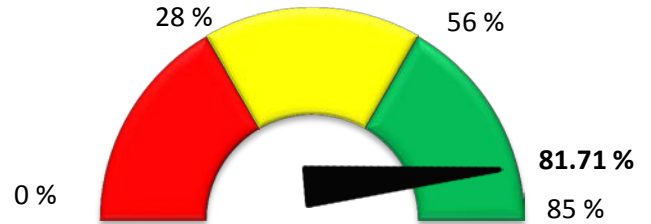


NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT SEPTEMBER 2018

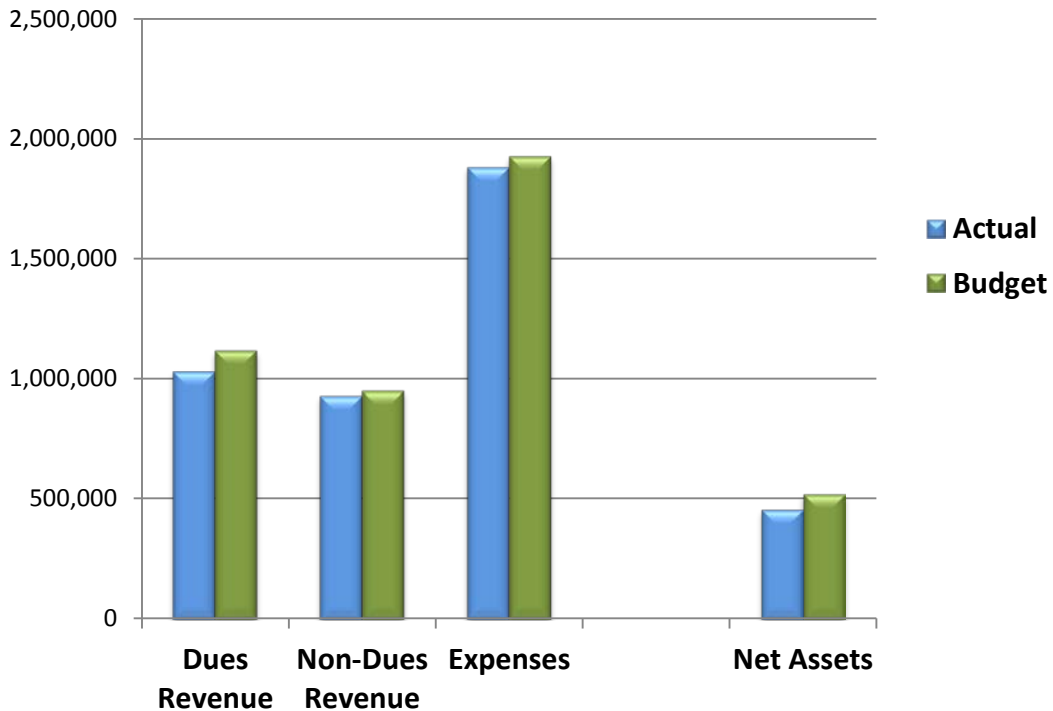
MEMBERSHIP



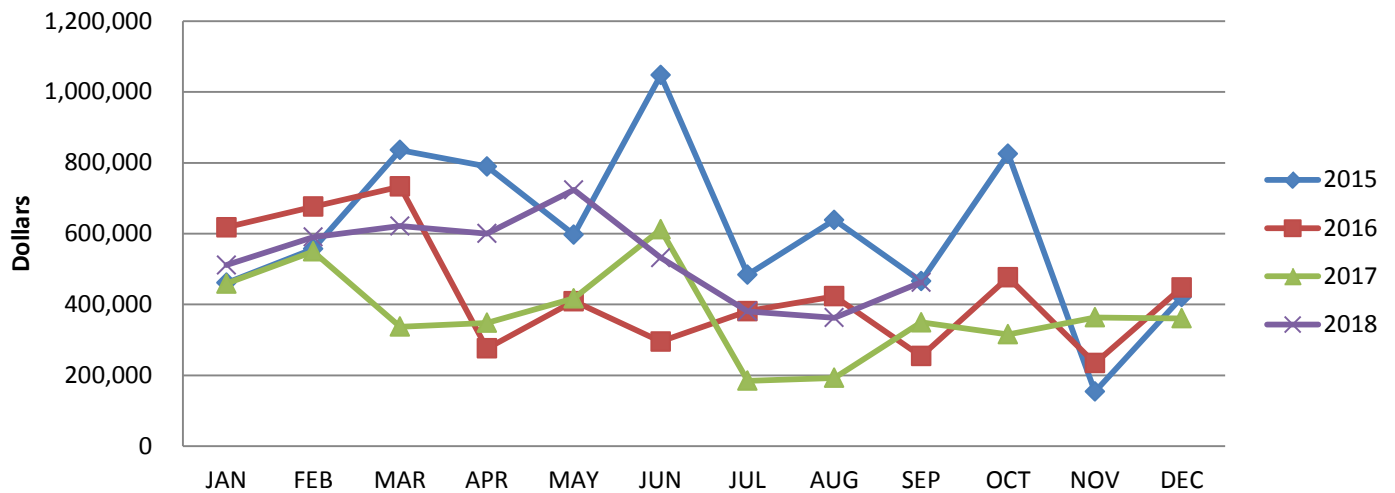
RETENTION



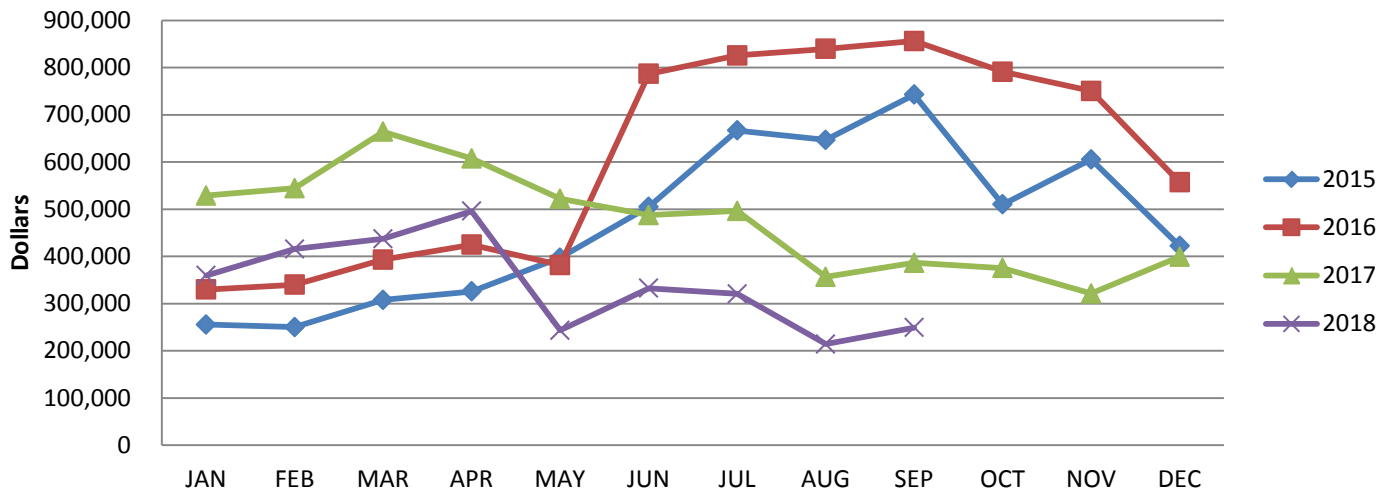
2018 TOTAL FINANCIAL RESULTS



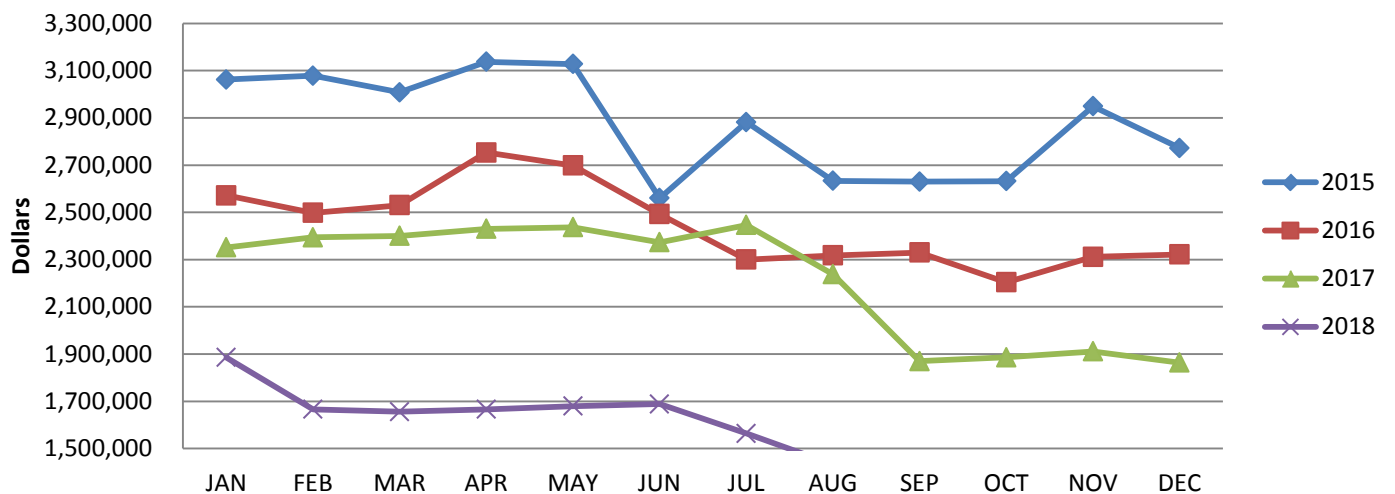
CASH



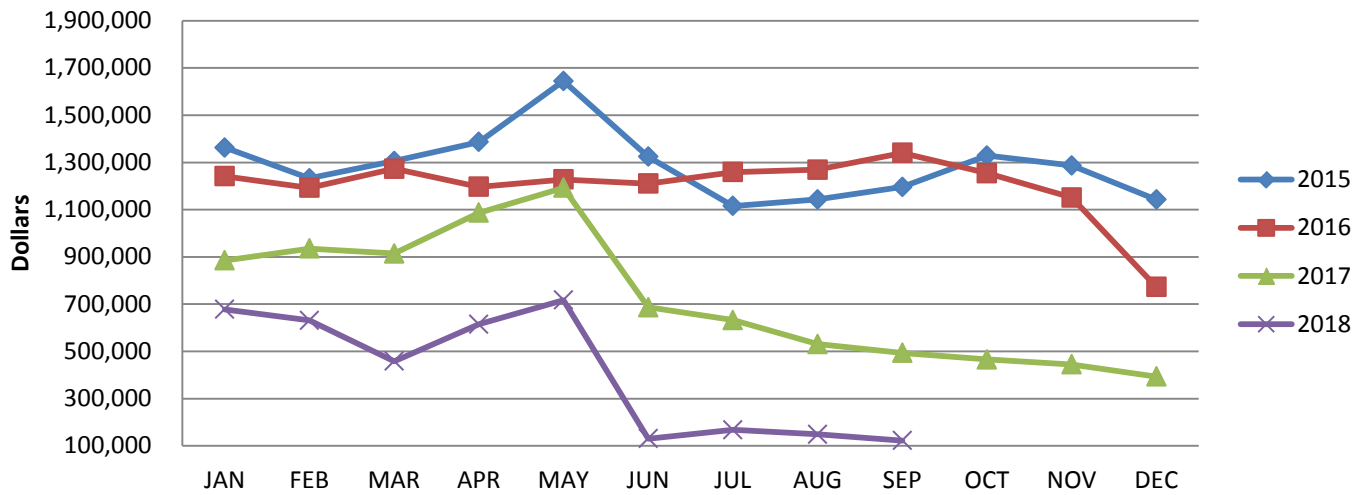
ACCOUNTS RECEIVABLE



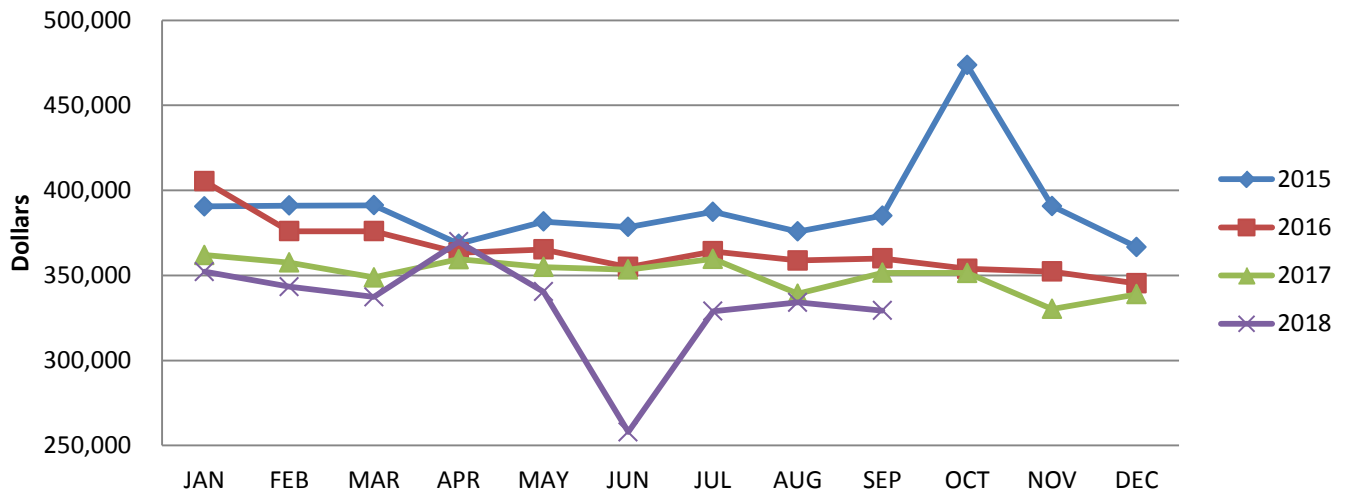
INVESTMENTS



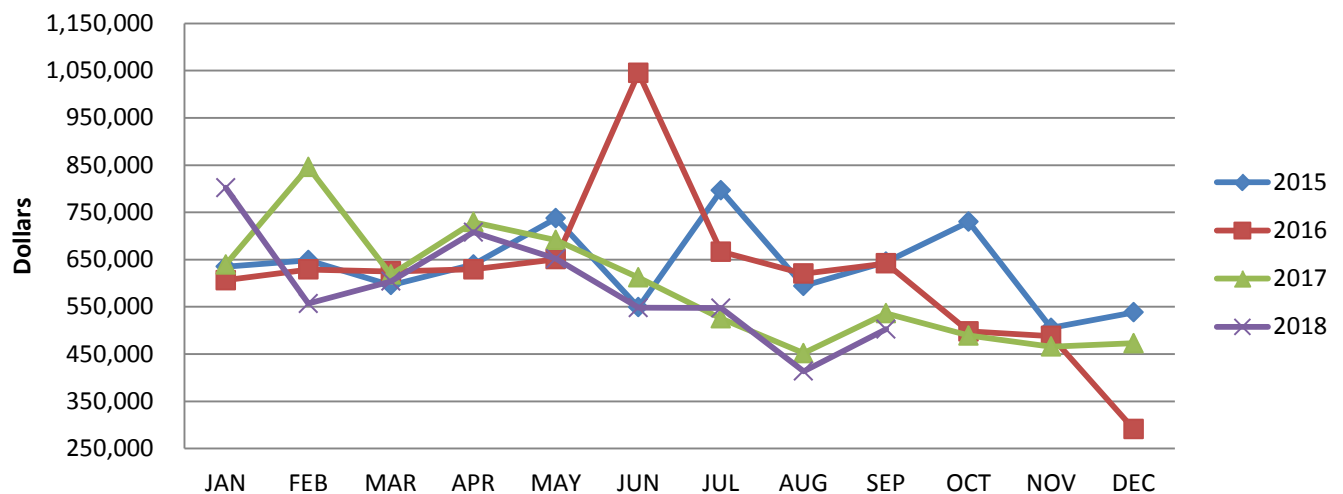
NET ASSETS



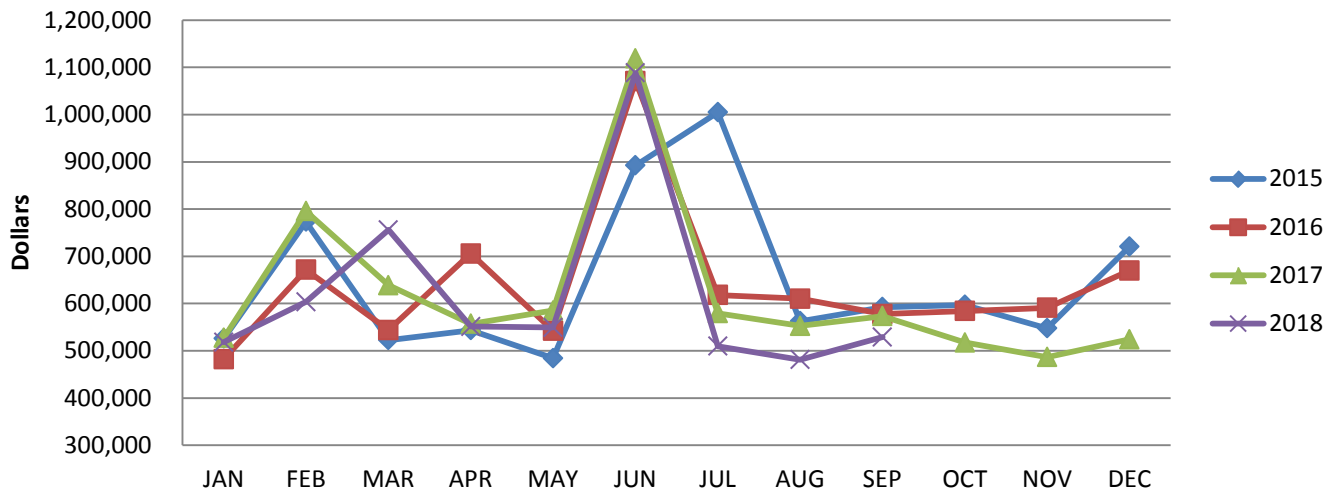
DUES



TOTAL REVENUE



TOTAL EXPENSES





LEGISLATIVE

Chair: Nick Moriello
EC Liaison: Pat Griffey
Month: November 2018

- Janet and members of NAHU staff and members met with Seema Verma in late October and had a great conversation regarding 1332 waiver request guidance, and in particular surrounding reinsurance.
- Janet and members of NAHU staff met with Brian Blaze from the National Economic Council at the White House regarding short term duration plans, association health plans, HRAs and the role of the agent, and efforts to tie more plans to HSAs
- We continue to prepare for Cap Con 2019, including opening registrations and preparing breakout sessions from several of our Leg Council Working Groups
- The Employer Working Group's 4 sub-committees remain hard at work on topics that are in our members' minds including:
 - AHPs
 - 125 non-discrimination
 - Surprise/balance billing
 - Electronic distribution
- The Long Term Care group is looking at model support that arose in the summer 2018
- The Medicare working group is approaching CMS regarding several groups that have disparaged agents and brokers and promulgated false information.
- The Cost Containment group is working on a series of infographics to share with our members on topics such as value based reimbursement programs to providers.
- The Individual working group has discussed observations regarding this Open Enrollment period for 2019, notably there is some increased participation by carriers into the market, rates haven't increased as dramatically as years past, compensation to agents has stabilized, and there has been a proliferation of ministry sharing types of plans as alternatives to ACA compliant fully insured plans
- In going through the Regional updates, most regions are discussing 1332 waivers, short term duration plans, and air ambulance/surprise billing legislation

Legislative Defense Fund Application and Checklist



National Association of Health Underwriters *Legislative Defense Fund Application*

The National Association of Health Underwriters' Legislative Defense Fund (LDF) provides our state and local chapters with financial assistance in emergency state legislative or regulatory situations. LDF monies can be disbursed to chapters in the form of a grant, an interest-free loan or combination thereof. LDF grants to chapters generally do not exceed \$10,000, and grants in larger amounts must be approved by a 75% vote of NAHU's Board of Trustees (BOT).

This application is to be completed by the NAHU chapter that is applying for funds in cooperation with the NAHU state affairs director for your region and your regional legislative chair. A completed application must be approved by a 2/3 vote of the state chapter's board if the state chapter making the application has a functional board in place. Completed application must include documentation of the state board's approval as well as copies of the chapter's most recent financial statements and balance sheet. Please refer to the LDF check-list for a full list of the steps and documentation required for an LDF application to receive consideration.

Chapters should submit completed applications to NAHU's State Government Affairs Department, the appropriate NAHU Regional Legislative Chair and the appropriate NAHU Regional Vice President. Contact information for all of these individuals is included on the final page of this application. Once submitted, this application will be reviewed by the NAHU staff and the appropriate Regional Legislative Chair, and then submitted to NAHU's Legislative Management Team and BOT for approval. Please note that the approval process for a LDF application can take several weeks, as the NAHU BOT meets monthly, generally on the on the second Monday of each month. However, we recognize that in certain cases, an expedited review may be necessary. If it is deemed necessary, the NAHU LMT will perform an expedited review within seven business days of the receipt of the completed application.

Following NAHU's review of the LDF application, the NAHU Legislative Council Chairman and or the Regional Vice President will work with NAHU staff to contact the chapter to inform them of NAHU's decision and discuss the terms of the disbursement, if any.

If your chapter would like to request an expedited LDF application review, or if you have any questions about the process, please contact the NAHU staff member assigned to your state.

Total amount of funds being requested: \$ 10,000

Name of NAHU Chapter Requesting Funds: Florida Association of Health Underwriters

Contact Person: Carol Taylor

(Note: The contact person listed should be available and prepared to answer any possible questions about the application that may be posed by members of the NAHU BOT, NAHU Staff, or the NAHU Legislative Management Team.)

Phone Number: (904) 545-4024

E-Mail Address: carol@kirbyemployeebenefits.com

NATURE OF THE ISSUE – SECTION I

1) Please provide an overall description of the current issue requiring immediate action:

Florida's individual marketplace has continued to see significant premium increases and subsequent enrollment decreases which has led to instability. We are currently seeking a Section 1332 State Relief and Empowerment waiver to stave off potential collapse of the faltering marketplace by setting up a reinsurance program.

2) Please explain the specific purpose(s) for which the specified funds are requested:

Funds will be used towards a lobbying effort to educate the state legislature and Division of Insurance on the importance of approving and completing an application for a reinsurance waiver. In addition, money will be used to fund an economic and actuarial analysis as required by the application.

3) Please provide a timeline for utilizing the specified funds (Please be specific):

Funds will be spent throughout the 2019 legislative session, with plans to have the legislature or DFS/OIR approve steps to move forward with an application by the end of the session.

4) Please explain the current status of this issue:

The Florida legislature has not had any activity related to a 1332 waiver, most likely because of the guardrails and stringent rules regarding the application process. The FAHU legislative team will be working on grassroots advocacy leading up to the 2019 session to increase interest in applying for a waiver in light of newly released guidance from CMS that will make it easier for states to apply for a state relief and empowerment waiver.

5) Please list the actions that have been taken to date:

FAHU Legislative Team has had several meetings to discuss and devise strategies in regards to a 1332 waiver. Research has been done on other states' 2017-2018 approved waivers to get an idea of what type of reinsurance program would be most beneficial for the state of Florida.

- 6) Have you affiliated with any other group on this particular matter?
(For example, insurance carriers, the Chamber of Commerce, coalitions, etc.)

If the answer is yes, please name the group(s) and person(s) with whom contact has been made. In addition, please explain the nature of the affiliation:

As of this date, we have not affiliated with other groups, however, we believe that several will join us in this effort. We have several FAHU members that are on committees with their respective Chambers of Commerce that may prove to be beneficial. We have started to identify those centers of influence in anticipation of the project gearing up. We also anticipate that the FL chapter of NAIFA and the Big I will join us in this project, however FAHU will be the lead on it, due to our stronger membership.

- 7) Please list the groups who currently support the position you have taken on this particular issue:

We believe the Chambers of Commerce will be supportive of this endeavor, as well as several of the insurance carriers in the individual market.

- 8) Please list the group(s) who are currently opposed to your position:

At this time, we have not identified any opposed parties.

- 9) Have you previously worked with legislators and/or regulators regarding this issue?

Yes

If the answer is yes, please list the legislators and/or regulators with their affiliation. If you have previously worked with legislators and/or regulators, what were the results? Were they receptive to your position? Were the legislators and/or regulators and staff easily accessible?

There are currently two members of the Florida legislature who are FAHU members and are very receptive to our position regarding the need for a reinsurance program in Florida. In addition, we have contacts with the previous structure of the Florida high risk pool as well as the Florida OIR which is in favor of a reinsurance program, but has been met with barriers in the state legislature.

10) Have you approached the NAHU Government Affairs department for assistance on this issue?

Yes, we have been working with Vice President of Government Affairs, Marcy Buckner.

If the answer is yes, please describe the results:

Marcy has sent information on the Legislative Defense Fund and has offered guidance and information on Section 1332 waivers.

11) Have you or anyone in your chapter been in contact with or utilized the media concerning this issue?

No, not at this time, but we do plan on utilizing this as needed.

If the answer is yes, please describe the nature of the contact and the results:

12) If your request is intended to affect or oppose specific bills or legislative initiatives, please explain, with as much detail as possible, what the effect will be on your marketplace if you fail.

ACTION PLAN – SECTION II

1) Please provide a detailed accounting of how the chapter would spend the requested LDF funds (i.e., \$500 for brochure printing or \$3000 lobbyist fees):

An itemized budget is still being developed but will include funding for

- **Printed materials to lobby and educate legislature/Division of Insurance.**
- **An actuarial study to detail the effects a waiver request could have on the state.**
- **Grassroots communications**
- **Lobbying fees**

2) Please supply a descriptive timeline outlining the steps to achieve the goal. Please also include a list of intended projects and estimated costs:

- **November/December**

- **Meet with Division of Insurance to discuss their support of legislation to request a 1332 waiver in the near term.**
- **Determine lobbying approach for members of the state legislature**
- **Reach out to FAHU members for initial education about supporting 1332 waiver legislation**
- **December-February**
 - **Identify and work with an Actuarial firm to develop an analysis towards the beginning of 2019.**
- **January-February**
 - **Identify ideal sponsors of 1332 waiver legislation**
 - **Pre-file 1332 legislation**
 - **Use the 1332 legislation as the main talking point for our Day on the Hill, which is being held during the committee week of the FL Legislature (February 4th and 5th)**
- **March - May**
 - **Educate state representatives when Florida's 60-day legislative session begins on March 5, 2019 with the ultimate goal of getting state-enabling legislation for the submission of a 1332 waiver passed.**

3) Please provide the NAHU Government Affairs department with a list of individuals who will be working on this particular project, including your lobbyist, if applicable:

<u>Name and Title</u>	<u>Duties for this project</u>	<u>Time required</u>
1. Rhett O'Doski, McGuireWoods Consulting, LLC	Lobbyist	80 hours
2. Carol Taylor, FAHU Leg Chair	Sub-committee/grassroots	120 hours
3. Ashley Kapostins, FAHU Vice Leg Chair	Sub-committee/grassroots	120 hours
3. Neal Murray, FL Broward Leg Chair	Grassroots efforts	15 hours
4. Brian Burch, FL Capital Leg Chair	Sub-committee/grassroots	40 hours
5. Terry Singleton, FL Central Leg Chair	Grassroots efforts	15 hours
6. Gary Nabors, FL Miami-Dade Leg Chair	Grassroots efforts	15 hours
7. Suann Southwick, FL Gulf Coast Leg Chair	Grassroots efforts	15 hours
8. Stephen Blackford, FL Jacksonville Leg Chair	Sub-committee/grassroots	30 hours
9. Richard Dighton, FL Palm Beach Leg Chair	Grassroots efforts	15 hours
10. Matt Dinkel, FL Southwest Leg Chair	Sub-committee/grassroots	40 hours
11. Kelly Davis, FL Tampa Bay Leg Chair	Grassroots efforts	15 hours
12. Dave Sherrill, FAHU Exec Director	Sub-committee/printing/other	120 hours

4) Have any professional lobbyists been employed for this particular project?

Yes

If the answer is yes, how much time has the lobbyist(s) spent on this issue:

The lobbyist has spent about 2 hours on the issue thus far, but will of course be more involved as the project is pursued.

May the NAHU Government Affairs department contact your lobbyist directly?

Yes

If the answer is yes, please include his/her contact information:

Rhett O'Doski, McGuireWoods Consulting, LLC
RODoski@mwcllc.com
850.727.5000

5) Please describe the alternate solutions you and your chapter are considering for this issue:

Alternate solutions are to support legislation that would allow the governor or department of insurance to be able to approve a 1332 waiver without going through the state legislature. However, given the politics in the state this is far less likely than working with the state legislature to approve legislation for an application.

6) Please describe the role you anticipate the NAHU staff will take on this project:

Assist in identifying other state applications and experiences in applying for 1332 waivers to find best practices for Florida legislation and ultimately a 1332 waiver.

APPLICANT INFORMATION – SECTION III

1) Please list the costs incurred to date on this particular issue (Please be specific):

We have not incurred any direct costs, just time.

2) Please list the chapter funds that are available for this particular project. Please categorize the nature of the chapter funds that are available, and for supporting documentation, please attach a copy of the chapter's most recent financial statement.

FAHU's budget does not include any additional funds for such projects. This will require far more time for our lobbyist than is already funded in the FAHU contract, which is why we are reaching out for support through a LDF.

3) Has the chapter raised its dues in order to obtain financing for this project? If the answer is no, please explain why not.

No. We feel this project is short-term and does not warrant a dues increase.

4) Have you obtained contribution commitments for this project from any other group(s) and/or person(s) (i.e., coalition partners)?

No, not at this time but reach out will be assessed by the sub-committee soon.

If the answer is yes, please name the group(s) and/or person(s) and the amount received/committed:

Name of Group and/or Person

\$ Amount Received/Committed

1.

2.

3.

4) Have you engaged in other fund-raising efforts for this project (i.e., golf outing, other fundraiser)?

Not at this time.

If the answer is yes, please describe the results:

The NAHU BOT may make LDF monies available to NAHU chapters in the form of a grant or an interest-free loan. Also, the NAHU BOT will require all LDF grant and/or loan recipients to provide the association with written monthly progress reports regarding the legislative effort for which LDF funds are provided. If your application is approved by the NAHU BOT, you will be contacted by NAHU legislative staff and/or our Regional Vice President and the NAHU Legislative Council Chair to discuss disbursement terms.

The NAHU BOT generally meets on the third Monday of every month at 4:00pm EST, and will consider applications during those meetings. If your chapter needs an expedited review, contact the NAHU staff person assigned to your region and we will arrange for the NAHU Legislative Management Team to review your application within seven business days. Please refer to the NAHU LDF check-list when completing you application and send copies of your completed submission and all required documentation to the individuals listed as contact people for your region.

Region	Regional Vice President	NAHU State Affairs Director
Region 1	Michael Grinnell - Corporate Plans, Inc. 109 Twin Oaks Drive Syracuse, NY 13206 Phone: (315) 225-7895 Email: mgrinnell@cpibr.com	Husni Abdelaziz
Region 2	Erica Hain Keystone Insurers Group 1995 Point Township Drive Northumberland, PA 17857 Phone: (570) 473-1356 Email: ehain@keystoneinsgrp.com	Husni Abdelaziz
Region 3	Michael Deagle - BenAxis, Inc. 935 National Parkway, Ste 93550 Schaumburg, IL 60173 Phone: (847) 240-2537 Email: mdeagle@benaxisinc.com	Husni Abdelaziz
Region 4	Alycia Reidl Wills Towers Watson 8400 Normandale Lake #1700 Bloomington, MN 55437 Phone: (763) 302-7187 Email: Alycia.riedl@willistowerswatson.com	Husni Abdelaziz
Region 5	Paige Phillips AWM, Inc. 10 Inverness Center Pkwy Birmingham, AL 35242 Phone: (205) 995-4467 Email: paige@awm.cc	Marcy Buckner
Region 6	Edward Oleksiak Holmes Murphy 12712 Park Central Drive #100 Dallas, TX 75251 Phone: (214) 265-6328 Email: eoleksiak@holmesmurphy.com	Marcy Buckner
Region 7	Ray Magnuson Magnuson Associates 4337 East 5 th Street Tuscon, AZ 85711 Phone: (520) 760-6048 Email: ray@magnusonassociates.com	Husni Abdelaziz
Region 8	Patrick Burns Burns Employee Benefits 5653 Maxwelton Road Oakland, CA Phone: (510) 652-7609 Email: Patrick@burnsemployeebenefits.com	Marcy Buckner

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National Association of Health Underwriters

Legislative Defense Fund Application Process Checklist

☐ **Application and Supporting Materials**

- Is this application for funds to cover an unanticipated and urgent legislative event? Yes, due to regulatory changes
- Did you contact the appropriate NAHU Director of State Affairs and your Regional Legislative Chair for assistance in filling out this application? (NAHU Director of State affairs will, after review, submit to the Legislative Management Team) Yes
- Is complete contact information included for the main chapter representative requesting funds? Yes
- Did you answer each question on the application thoroughly and completely? To the best of our ability, yes.
- Did you carefully consider the amount of LDF monies requested? (Grants in excess of \$10,000 are only awarded in extreme circumstances and require a 75% vote of the NAHU's Board of Trustees) Yes
- Did you provide a detailed breakdown of exactly how legislative defense funds, if awarded, would be used? We are still working out the budget on it, but that is listed in the application
- Did you provide a detailed accounting of anticipated costs? We are still working on the budget on it, but that is listed in the application
- Did you detail what chapter funds have been used to date and chapter fundraising efforts? Yes
- ☐ Did you include your chapter's most recent financial statements including your balance sheet (indicating any chapter cash reserves) for NAHU's review? Yes
- ☐ Did you attach board minutes or other documentation of board approval? Yes
 - Was the content of this application approved by a two-thirds majority of your state chapter board? Yes

Submission Process

- Did you submit copies of your application to the following individuals? Yes
 - NAHU Director of State Affairs for your region
 - NAHU Regional Legislative Chair
 - NAHU Regional Vice President
- Do you need LDF monies immediately and require an expedited review of your application? (Non-expedited reviews can take up to one month) Preferably, yes
- Will the main chapter contact be available to answer questions from the NAHU legislative staff, Regional Legislative Chair or NAHU BOT if more information is deemed necessary? **Yes**

Submitted by: Carol Taylor

Chapter and Position: FAHU Legislative Chair

Date: 10/29/18

Please attach this document to your completed LDF application and include it with your submission.

FAHU Email Motion 11/2/2018

16 yays, 1 no, 3 no response as of 2:39pm on 11/5/18

Motion made by Carol Taylor: Please accept this email as a motion to bring the attached Legislative Defense Fund Application before the FAHU Board of Directors for a vote. As stated in the application, we will need a 2/3 vote of approval by the Board in order to proceed with this process.

Seconded by Debbie Hediger

Artie Hoffman – Yay

Debbie Hediger – Yay

Matthew Dinkel – Yay

Tonda Lawson –

Susan Ritter –

Steve Israel – Yay

Ken Stevenson – Yay

Michele Malooley – Yay

Carol Taylor - Yay

Steve Blackford – Yay

Michael Teller – Yay

Mike Tauber – Yay

Jeff Williams – Yay

Lynn Blank – Yay

Fran Lane – Yay

Angela Mlynarski – Yay

Doug Jacobs – No

Alexis DeLuca – Yay

Patty Wright – Yay

Nicole Schall –

Florida Association of Health Underwriters

PROFIT AND LOSS

September 1 - November 5, 2018

	TOTAL
Income	
Day on the Hill	2,465.00
Membership Dues	10,598.04
Symposium Income	12,124.35
Total Income	\$25,187.39
GROSS PROFIT	\$25,187.39
Expenses	
Bank Charges	114.11
Board Meetings	2,977.93
Day on the Hill Expense	106.15
Executive Director	3,650.00
Lobbyist Fees	6,375.00
Membership Expense	5.40
Office Expenses	15.00
Symposium Expenses	54,263.13
Website	1,400.00
Total Expenses	\$68,906.72
NET OPERATING INCOME	\$ -43,719.33
Other Income	
Interest Earned	67.70
Total Other Income	\$67.70
NET OTHER INCOME	\$67.70
NET INCOME	\$ -43,651.63

Florida Association of Health Underwriters

BALANCE SHEET

As of November 5, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
TD Checking	586.74
TD Money Market	26,750.00
Wachovia	0.00
Total Bank Accounts	\$27,336.74
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Uncategorized Asset	0.00
Undeposited Funds	0.00
Total Other Current Assets	\$0.00
Total Current Assets	\$27,336.74
TOTAL ASSETS	\$27,336.74
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Loan Payable	10,000.00
Polk County Education Fund	0.00
Total Other Current Liabilities	\$10,000.00
Total Current Liabilities	\$10,000.00
Total Liabilities	\$10,000.00
Equity	
Opening Balance Equity	43,889.47
Retained Earnings	17,098.90
Net Income	-43,651.63
Total Equity	\$17,336.74
TOTAL LIABILITIES AND EQUITY	\$27,336.74



MEMBERSHIP

Chair: Michelle Howard
EC Liaison: Eugene Starks
Month: November

- President's Triple Crown challenge
 - 61 members qualified from July through August – will update after I receive the Oct report on Nov. 15th.
 - BOT qualified as of the September report except – Kelly Fristoe, Michael Grinnell, Ray Magnuson, Dane Rianhard, Alycia Riedl
- Council calls
 - All regions were represented on the October call
 - RVPS - we need retention chairs for Regions 1 & 3
- RVP – monthly membership communication
 - Communicated membership updates on September numbers and Triple crown status
 - Regions 3, 6 and 7 gained membership for September
 - Alabama, Arkansas, Kentucky and Michigan state chapters gained membership in September
 - Focus needs to be on growth and retention improvement, not on winning gains contest
- Discussed membership focus with MMT
 - Afinity program lists – waiting on an updated list to use for recruiting
 - Agency Membership – finalizing details
 - Mechanics for chapters– strategic planning, training, recruitment and retention activities, retention – Kevin has developed a template – presented to council
- September official membership numbers were communicated to the board and council in October. They are posted to the website.
 - We lost 28 members in September from August. We are still below the May numbers which are used as the beginning numbers in the gains contest.
 - Retention is on the rise, for September it is 81.71% (last month it was 81.58%).
 - Region 3 is leading the gains.
 - I am leading the recruiter of the year contest
- Opportunities for October
 - Billed not paid list.
 - Developing membership value topics for video clips for November and December

Professional Development Committee Report for November 19, 2018

Kelly Pastore, Region VIII chair came up with a survey to send out to all regional chapter officers. Great idea. Very interesting and somewhat disheartening feedback. We'll be sharing some highlights and low points once all Regions have been surveyed and compiled. Here is the survey.

Dear Chapter Officers,

Hope this email finds you all well!

Let me introduce myself, I am your National Professional Development Chair. I am sending an email out to all of you to ask you a few things.

1. Who is your Professional Development chair on your board? If you would kindly reply with their name and contact information, I would be thankful! We have a database that is not quite loaded with all chairs yet.

2. Feedback on how your chapter is handling Professional Development. (Please be candid)

3. How familiar are you with the NAHU certification programs available for your members?

4. Would you feel comfortable explaining and promoting these programs to your members?

5. Do you need help with ideas on how to effectively promote programs?

6. Have you taken any of the NAHU programs offered online or attended any programs in person? If so which ones?











7. If you have not taken part in the available certifications either yourself and/or your chapter please indicate the reason:

- * Cost for program*
- * Revenue share issues*
- * Time*
- * Material not relevant*
- * Confused on how to get started*
- * Other: Please explain*

This information is crucial to NAHU and is needed for us to continue to improve out Professional Development.












Other business: Convention planning is underway. Discussions have been had with Janet and Kathleen to clear the way for a reimagined education day in San Diego. Stay tuned for more exciting news. I was going to share the layout, but we have a few more tweaks before doing so. There is a lot of collaboration going on.

Respectfully submitted, Karen

THESE BENEFITS ASSUME 75% OF AGENCY'S ELIGIBLE BENEFITS STAFF ARE NAHU MEMBERS	BENEFITS AGENCY MEMBERSHIP MODEL				
	Categories based on number of Benefit Agents, Account Managers, Client-serving Team Members in Agency				
	3-9	10-20	21-50	51-100	101 or more
NAHU Membership					NAHU CORPORATE MEMBERSHIP PROGRAM
List Bill from NAHU	Yes	Yes	Yes	Yes	
Credits toward Professional Certification for agency employees*	\$270	\$540	\$1,080 - \$2,160 (range based # within agency)	\$2,700 - \$4,320 (range based # within agency)	
"Value of Ethics" Course (\$179 per participant value)	Once every two years	Once every two years	Once every two years	Once every two years	
HIPAA Compliance Course** (\$179 per participant value)	A la carte agency bill Discount if 100%	A la carte agency bill Discount if 100%	Included (100%)	Included (100%)	
Agency Member Exclusive Webinars (staff focused)	No	 Up to four per year	 Up to four per year	 Up to four per year	
Dedicated Online Community based on agency size	Yes	Yes	Yes	Yes	
Annual Convention Registrations** (Saves \$555 per registrant)	A la carte agency bill Discount if 100%	 1	 3	 5	
Capitol Conference Registrations (saves \$53.5-\$107 per registrant)	10% Discount	10% Discount 20% Discount first-timers	10% Discount 20% Discount first-timers	10% Discount 20% Discount first-timers	
Webinar for Agency & Clients/Prospects	No	No	Once per year	Once per year co-branded	
Dues Discount	None	3% Discount	5% Discount	10% Discount	

* Online Learning Institute "credit" shall be at the percentage based on staff ratio to members (e.g. \$400 credit but 75% membership equals \$300 OLI credit)

** Assumes that Agency is at 100% of staff ratio to NAHU members

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 ** Assumes that Agency is at 100% of staff are NAHU members



Marketing Timeline for Agency Membership Model Program

Date	Action
November 29, 2018	Mention on monthly President's call – broad strokes no details
January 24, 2019	Discuss with more detail on President's call
February 24, 2019	Discuss in detail at Leadership meeting
February 27, 2019	Discuss in detail at Town Hall meeting
March 5, 2019	Article in President's perspective
March 10, 2019	Create online application
March 20, 2019	All member email, banner on website, new campaign logo WTB (What's the Benefit) info
March 25, 2019	Send form requesting eligibility information on groups 3-9 already on list bill
April 1, 2019	Start calls to 3-9 list bills, wrap and article in ABS
April 10, 2019	All member video, emails to non-members in certification courses
April 20, 2019	Send requesting eligibility information to groups 10-20 already on list bill
May 1, 2019	Calls to 10-20 list bills, ABS promotion with new wrap and logo also flyer in ABS, calls to non-members in certification courses
May 20, 2019	Begin social media campaign (through convention)
June 1, 2019	Town hall prep email with report outlining the program and progress to date and reminder that effective date will be July 1 and this is informational only and will not require a House of Delegates vote. (We will also include Benchmark info)
Convention	Flyers, signs and promotional material everywhere, buttons – Ask me About Agency Membership

Frequently asked Questions about the Agency Membership Model

I see that the benefits under the Agency Membership Model are based on the size of the agency. How do I calculate agency size?

Benefits are based on the number of *eligible* agency members. *Eligible* agency members are producers who do benefits, Medicare or other health related products, as well as account managers and compliance professionals who are on staff and work with clients. It would not include a person whose job was strictly life insurance or someone who was strictly P & C. In order to receive the benefits available under this program, 75% of eligible agency members must be members of NAHU.

What if 75% of our eligible staff are not members of NAHU?

We welcome anyone in or related to our industry to join us as members of NAHU. However, the extra benefits that come with participation in the Agency Membership Model program are only available with a minimum of 75% of eligible staff participating as members of NAHU.

What is a list bill and what are the benefits of having our agency's membership dues paid this way?

People who participate in the Agency Membership Model will have membership dues billed on a list bill. There are several advantages to a list bill. First, the list bill allows us to apply a dues discount if your agency is an eligible group size. Second, with a list bill, the agency "owns" the membership slot, and membership for the covered person stops if they leave agency employment, allowing you to replace them on the list bill with another eligible person. This ensures that agency staff associates the outstanding benefits of NAHU with being a part of your agency.

Can we have a list bill if we are not participating in the Agency Membership Model program or if we have fewer than 75% of eligible staff as members of NAHU?

Yes, an agency, carrier or other industry partner can have a list bill with at least 3 participants on the bill and enjoy the benefits of a list bill but would not be eligible for other Agency Membership Model benefits without having 75% of eligible staff as members of NAHU.

How will I be able to take advantage of the complimentary Professional Certification dollars?

Member agencies who participate in the Agency Membership Model will receive NAHU bonus dollars to be used towards NAHU Certification course offerings. Additionally, course offerings in excess of the allotted bonus dollars will be available at a discounted price. This is one of the most important benefits from the Agency Membership Model and could be a significant source of savings in agency training costs.

How will we be able to take advantage of the free Ethics course?

The 3-credit hour course is approved for continuing education in all 50 states and is available online for any NAHU member of your agency each two year period. You will receive a code based on the number of people from your agency who are participating members in the program that will allow each eligible person to access the course.

What about the HIPAA Compliance Course – what is that and how can I access it?

The NAHU HIPAA Compliance course is designed to prepare members to comply with all of the privacy requirements that apply to brokers and agencies who are handling PHI. Agencies that participate in the Agency Membership model will receive the course at a reduced cost or in some cases at no cost depending on the size of the agency. Member agencies will receive a code that will allow participating members to access the course.

What are Agency Member Exclusive Webinars?

These webinars are designed for agencies in your size category to provide information targeted to issues you are dealing with every day. Subjects could be compliance related, political updates, or other important information that will help you better serve your clients.

What is a dedicated online community and how can it benefit me and my agency?

Each of the people in your agency who are participating in the program will be given access to an online forum where you can exchange ideas about running your business and other key discussion areas with other members from other agencies in your size category. The site meets all security requirements and has enhanced functionality over prior systems NAHU has hosted in the past.

Can you explain why I might want to send my staff to annual convention?

There are many benefits associated with annual convention and different people may gravitate to one area or another. In addition to our outstanding general session speakers, we have a full day of high-level education programming, *Vision Speak* which features “Ted Talk” style programming, top producer recognition events through our **LPRT** program and great networking opportunities. We believe this is a sound investment on your part, and depending on the size of your agency, we are willing to assist with the cost by helping with the cost of meeting registrations. Annual convention is located in different geographic areas of the country each year to make it more easily accessible to more NAHU members.

Why are the benefits for attending Capitol Conference different than annual convention?

Our annual Capitol Conference in Washington, DC is our most popular event and we often fill to capacity. We want to give people who are participating in our Agency Membership program an early opportunity to register and a break on the registration cost. Most people who attend this event give the highest ratings to our speakers and the opportunity to be on Capitol Hill and make a difference in their industry.

What is the benefit of the webinar for our clients and prospects?

Depending on your agency size, we can offer the availability of a special webinar designed specifically for your select clients and prospects. This is typically a Washington Update but could also be something related to a specific compliance area. We have been doing these special webinars for very large agencies for a number of years with great success and are now able to make them available to smaller agencies who participate in the Agency Membership Model program.

2022 Annual Convention – Austin, TX
(June 25-28 for both hotels)

	<u>Marriott Austin</u>	<u>Hilton Austin</u>
Room Rate	\$199*	\$249
Per Room Rebate to Master	\$5.00 per room night (Potential \$8,000 credit to Master Acct)	None
Staff Room Rate	Ten at \$99.50	Five at \$174
Food & Beverage Minimum	\$120,000	\$200,000
Comp 1-bedroom Presidential Suite	One	One
Upgrades to one-bedroom suites	Ten	Five
Upgrades to Concierge Level	Ten	Eleven
Comp. Arrival amenity	Eleven	Seven
Rounds-trip Airport Transfers	Three	Two
Internet discount	10% with in-house provider	20% with any provider