



## NAHU Board of Trustees Meeting Agenda

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

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

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

**Roll Call of Attendees** (*Eric Kohlsdorf*)

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

**Approve Agenda** (*Pat Griffey*)

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

**MOTION:** Motion passed unanimously

**Consent Agenda A** (*Pat Griffey*)

- BoT Meeting Minutes – December 16, 2019

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

**MOTION:** Motion passed unanimously

**Consent Agenda B** (*Pat Griffey*)

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

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

**MOTION:** Motion passed unanimously

**Financial Reports** (*Kelly Fristoe*)

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

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

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

**MOTION:** Motion passed unanimously

**RVP Report** (*Ed Oleksiak*)

- Leadership Summit Timeline and Agenda Ideas

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

**Current Membership Numbers** (*Kevin Trokey*)

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

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

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

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

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

**Old Business**

- Capitol Conference Update (*Janet Trautwein*)

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

- Strategic Planning Update (*Pat Griffey*)

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

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

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

**MOTION:** Motion passed unanimously

**New Business**

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

## **Motion for Adjournment of General Meeting**

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

**MOTION:** Motion passed unanimously

Meeting Adjourned at 4:52pm EST

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

Meeting called to order at 5:10pm EST

### **Roll Call of Attendees** *(Eric Kohlsdorf)*

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

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

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

**MOTION:** Motion passed unanimously

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

**MOTION:** Motion passed unanimously

Meeting Adjourned at 5:12 pm EST



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

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

### **Call to Order** *(Pat Griffey)*

### **Reading of Antitrust Statement** *(Eugene Starks)*

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

### **Roll Call of Attendees** *(Eric Kohlsdorf)*

### **Approve Agenda** *(Pat Griffey)*

### **Consent Agenda A** *(Pat Griffey)*

- BoT Meeting Minutes – December 16, 2019

### **Consent Agenda B** *(Pat Griffey)*

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

### **Financial Reports** *(Kelly Fristoe)*

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

### **RVP Report** *(Ed Oleksiak)*

### **Current Membership Numbers** *(Kevin Trokey)*

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

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

### **Old Business**

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

### **New Business**

## **Motion for Adjournment of General Meeting**

### **Executive Session**

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



## NAHU Board of Trustees Meeting Agenda

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Zoom

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

**Reading of Antitrust Statement** (*Eugene Starks*)

**Roll Call of Attendees** (*Eric Kohlsdorf*)

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

A quorum is present.

**Approve Agenda** (*Pat Griffey*)

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

**MOTION:** Motion passed unanimously

**Consent Agenda A** (*Pat Griffey*)

- BoT Meeting Minutes – November 18, 2019

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

**MOTION:** Motion passed unanimously

**Consent Agenda B** (*Pat Griffey*)

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

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

**MOTION:** Motion passed unanimously

**Financial Reports** (*Kelly Fristoe*)

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

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

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

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

**MOTION:** Motion passed unanimously

**RVP Report** (*Paige Phillips*)

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

**Current Membership Numbers** (*Kevin Trokey*)

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

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

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

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

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

**Old Business**

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

**New Business**

*None*

**Motion to Adjourn**

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

**MOTION:** Motion passed unanimously

The meeting adjourned at 4:44pm Eastern

**Executive Session – Annual Review** (*Rusty Rice*)





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

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### **Call to Order** *(Pat Griffey)*

### **Reading of Antitrust Statement** *(Eugene Starks)*

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

### **Roll Call of Attendees** *(Eric Kohlsdorf)*

### **Approve Agenda** *(Pat Griffey)*

### **Consent Agenda A** *(Pat Griffey)*

- BoT Meeting Minutes – November 18, 2019

### **Consent Agenda B** *(Pat Griffey)*

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

### **Financial Reports** *(Kelly Fristoe)*

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

### **RVP Report** *(Paige Phillips)*

### **Current Membership Numbers** *(Kevin Trokey)*

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

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

### **Old Business**

- Strategic Planning Update *(Pat Griffey)*

### **New Business**

### **Executive Session – Annual Review** *(Rusty Rice)*

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

### **Motion for Adjournment**



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

## **Call to Order** *(Pat Griffey)*

*Meeting was called to order at 4:00pm EST*

## **Reading of Antitrust Statement** *(Eugene Starks)*

## **Roll Call of Attendees** *(Eric Kohlsdorf)*

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

## **Approve Agenda** *(Pat Griffey)*

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

**MOTION:** Motion passed unanimously

## **Consent Agenda A** *(Pat Griffey)*

- BoT Meeting Minutes – October 21, 2019

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

**MOTION:** Motion passed unanimously

## **Consent Agenda B** *(Pat Griffey)*

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

- Eastern Virginia AHU
- Austin AHU

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

**MOTION:** Motion passed unanimously

**Financial Reports** (*Kelly Fristoe*)

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

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

**MOTION:** Motion passed unanimously

**RVP Report** (*No Report for November*)

**Current Membership Numbers** (*Kevin Trokey*)

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

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

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

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

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

**Old Business**

- Strategic Planning Update (*Pat Griffey*)

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

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

**MOTION:** Motion passed unanimously

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

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

**MOTION:** Motion passed unanimously

**New Business**

*None*

**Motion for Adjournment**

*Motion to adjourn at 5:14pm EST*



## **AWARDS**

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

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

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

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



## CHAPTER & LEADERSHIP DEVELOPMENT

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

### MAJOR PROJECTS & PROGRESS

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

END OF REPORT



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

### **Reviewed NAHU National Leaders Profile**

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

### **2019 & 2020 Sunsetting P&Ps**

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

### **2025 Strategic Plan**

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



## **LPRT**

**Chair: Valerie Cramer, RHU**

**EC Liaison: Eric Kohlsdorf**

**Month: December 2019**

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





**Media Relations Committee  
Chair Suzy Alberts**

**December BOT Report**

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

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

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

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



# Sample Social Media Posts for Open Enrollment

## Instructions

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

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

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

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

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



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



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



## Open Enrollment (11/1/19 – 12/15/19)

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



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

#OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent>

(Link to your website)



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

<https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)







40% of employees find open enrollment confusing. Half say it's stressful. Don't sweat — agents and brokers have you covered. Find an agent near you! #OpenEnrollment #AgentsAreTheAnswer #NAHU  
<https://nahu.org/looking-for-an-agent/find-an-agent> *(Link to your website)*



Accidents happen. Don't get caught without insurance. Ask an agent or broker for FREE advice before open enrollment ends on December 15th! #OpenEnrollment #AgentsAreTheAnswer #NAHU  
<https://nahu.org/looking-for-an-agent/find-an-agent> *(Link to your website)*



**DATE: DECEMBER 2, 2019**

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



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





60% of Americans don't feel confident choosing a health insurance plan. Expert agents and brokers can help! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



***DATE: DECEMBER 2019***

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

#OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent>



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



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





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



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



## ACA-Specific

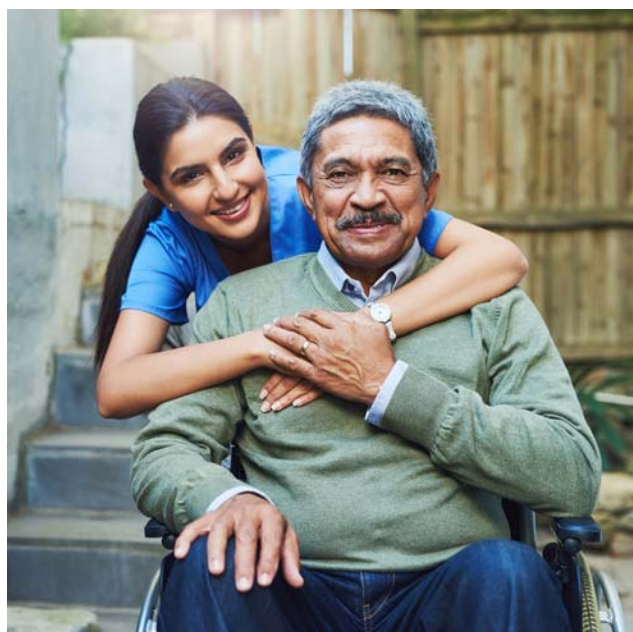
**DATE: DECEMBER 12, 2019**

THREE DAYS LEFT to sign up for health insurance. Head to HealthCare.gov or your state exchange before it's too late! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



**DATE: DECEMBER, 2019**

This holiday season, give your family peace of mind by securing health coverage. Don't wait — enrollment ends December 15! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)







# Sample Social Media Posts for Open Enrollment

## Instructions

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

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

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

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

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



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



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



## Open Enrollment (11/1/19 – 12/15/19)

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





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

#OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent>

*(Link to your website)*



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

<https://nahu.org/looking-for-an-agent/find-an-agent> *(Link to your website)*





40% of employees find open enrollment confusing. Half say it's stressful. Don't sweat — agents and brokers have you covered. Find an agent near you! #OpenEnrollment #AgentsAreTheAnswer #NAHU  
<https://nahu.org/looking-for-an-agent/find-an-agent> *(Link to your website)*



Accidents happen. Don't get caught without insurance. Ask an agent or broker for FREE advice before open enrollment ends on December 15th! #OpenEnrollment #AgentsAreTheAnswer #NAHU  
<https://nahu.org/looking-for-an-agent/find-an-agent> *(Link to your website)*



**DATE: DECEMBER 2, 2019**

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



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





60% of Americans don't feel confident choosing a health insurance plan. Expert agents and brokers can help! #OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent> (Link to your website)



***DATE: DECEMBER 2019***

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

#OpenEnrollment #AgentsAreTheAnswer #NAHU <https://nahu.org/looking-for-an-agent/find-an-agent>



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



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



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## ACA-Specific

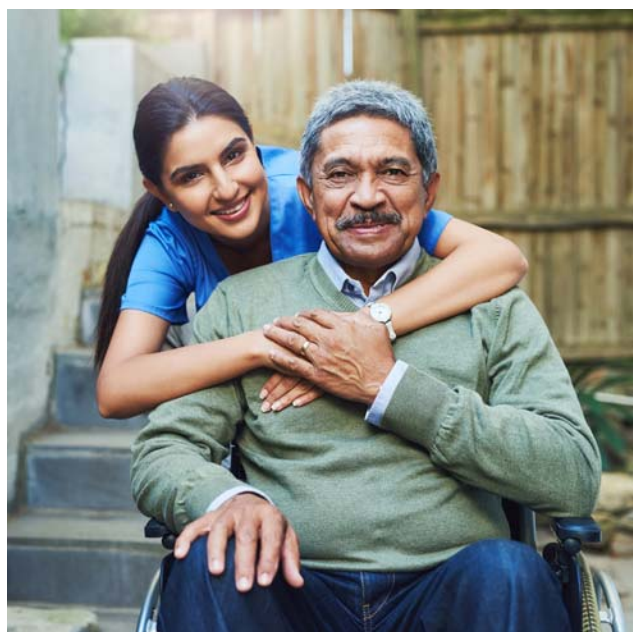
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## **MEMBERSHIP**

**Chair: Kevin Trokey**  
**Month: December 2019**

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

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



## **NOMINATIONS**

**Chair:** Rusty Rice

**Month:** December 2019

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

President-elect: N/A

Vice President: N/A

Treasurer: Eric Kohlsdorf

Secretary: Alycia Riedl

Secretary: Ed Oleksiak

Region 2 VP: David Mordo

Region 4 VP: Paul Scholz

Region 6 VP: N/A

Region 8 VP: Patrick Burns



## PROFESSIONAL DEVELOPMENT

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

### PD Chair Summary

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

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

#### V. Other Business

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

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

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

#### Classroom events:

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

e.

ii. Referenced Based Pricing – soft launch at convention

Self-Funding will be a prerequisite to this course.

iii. Account Based Plans – Health Savings Comparisons

a. former CDHC – new rulings are included

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

iv. Employer Self-Funding Training

a. no launch date as yet- early 2020

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

Can serve as a protection for agents as well.

v. Health Insurance 101

a. revised & completed – December release

vi. Medicare Certification

a. 2/3 of content is completed

b. Beta testing 1<sup>st</sup> qtr

c. CMS approval request by June 1st

vii. Wellness certification – revision 2020

viii. Voluntary Worksite – revision 2020

VI **Annual Convention**

A. PD Day schedule is confirmed and topics in progress

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

VII **Other News:**

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

B. BenefitPro Expo –

a. Janet Trautwein will be their keynote speaker

b. SPHC certification offered as preconference workshop with Reid Rasmussen

**2019-2020 COMMITTEE.**

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

National Association of Health Underwriters  
BALANCE SHEET  
October 31, 2019

	This Year	Last Year	Variance	% Increase(Decrease)
<b>ASSETS</b>				
<b>CURRENT ASSETS</b>				
Operating Cash and Cash Equivalents	165,803.70	202,044.20	(36,240.50)	-17.94%
Accounts Receivable, Net	214,547.48	245,274.54	(30,727.06)	-12.53%
Prepaid Expense	140,524.35	54,169.09	86,355.26	159.42%
Total Current Assets	520,875.53	501,487.83	19,387.70	3.87%
<b>LONG TERM INVESTMENTS, at Fair Value</b>				
Equity Securities	1,089,951.10	1,378,144.91	(288,193.81)	-20.91%
Total Long Term Investments	1,089,951.10	1,378,144.91	(288,193.81)	-20.91%
<b>PROPERTY AND EQUIPMENT, at Cost</b>				
Office Furniture and Equipment	568,576.95	383,214.59	185,362.36	48.37%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(747,850.36)	(626,091.32)	(121,759.04)	19.45%
Total Property and Equipment	281,680.52	218,077.20	63,603.32	29.17%
<b>LONG TERM ASSETS</b>				
Intangible Assets-REBC Designation	50,000.00	50,000.00	0.00	0.00%
Total Long Term Assets	50,000.00	50,000.00	0.00	0.00%
DEPOSITS	37,161.60	37,161.60	0.00	0.00%
TOTAL ASSETS	1,979,668.75	2,184,871.54	(205,202.79)	-9.39%
<b>LIABILITIES AND NET ASSETS</b>				
<b>CURRENT LIABILITIES</b>				
Accounts Payable and Accrued Expenses	239,187.24	117,088.72	122,098.52	104.28%
State and Local AHU Dues Payable	145,698.78	152,450.97	(6,752.19)	-4.43%
Deferred Revenue - Membership	1,962,322.74	1,556,717.66	405,605.08	26.06%
Deferred Revenue - Conferences	34,562.50	47,925.25	(13,362.75)	-27.88%
Total Current Liabilities	2,381,771.26	1,874,182.60	507,588.66	27.08%
<b>LONG TERM LIABILITIES</b>				
Deferred Rent Obligation	164,806.25	214,262.33	(49,456.08)	-23.08%
Deferred Tenant Allowance	90,585.05	135,877.49	(45,292.44)	-33.33%
Total Long Term Liabilities	255,391.30	350,139.82	(94,748.52)	-27.06%
TOTAL LIABILITIES	2,637,162.56	2,224,322.42	412,840.14	18.56%
<b>NET ASSETS</b>				
Net Assets, Beginning of Year	(279,888.17)	379,699.69	(659,587.86)	-173.71%
Current Year Activity	(377,605.64)	(419,150.57)	41,544.93	-9.91%
TOTAL NET ASSETS	(657,493.81)	(39,450.88)	(618,042.93)	1566.61%
TOTAL LIABILITIES AND NET ASSETS	1,979,668.75	2,184,871.54	(205,202.79)	-9.39%





## **Finance Committee Teleconference**

**Date:** December 9, 2019

### **MINUTES**

1. Roll Call

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

**Excused:** Eugene Starks, Scott Wham, Janet Trautwein

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

3. Comments and discussion concerning the monthly financial report

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

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

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

4. New Business – none.

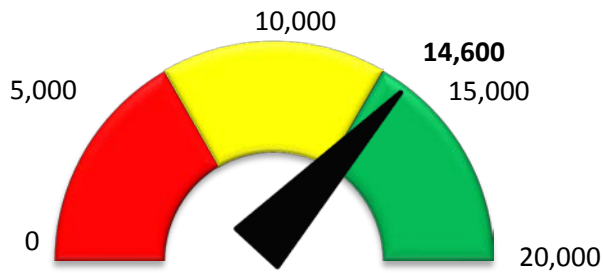
5. Adjourn



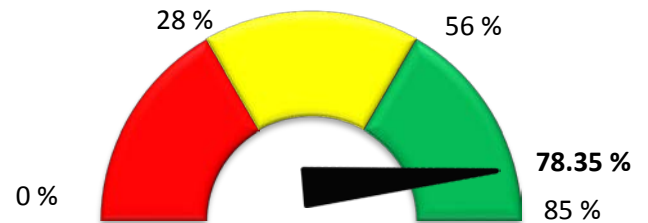


# NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT OCTOBER 2019

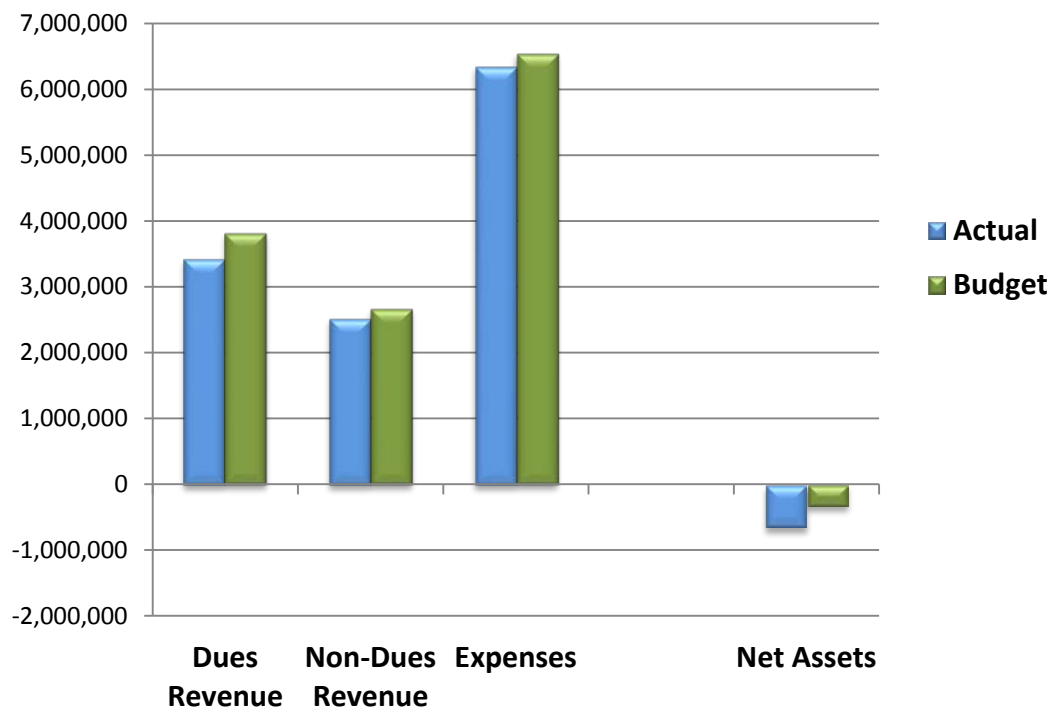
## MEMBERSHIP



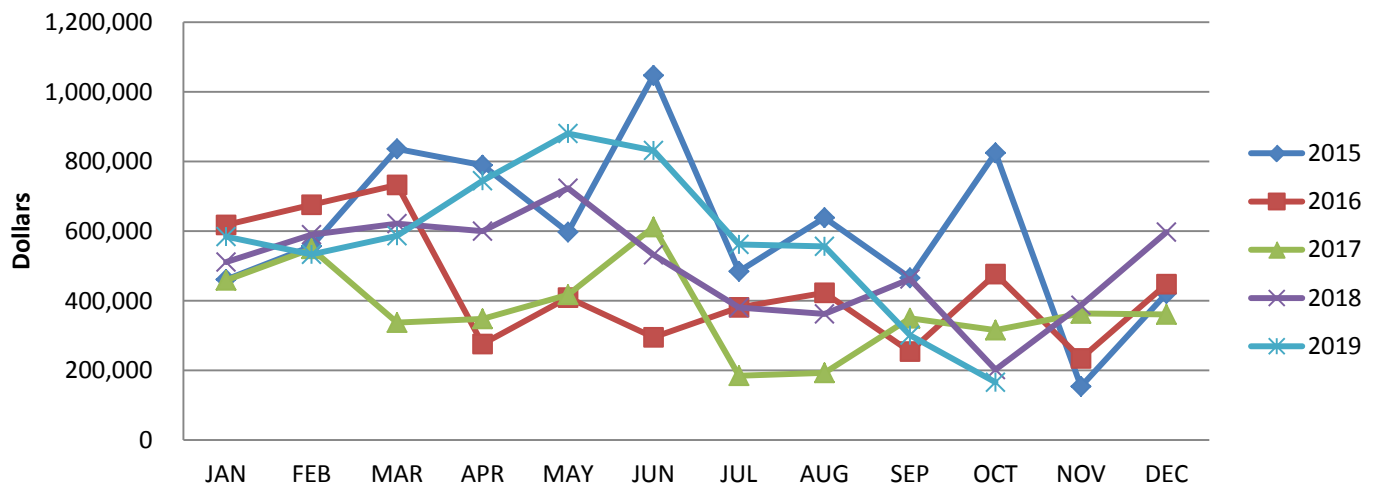
## RETENTION



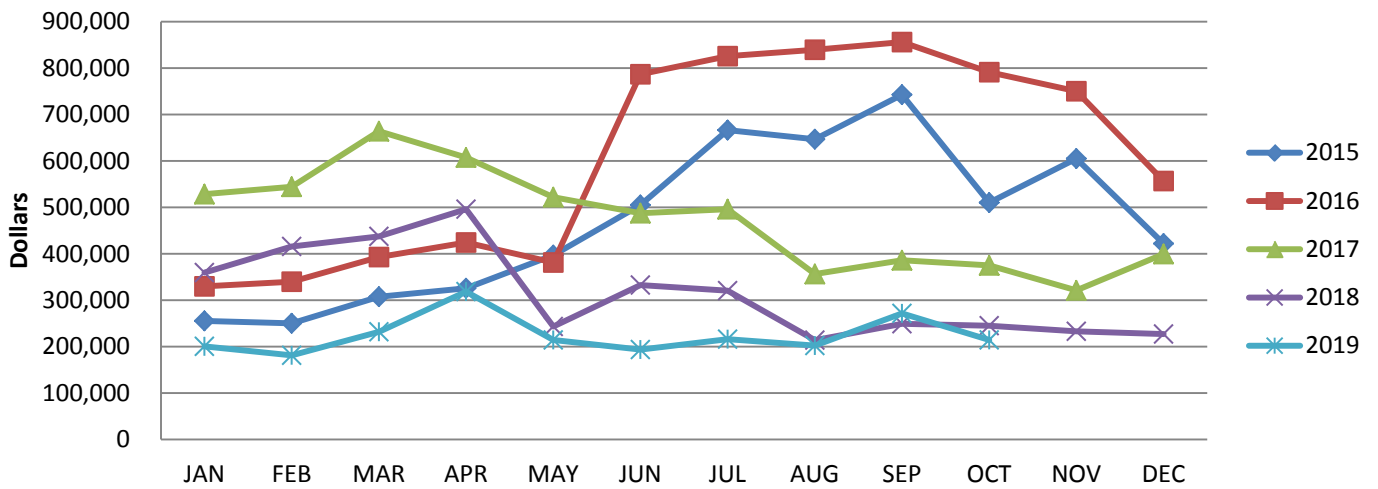
## 2019 TOTAL FINANCIAL RESULTS



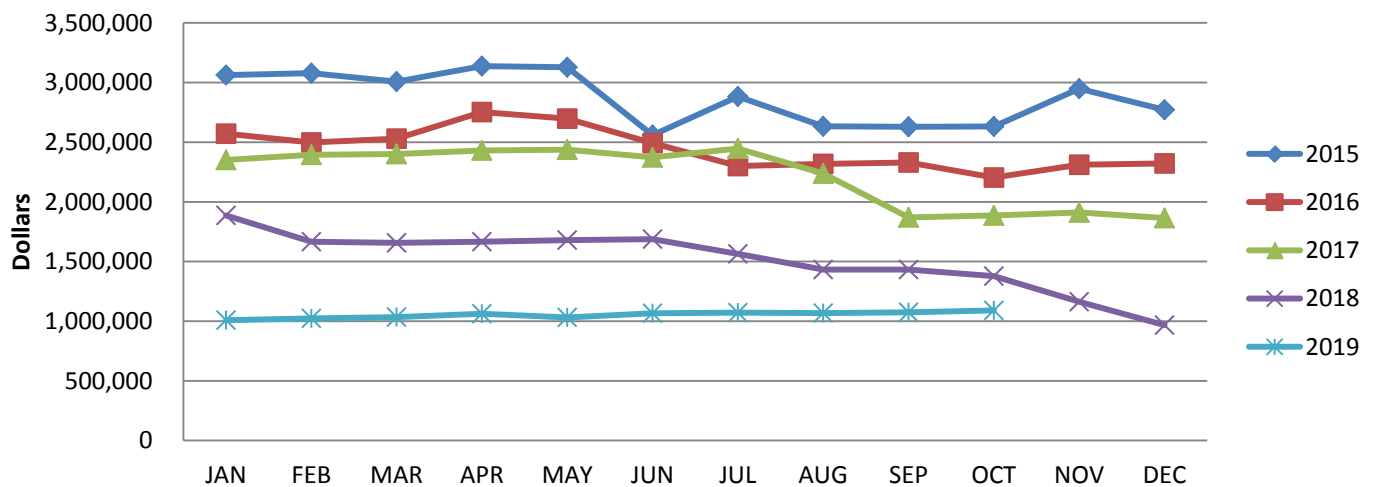
## CASH



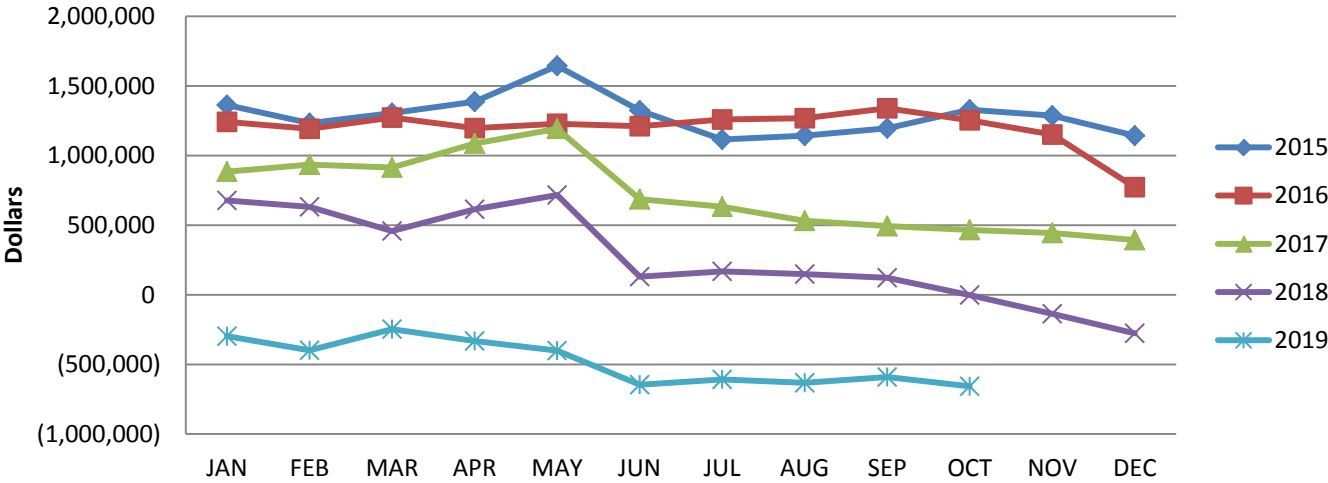
## ACCOUNTS RECEIVABLE



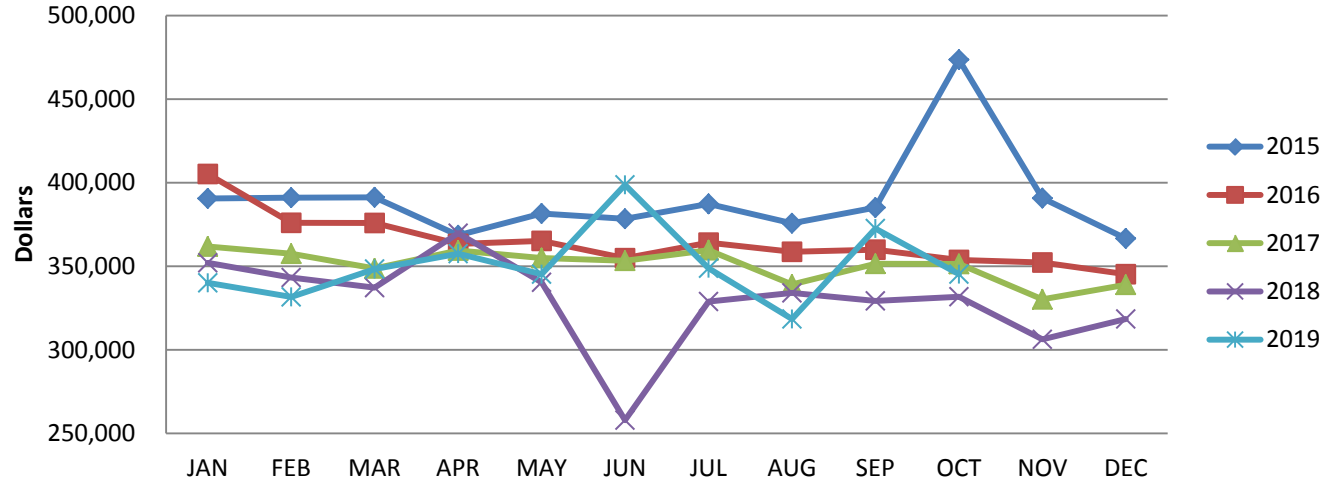
## INVESTMENTS



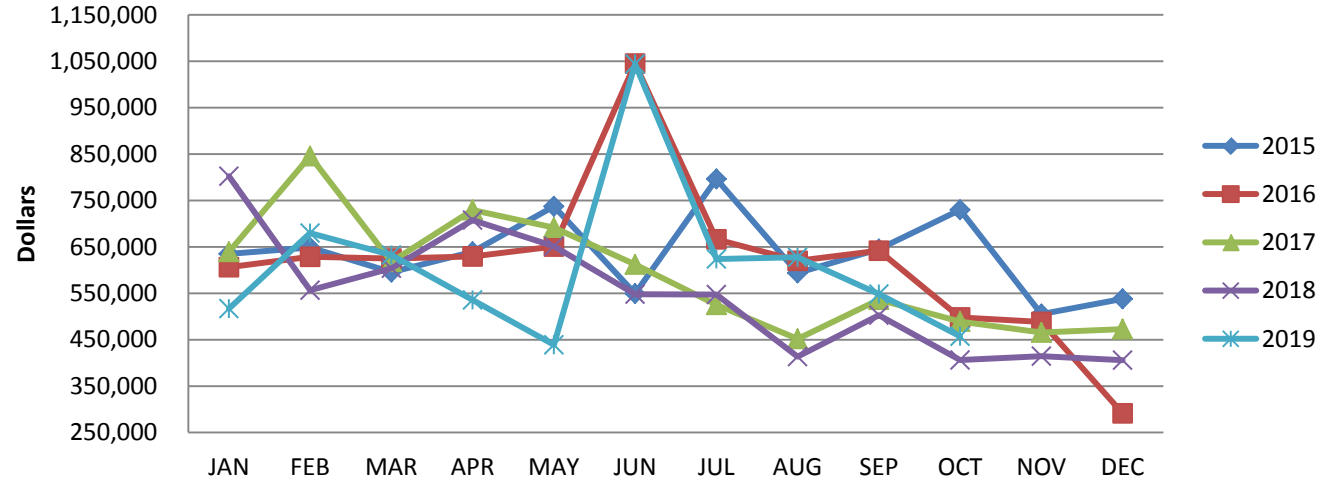
NET ASSETS



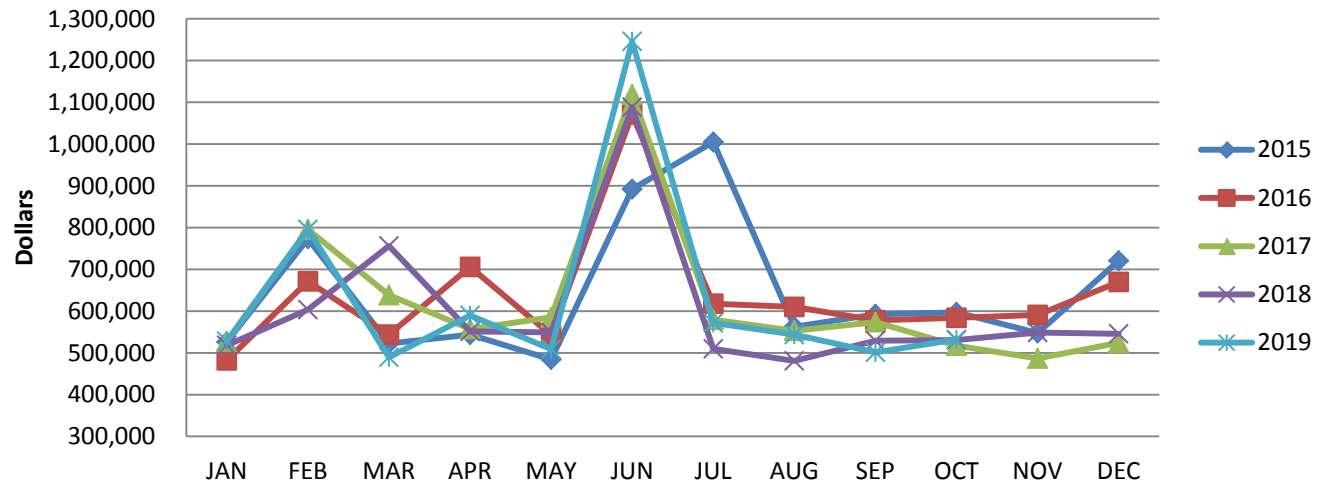
DUES




TOTAL REVENUE



# TOTAL EXPENSES





# Vision 2025

Preparing for Implementation

# Building the Teams



## Team Roles

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





## **AWARDS**

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

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

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

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

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



# OUIDA PETERSON COMMUNITY SERVICE AWARD

Awarding Your Chapter for Excelling in  
Community Service

## COMMUNITY SERVICE IS IMPORTANT

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



## THINK OF WAYS YOUR CHAPTER HAS HELPED

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

## HOW CAN OUR CHAPTER APPLY?

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



## AWARDING THOSE WHO HELP PEOPLE

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

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

AESOP

[nahu.org/resources/awards](http://nahu.org/resources/awards)





## **CHAPTER & LEADERSHIP DEVELOPMENT**

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

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

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

[Preliminary Agenda](#)

[Register Now](#)



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

### **NAHU National Leaders Profile**

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

### **2019 & 2020 Sunsetting P&Ps**

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

### **2025 Strategic Plan**

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



### **National Leaders Profile**

Name: \_\_\_\_\_

Home Address: \_\_\_\_\_

Employer: \_\_\_\_\_

Work Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Practice Area(s): \_\_\_\_\_

Professional Designation(s): \_\_\_\_\_

### **National/Regional/State/Local NAHU Leadership**

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

### **Other Non-Profit Leadership**

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



**Other Volunteer/Social/Community Involvement**

Dates

\_\_\_\_\_ to \_\_\_\_\_  
\_\_\_\_\_ to \_\_\_\_\_  
\_\_\_\_\_ to \_\_\_\_\_

**Education**

School

Degree

Dates

\_\_\_\_\_ to \_\_\_\_\_  
\_\_\_\_\_ to \_\_\_\_\_  
\_\_\_\_\_ to \_\_\_\_\_

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

If yes, please explain. \_\_\_\_\_  
\_\_\_\_\_

Have you ever been convicted of a felony? YES \_\_\_\_\_ NO \_\_\_\_\_

If yes, please explain. \_\_\_\_\_  
\_\_\_\_\_

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

**List Three Personal References**

Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Name: \_\_\_\_\_ Contact: \_\_\_\_\_





### List Two Chapter References

Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Name: \_\_\_\_\_

Contact: \_\_\_\_\_

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

### Describe the structure of your work environment.

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

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

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

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



## **LPRT**

**Chair: Valerie Cramer, RHU**

**EC Liaison: Eric Kohlsdorf**

**Month: January 2020**

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

Mute

Stop Video

Manage Participants

New Share

Pause Share

Annotate

Remote Control

More

Health Insurance needs of


and individuals seeking health insurance coverage.

316-221-184

Stop Share

Talking: Michael Sabin, Yun-Chalf

Displaying 9 people.

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

○



## Media Relations Committee January 2020 BOT Report

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

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

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

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



## **NOMINATIONS**

**Chair:** Rusty Rice

**Month:** January 2020

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

President-elect: Eugene Starks

Vice President: Kelly Fristoe

Treasurer: Eric Kohlsdorf

Secretary: Alycia Riedl

Secretary: Ed Oleksiak

Region 2 VP: David Mordo

Region 4 VP: Paul Scholz

Region 6 VP: Doris Waller

Region 8 VP: Patrick Burns



## PROFESSIONAL DEVELOPMENT

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

### NAHU Courses - Reboot & New

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

### Annual Convention

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

### New Business –

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

### Old Business

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

### Classroom Schedule

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





## VANGUARD

**Chair: Mark Fox**

**EC Liaison: Eric Kohlsdorf**

**Month: January 2019**

**Green** items are action items.

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

National Association of Health Underwriters  
BALANCE SHEET  
November 30, 2019

	This Year	Last Year	Variance	% Increase(Decrease)
<b>ASSETS</b>				
<b>CURRENT ASSETS</b>				
Operating Cash and Cash Equivalents	128,633.42	387,061.18	(258,427.76)	-66.77%
Accounts Receivable, Net	226,517.95	233,065.33	(6,547.38)	-2.81%
Prepaid Expense	135,774.34	69,915.79	65,858.55	94.20%
Total Current Assets	490,925.71	690,042.30	(199,116.59)	-28.86%
<b>LONG TERM INVESTMENTS, at Fair Value</b>				
Equity Securities	1,105,268.73	1,162,524.54	(57,255.81)	-4.93%
Total Long Term Investments	1,105,268.73	1,162,524.54	(57,255.81)	-4.93%
<b>PROPERTY AND EQUIPMENT, at Cost</b>				
Office Furniture and Equipment	571,127.95	385,864.59	185,263.36	48.01%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(760,651.37)	(634,921.51)	(125,729.86)	19.80%
Total Property and Equipment	271,430.51	211,897.01	59,533.50	28.10%
<b>LONG TERM ASSETS</b>				
Intangible Assets-REBC Designation	50,000.00	50,000.00	0.00	0.00%
Total Long Term Assets	50,000.00	50,000.00	0.00	0.00%
DEPOSITS	37,161.60	37,161.60	0.00	0.00%
TOTAL ASSETS	1,954,786.55	2,151,625.45	(196,838.90)	-9.15%
<b>LIABILITIES AND NET ASSETS</b>				
<b>CURRENT LIABILITIES</b>				
Accounts Payable and Accrued Expenses	115,009.38	188,573.00	(73,563.62)	-39.01%
State and Local AHU Dues Payable	259,160.26	129,259.31	129,900.95	100.50%
Deferred Revenue - Membership	1,834,144.39	1,432,970.83	401,173.56	28.00%
Deferred Revenue - Conferences	89,516.50	230,733.50	(141,217.00)	-61.20%
Total Current Liabilities	2,297,830.53	1,981,536.64	316,293.89	15.96%
<b>LONG TERM LIABILITIES</b>				
Deferred Rent Obligation	160,684.91	211,877.81	(51,192.90)	-24.16%
Deferred Tenant Allowance	86,810.68	132,103.12	(45,292.44)	-34.29%
Total Long Term Liabilities	247,495.59	343,980.93	(96,485.34)	-28.05%
TOTAL LIABILITIES	2,545,326.12	2,325,517.57	219,808.55	9.45%
<b>NET ASSETS</b>				
Net Assets, Beginning of Year	(247,765.85)	379,699.69	(627,465.54)	-165.25%
Current Year Activity	(342,773.72)	(553,591.81)	210,818.09	-38.08%
TOTAL NET ASSETS	(590,539.57)	(173,892.12)	(416,647.45)	239.60%
TOTAL LIABILITIES AND NET ASSETS	1,954,786.55	2,151,625.45	(196,838.90)	-9.15%





## **Finance Committee Teleconference**

**Date:**           **January 13, 2020**

### **MINUTES**

1. Roll Call

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

Excused: Scott Wham

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

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

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

4. Comments and discussion concerning the monthly financial report

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

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

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

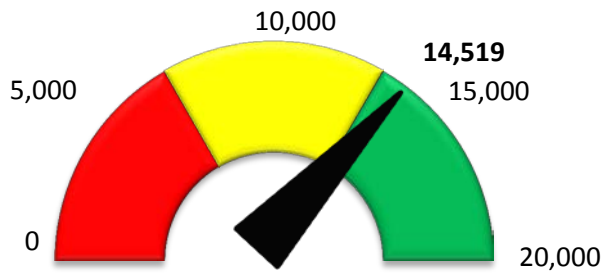
5. New Business - None

6. Adjourn

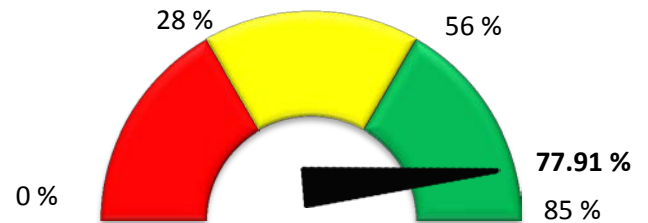


# NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT NOVEMBER 2019

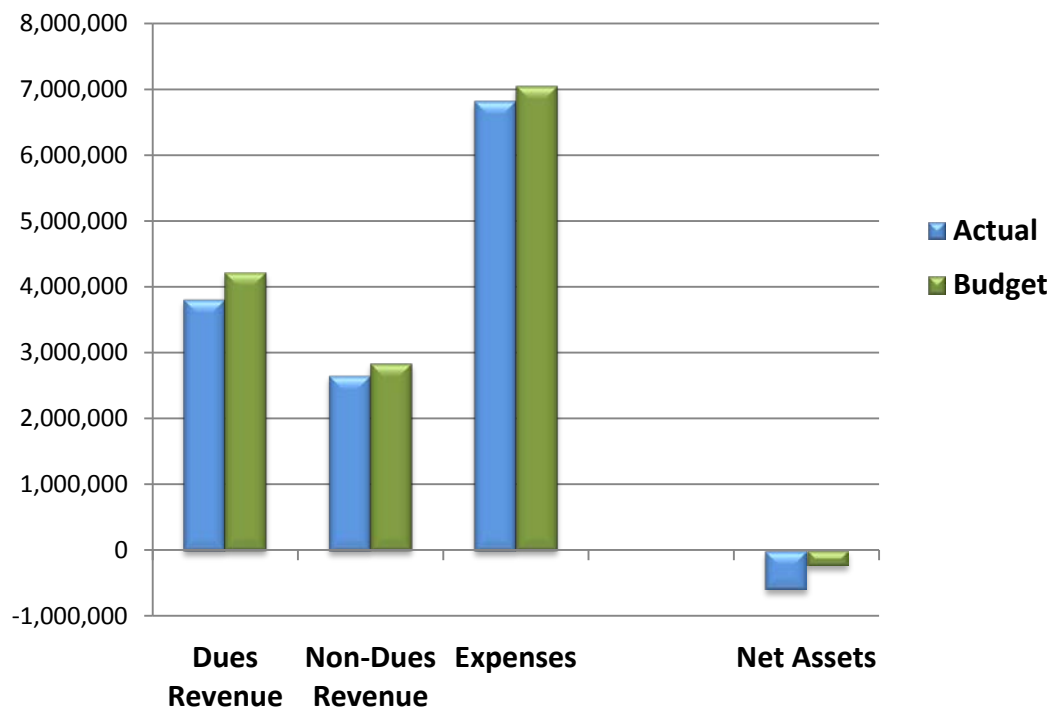
## MEMBERSHIP



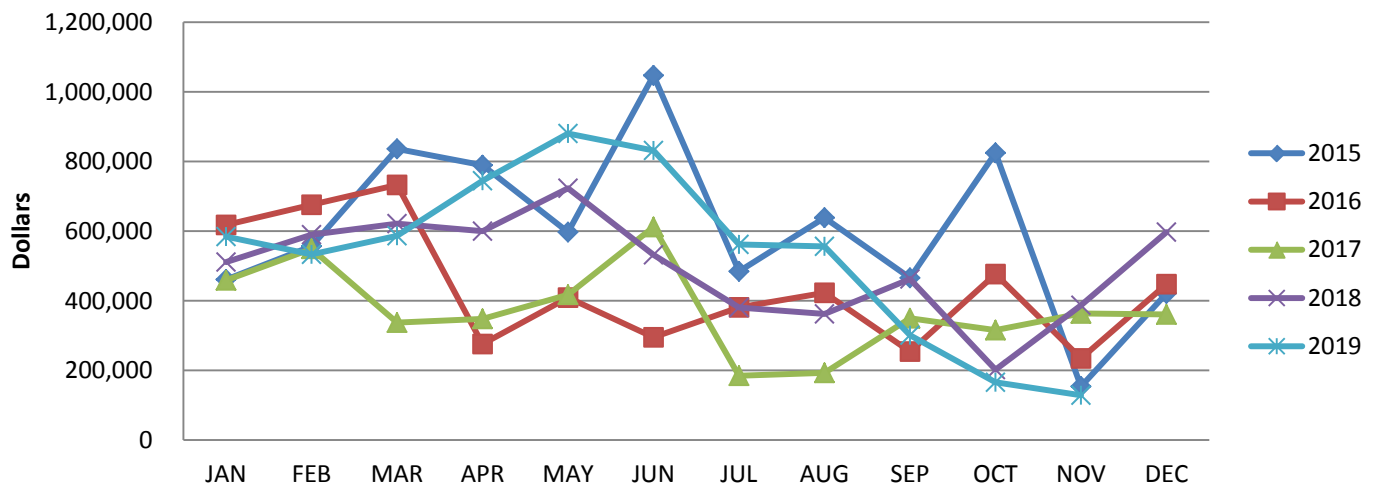
## RETENTION



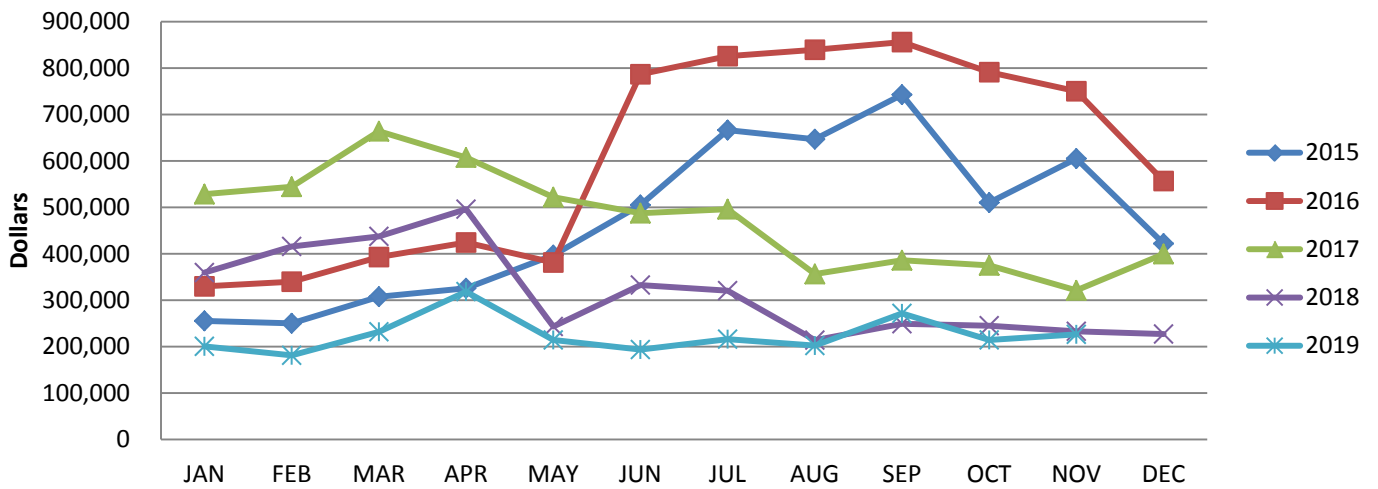
## 2019 TOTAL FINANCIAL RESULTS



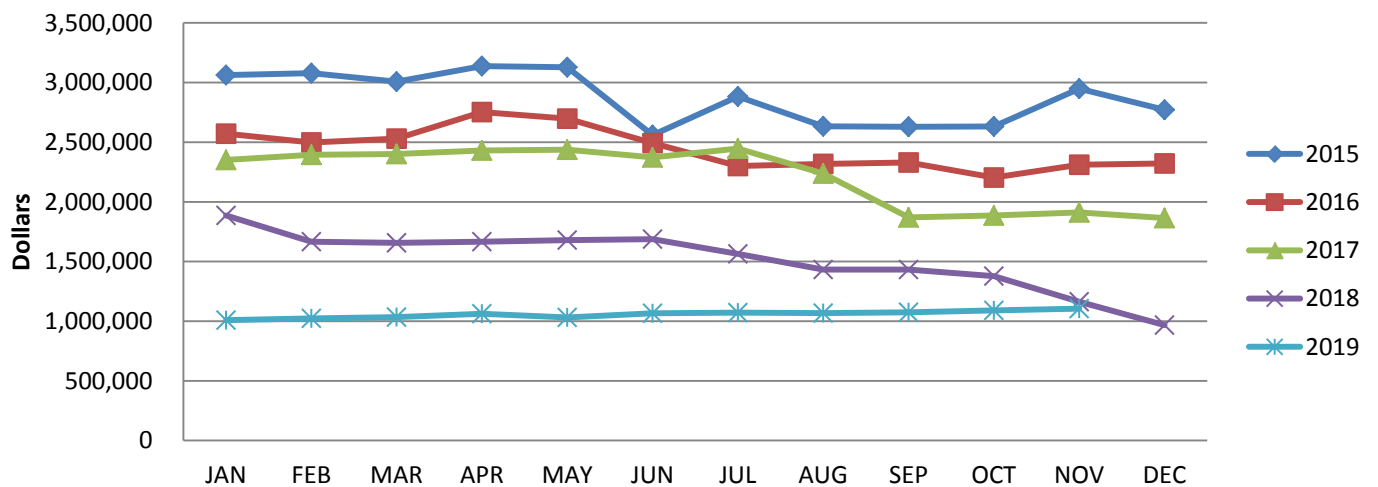
## CASH



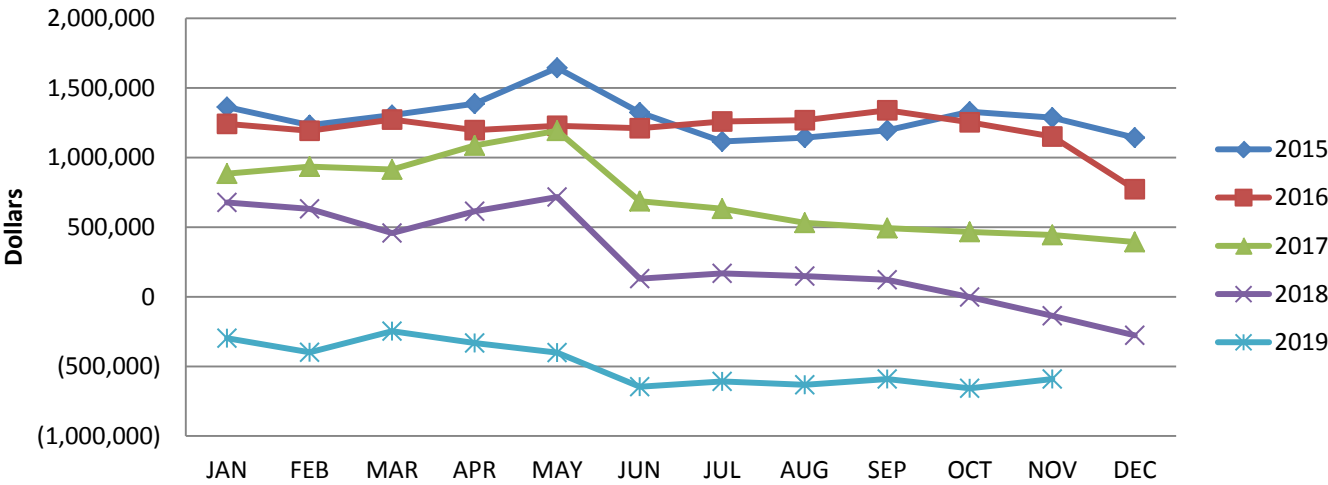
## ACCOUNTS RECEIVABLE



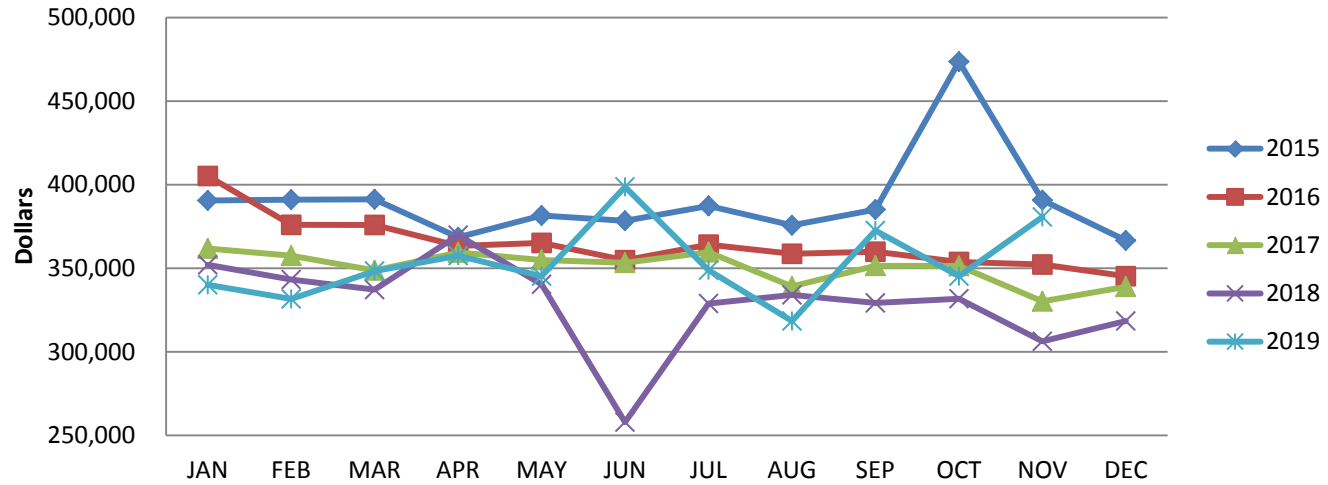
## INVESTMENTS



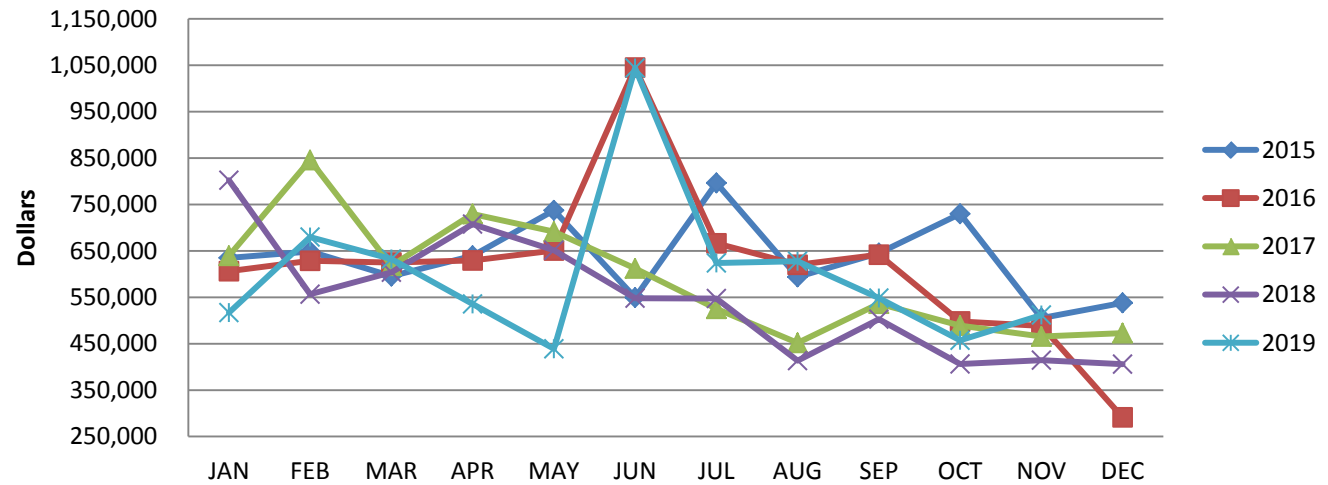
NET ASSETS



DUES

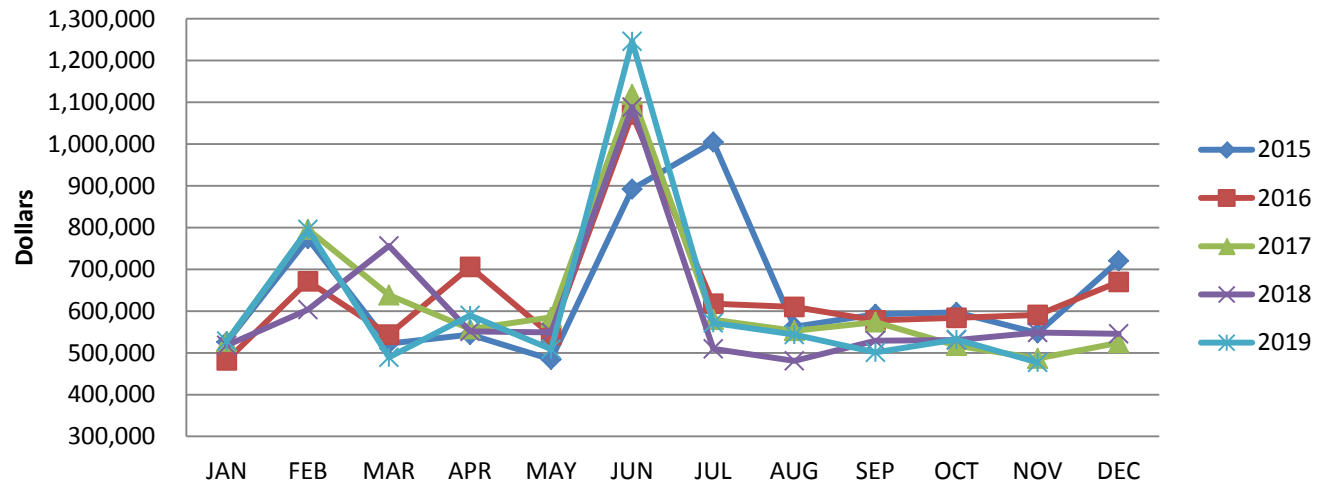


TOTAL REVENUE





# TOTAL EXPENSES





## EVP/CEO Report January and February 2020

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

### CEO Travel

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

### Government Affairs

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

## HUPAC

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

## Public Relations

### ■ **Open Enrollment Media Activity**

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

### ■ **Editorial Success**

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

### ■ **Op-Ed on Open Enrollment**

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

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

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

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

### ■ **Op-Ed on Single-Payer**

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

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

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

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

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

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

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

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

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

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

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

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

### ■ **Op-ed on Public Option**

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

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

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

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

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

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

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

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

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

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

## Professional Development

### ■ Classroom Events for Certifications

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

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

## Communications

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

## Capitol Conference

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

## Finance

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

## Awards

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

## **Chapter Leadership & Development**

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

## **LPRT**

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

## **Nominations**

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

## **Governance**

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

## **Membership**

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

## **Medicare Summits**

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

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

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

## **Staff news**

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