



## **NAHU Board of Trustees Meeting**

**April 15<sup>th</sup>, 2019**

**Meeting called to order at 4:00P.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 - <b>Absent</b>
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 - <b>Absent</b>
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    Jennifer Murphy    Marcy Buckner    Brooke Willson

### **Guests:**

Legislative Council VC Jessica Watts - <b>Absent</b>	Chapter and Leadership Development Chair
Membership Council VC Kevin Trokey - <b>Absent</b>	Artie Accardo - <b>Absent</b>
Professional Development VC Jill Pedersen	Eric Kohlsdorf
Governance Committee Chair David Smith	Jim Stenger

## **Adoption 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 – March 18<sup>th</sup>, 2019
  - Correction to Minutes to show Jill Pederson as present in the March board meeting conference call.

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

**MOTION:** Motion passed unanimously.

**Consent Agenda B** (*Rusty Rice*)

National Committee/Council Reports

- Awards Committee
- Chapter and Leadership Development Committee
- Governance
- HUPAC
- Legislative Council
- LPRT Committee
- Media Relations
- Membership Council
- Nominations Committee
- Professional Development Committee
  - NAHU's Speakers Bureau Recommendations
- Vanguard Council

**MOTION:** Paige Phillips made a motion to approve Consent Agenda B. Eugene Starks asked that the Governance Committee Report be pulled from the Consent Agenda B.

**MOTION:** Motion passed unanimously.

**Finance Report** (*Eugene Starks*) – Eugene reported on the association finances and that we are still significantly behind budget. The committee is working on the details of tracking the downward trend. All revenue areas are down from the budget.

- Finance Committee Meeting Minutes – April, 2019
- Financial Statements – February, 2019
- Financial Trends – February, 2019
- Membership Count Analysis

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

**MOTION:** Motion passed unanimously.

**RVP Report** (*Paige Phillips*) – Paige reported that the RVP's had a good call. Since there are no new RVP's to be elected this year they will not come to the annual convention early for RVP training. The RVPs have agreed to look into having a joint Regional Leadership Conference tied in at the end of the National Convention. NAHU is looking into space availability for the next three years starting in Chicago. Mike Deagle discussed the positive aspects of doing this meeting at the annual meetings. Rusty Rice inquired about how the vendor sponsorship and funding would be handled without encroaching on NAHU's sponsorship from these same vendors. Rusty encouraged the RVPs to consider this as they continued to plan.

**Current Membership Numbers** (*Michelle Howard*) – Michelle reported an increase in membership.

**Federal Legislative Update** (*Marcy Buckner*) – Marcy reported on the current recent Easter recess. NAHU has been able to submit testimony on surprise billing legislation as well as work on market stabilization pieces. NAHU is also working on rebating on prescription drug costs. Marcy also reported on the recent CMS Agent

Round Table Discussion meeting on the health insurance marketplace. NAHU has submitted comments on Grandfathering plans and is working on putting together information on “Across State Line” rules.

**CEO Report** (*Janet Trautwein*) Janet reported on the Surprise Billing issue in that it is a step toward addressing the cost of care while creating more transparency. She also reported that NAHU is working on getting more sponsors for upcoming events and that her team is working on the Agency Dues Model rollout as we prepare to capitalize on that program from a revenue perspective.

**Old Business** (*Rusty Rice*)

- Amended Mission and Vision Statement (*Rusty Rice*) – Rusty Rice presented the submitted changes for the mission and vision statements.

**MOTION:** Paige Phillips made a motion to amend NAHU’s mission statement to the following:

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

**MOTION:** Motion passed. There was one “NO” vote.

**MOTION:** Paige Phillips made a motion to amend NAHU’s Vision Statement to the following:

NAHU **works diligently to ensure all Americans have access to high quality affordable Healthcare and related services.**

**AMENDMENT to the MOTION:** Eugene Starks offered a friendly amendment to reconsider deleted language and to use the current Vision Statement language but break it into two sentences.

NAHU is the preeminent organization for health insurance and employee benefits professionals. NAHU **works diligently to ensure all Americans have access to high quality affordable Healthcare and related services.**

**AMENDMENT to the MOTION:** The friendly Amendment passed with two “NO” votes.

The **MOTION** for **CONSIDERATION** is to change NAHU’s Vision Statement to:

NAHU is the preeminent organization for health insurance and employee benefits professionals. NAHU **works diligently to ensure all Americans have access to high quality affordable Healthcare and related services.**

The board discussed this Amended Motion as to whether this needs to be two sentences or just one sentence.

**AMENDMENT to the MOTION:** Paige Phillips offered a friendly amendment to the amended motion to change the Vision Statement language to read as follows:

NAHU is the preeminent organization for health insurance and employee benefits professionals and **works diligently to ensure all Americans have access to high quality affordable Healthcare and related services.**

**MOTION:** The Amended Motion passed with two NO votes.

**Governance Committee Report** (*David Smith*) – David Smith discussed a recommendation brought to the Governance Committee regarding guidance of a possible NAHU Bylaws Amendment. Kelly Fristoe's recommendation has to do with reducing the size of the Executive Committee by combining the position(s) of Vice President and President Elect into the Vice President position. There are several reasons for this proposal. One reason is to reduce the burden of the time commitment of the number of volunteer years a person would spend going through the succession of the chairs into the position of President and then Past President. In addition, it would also result in lower budget cost and future expenses to the association that are dedicated to that position, not in just one year but all future years.

There was discussion on the logic of reducing the size of the board and whether or not the board wants to consider this for the upcoming Annual Convention as a bylaw change.

**MOTION:** Karen Kirkpatrick made a motion to propose a bylaw change to be presented at the Annual Convention in San Diego, to remove the President Elect from the NAHU Board of Trustees. The motion died as a result that no second was made.

It was discussed that this recommendation that would need to be considered in a more extensive manner and is more suitable for an "in person" meeting so that the details could be discussed more suitably.

**MOTION:** David Smith made a motion to pass the governance committee report.

**MOTION:** The motion passed unanimously.

### **New Business**

- Creation of ABS Network (*Mike Deagle*) - Mike Deagle reported on matters concerning the Platinum Advisors Summit. Mike suggested that NAHU create a "network" that members could join and be charged a fee for access. This would be for smaller agents/agencies that wanted to be involved in this type of program, similar to how Platinum Advisors Summit was set up or something similar to UBA.
- Karen Kirkpatrick asked for guidance on language in speaker contract/agreement as to relationship between NAHU, Chapters, etc. on the fact that NAHU doesn't endorse any speaker or their presentation so that the chapters can maintain good relationships with sponsors.

### **Motion for Adjournment**

Mike Embry made a motion to adjourn the meeting. The meeting adjourned at 5:35pm EDT.

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

Respectfully submitted,  
Kelly Fristoe

NAHU Secretary



## **NAHU Board of Trustees Meeting Agenda** **Monday, April 15, 4:00 p.m. – 5:30 p.m. EDT**

### **Call to Order & Reading of Antitrust Statement** *(Rusty Rice)*

### **Roll Call of Attendees** *(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  
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  
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

#### **Staff:**

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

#### **Guest:**

Legislative Council Vice Chair Jessica Watts  
Membership Council Vice Chair Kevin Trokey  
Professional Development Vice Chair Jill Pedersen  
Governance Committee Chair David Smith  
Governance Committee Incoming Chair Jim Stenger  
Chapter & Leadership Development Chair Arty Accardo  
2019-2020 BOT Secretary Candidate Eric Kohlsdorf

### **Approve Agenda** *(Rusty Rice)*

### **Consent Agenda A** *(Rusty Rice)*

- BoT Meeting Minutes – March 18, 2019

### **Consent Agenda B** *(Rusty Rice)*

- National Committee Reports
  - Awards
  - Chapter Leadership and Development
  - Finance
  - Governance
  - HUPAC
  - Legislative
  - LPRT
  - Media Relations
  - Membership
  - Nominations
  - Professional Development
    - NAHU Speakers Bureau Recommendations
  - Vanguard

### **Financial Reports** *(Eugene Starks)*

- Financial Statements – February 2019
- Financial Trends – February 2019

## **Current Membership Numbers**

## **Federal Legislative Update**

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

## **Old Business**

- Amended Mission and Vision Statement

### *NAHU's Mission Statement*

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

### *NAHU's Vision Statement*

*~~NAHU is the preeminent organization for health insurance and employee benefits professionals.~~  
**works diligently to ensure all Americans have access to high quality affordable Healthcare and related services.***

## **New Business**

- Creation of the ABS Network (*Mike Deagle*)

## **Motion for Adjournment**



## **NAHU Board of Trustees Meeting**

**March 18<sup>th</sup>, 2019**

**Meeting called to order at 2:00P.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

**Absent:** None

### **Staff:**

Farren Baer <b>Absent</b>	Kelly Loussedes	Brooke Willson
Marcy Buckner <b>Absent</b>	Illana Maze	John Green
Megan Caputo	Jennifer Murphy	
Chris Hartman	Bob Tretter	

### **Guests:**

Legislative Council Vice Chair Jessica Watts	Governance Committee Chair David Smith
<b>Absent</b>	Chapter and Leadership Development Chair
Membership Council Vice Chair Kevin Trokey	Artie Accardo
<b>Absent</b>	Eric Kohlsdorf
Professional Development Vice-Chair Jill Pedersen	Jim Stenger



### **Adoption of Agenda**

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

**MOTION:** Motion passed unanimously.

- Rusty Rice reported that he and Bob Tretter attended a Medicare FMO event in Dallas, Texas and indicated that there was much opportunity to gain new members from this event.
- Rusty Rice reminded everyone that we will have a strategic call on April 8<sup>th</sup> to continue our strategic discussion and planning. In May, Pat Griffey and Dane Rianhard will take over the discussion on these calls.

### **Consent Agenda A** (*Rusty Rice*)

- BoT Meeting Minutes – February 23<sup>rd</sup>, 2019

**MOTION:** Pat Griffey made a motion to approve Consent Agenda A.

**MOTION:** Motion passed unanimously.

### **Consent Agenda B** (*Rusty Rice*)

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

### **Amended Bylaws**

- NAHU Education Foundation
- Ohio AHU

### **Resolution of Resignation**

- Southern Illinois AHU

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

**MOTION:** Motion passed unanimously.

**Finance Report** (*Eugene Starks*) – Eugene reported that we are still lagging behind on our financials and are below budget (\$36k). We didn't have as much revenue and we also had higher expenses than budgeted. Mike Deagle added that the next two months will be important and "telling" as we move forward. Alicia Riedl added comments that we need to add an "and" to our efforts in getting our finances into a better place. We also need to consider budget work flow and forecasting around the timing of the cyclical nature of our budget.

- Finance Committee Meeting Minutes – March, 2019
- Financial Statements – January, 2019
- Financial Trends – January, 2019
- Membership Count Analysis

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

**MOTION:** Motion passed unanimously.

**CEO Report** (*Janet Trautwein*) Janet reported on items they are working on. This includes tracking on what members “click” on. Also working on chapter outreach in Illinois. While in Chicago she is working on setting up meetings and having conversations with large agencies. There are agencies “trying out” the agency membership dues model. Janet also reported working on outreach efforts on Medicare FMO’s and working to get them to the Annual Convention. We’ve had good feedback from attendees to Cap Con and they are very busy in the office.

**Federal Legislative Update** – Chris Hartman provided an impromptu (non-agenda item) update on the Federal Legislative activity. He reported that there have been many operation shouts for members to work on. Chris also reported on the status of Cadillac Tax, Reinsurance, and Final Rule on HRA’s. John Green added that the health committee staff has reached out to NAHU for assistance on Surprise Billing.

**NEW BUSINESS:** Rusty Rice reported on items related to B2B where there has been a bit of contentious activity. We do not monitor activity on B2B but it’s important that we keep B2B in a healthy place where we don’t have members attacking each other. We don’t want to have to monitor that.

**Open Discussion:** The board used this time to discuss items related to Vision and Mission statement ideas and other brainstorming ideas to promote ourselves to non-members and the consumer.

### **Motion for Adjournment**

Kelly Fristoe made a motion to adjourn the meeting. The meeting adjourned at 5:15pm EDT.

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

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

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

Respectfully submitted,  
Kelly Fristoe  
NAHU Secretary



## **AWARDS**

**Chair: Luann Yarberry**  
**EC Liaison: Eugene Starks**  
**Month: April 2019**

April 5 was the deadline for award application submissions. We received 88 applications. The break down of the numbers is below.

Distinguished Service Awards – 10  
Emerging Leaders Award – 1  
Landmark Award – 16  
Local Website Award – 12  
Media Relations Award – 4  
Pacesetter Award – 22  
Presidential Citation Award – 9  
Professional Development Award – 3  
Public Service Award – 3  
Public Speaking Award – 2  
State Website Award – 6

The Awards Judging Weekend has been scheduled for April 26-28, 2019.



## CHAPTER & LEADERSHIP DEVELOPMENT

**Chair:**  
**EC Liaison: Dane**  
**Month: April 2019**

### Attendance:

Arty Accardo		Denise Villagran (Region 6)	A
Cerrina Jensen(Vice Chair/916)	A	Tammy Kennedy (Region 7)	A
Shelly Sweatt (Region 1/203)	X	Emma M. Passe (Region 8)	X
Dave Cagliola(Region 2/484)	X	Lou Reginelli (At Large)	X
Bill Barrett (Region 3/614)	A	Keith Wallace (Incoming Vice Chair)	X
Chris McPike (Region 4)	A	Dane Rianhard (EC Liaison)	A
Donna Hill (Region 5)	X	Janet Trautwein (NAHU CEO)	A
Brooke Willson (Staff Liaison)	X		

- Reviewed the Leadership Forum Survey responses
  - Lou: Didn't attend but has only heard good things
  - Donna: Heard good things, and sees the chapter leaders bring things back to the board
  - Keith: Has attended several forums. Liked the step-by-step guidance through specific areas. Revenue is primarily membership, the break down of dues is interesting and good information to share with leaders, saw good collaboration at the tables.
  - Dave: Biggest concern is getting the right people at the meeting? Is there anything that can be changed at the meeting that will attract attendees?
    - What about moving it to Annual Convention? Maybe move to Wednesday at Cap Con
    - Have two forum, big one and a little one at each venue
    - Get promotion for Leadership Forum along with Cap Con promotion
  - Emma: Good feedback that the forum was meant for a broader audience and that was appreciated. The door greeting was very welcoming. Some confusion about who should be attending, invite vs registrations
  - Shelly: People felt comfortable with speaking up and there was good interaction through out the day
  - Arty: Typical response for the survey. Looking to the regional chairs to garner more feedback with calls. Need to look at better promotion/marketing to get the word out to the chapter leaders. The entire session has been recorded and will be good to share for promotional purpose. Have two testimonials also. Timing is good for getting the leaders onboard. Might want to look at having a break out at Annual Convention.
- Task force reports
  - Regional Leadership Communication Plan – Lou
    - Added language to include social media since there currently is a lot of traction

- Need to understand what we're trying to accomplish
  - Everyone needs to get solid feedback for a total program. Get good information for making decisions and can be used at all levels of the association.
  - Leaving a legacy for regional chairs to follow.
  - Does it make sense to have regional CLD calls in addition to the regional leadership calls?
  - Communication Plan – Dave
    - Is working on an update will set up a call
  - Chapter Tools – Arty for Bill
    - Need to reevaluate list is it complete and where are they located, are they to find?
  - Chapter Certification – Arty for Cerrina
    - Points towards the goal of the association need to make sure it is incentivized so chapters can attain it and be better chapters.
    - Need to look at the promotion of the program so the word can get out
    - Looking at making the process a little simpler
    - How to get more chapters to apply
  - New Business
    - New Chapter Tools – Officer Job Descriptions
      - Short and sweet job descriptions, need helps from committee for job build out in all positions
      - Intended to be an outline, give some leeway without overwhelming
      - Add “here’s where you can find more information”
    - Regional Chair Script
      - A guide for calling state incoming leaders
      - Need to have the link in the script to get to the Leadership Forum resources
    - A Leadership Forum recap article is being created for ABS
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## GOVERNANCE

**Chair: David Smith**  
**Board Liaison: Pat Griffey**  
**Month: April 2019**

**Governance held its monthly call on April 11, 2019. Governance held its monthly conference call and discussed a number of matters, and offer the following for the Board of Trustees consideration for its April 2019 Board call:**

### Vice Chair Nominees for 2019-20

In accordance with the P&P adopted last year, Dane Rianhard, as the sole candidate for NAHU President-Elect, submitted his proposed nominees to serve as Vice Chairs of the various committees for the coming year. These individuals would then likely serve as the Chairs of the respective committees during Dane's term as President of NAHU from July 2020-June 2021. The nominees are:

<b>Awards</b>	TBD	
<b>Chapter Leadership &amp; Development</b>	Keith Wallace	8-WA
<b>Governance</b>	Jim Stenger	5-FL
<b>HUPAC</b>	Terry Allard	8-AK
<b>Legislative</b>	Scott Wham	2-PA
<b>LPRT</b>	TBD	
<b>Media</b>	Debbie Stocks	2-VA
<b>Membership</b>	David C Smith	5-NC
<b>Professional Development</b>	Susan Rider	3-ID
<b>Vanguard</b>	Sue Wakamoto-Lee	8-CA

As a part of fulfilling its responsibilities under the P&P, the Governance Committee was required to review the nominees to identify whether or not there were any candidates who did not have experience in serving as a member of their respective committee. Among the nominees, each has either current or previous service on the committee except for Keith Wallace who currently serves on Membership Committee and is strongly recommended by the current chair and vice chair of Chapter Leadership & Development.

The two missing names will be reviewed and provided to the BOT for its next meeting.

Among the chair nominees from the current President-Elect Pat Griffey, all are being elevated from their current positions as Vice Chair. That list is as follows:

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

The Governance Committee offers its recommendation to the Board of Trustees for approval of Mr. Rianhard's list of candidates.

#### Bylaws Amendment

In conjunction with a conversation that has been ongoing among different members of the Board, Kelly Fristoe has raised the suggestion that the Executive Committee be reduced by one member, eliminating the position of Vice President. The exact language for a bylaws amendment for that would be relatively straightforward, removing reference to "Vice President" from:

- Article V, Section 1, Section 4(A) and (F)
- Article VI, Section 3 (and renumbering the other sections)
- Article VII, Section 1

No other changes would be required to the Bylaws (since this would not affect references to Executive Vice President or Regional Vice President(s)) to implement this change.

We would defer on this conversation of whether or not to put forward this bylaws amendment for the House of Delegates in San Diego to the Board of Trustees, which should be led by Kelly Fristoe. However from a practical perspective, the consensus was that the change, if adopted, would be implemented for the following year – meaning that if adopted at the June 2019 HoD, then the position of Vice President would end on June 30, 2020.

Respectfully submitted,

David C. Smith

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

Action	Notes
Make recommendations on improvements and additions to board training	Completed
Make recommendations on changes to P&Ps and policy procedures	In Process

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





## LEGISLATIVE

**Chair: Nick Moriello**  
**EC Liaison: Pat Griffey**  
**Month: April 2019**

- NAHU staff and members of various sub-committees of the Legislative Council collaborated to submit comments to the federal RFI on grandfathered plans.
- We are expecting the final HRA rule by 1/1/2020.
- The Department of Justice changed its position on the Texas court ACA case, however, the timing would still involve a court of appeals case before advancing to the Supreme Court.
- Members of the Legislative Council's working groups worked together with NAHU staff to put together stories from clients regarding surprise and balance billing. This piece was then shared with the Education and HELP committees of Congress and also was sent to media.
  - There was also a Congressional hearing regarding Surprise/Balance billing by the HELP committee and Chris Hartmann from NAHU staff attended the hearing.
- Efforts continue for repealing or delaying the Cadillac and HIT taxes.
- There is a bill for reinsurance funding to be introduced into Congress.
- The Medicare bill related to COBRA as creditable coverage is to be reintroduced, and the observation status bill has already been reintroduced.
- The Trump administration announced a new healthcare plan to be introduced with details in 2020.
- The Association Health Plan rule is likely headed to appeals court, and if it advances, it would then head to the Supreme Court.
- In reviewing the updates from the 8 regions, there were common themes that our members are facing in their states involving the following:
  - 1332 waiver requests
  - Surprise billing
  - Some states are facing single payer bills (NY), while others have bills to allow individuals to purchase into the state employee benefit plan (CT)
  - Departments of Insurance are contemplating how to address the NAIC cybersecurity model.
- It was discussed with the Council how NAHU can engage the LTC community. Our LTC working group is currently working on webinars to educate members and partnerships with leading LTC industry associations. These partnerships may involve a budget request for 2019-2020 to include funding for members of the LTC working group to sponsor at the LTC association events, and in return, that association may partner with NAHU for annual convention and/or Cap Con.
- Applications will begin to be solicited for the Legislative Council and subcommittees for the upcoming year. Information about the work of the Council and subcommittees will be shared in the Washington Updates.
  - A new task force will be added for the upcoming year that will focus on Rx Rebates.



## LPRT

**Chair: Michael Gomes**  
**EC Liaison: Kelly Fristoe**  
**Month: April 2019**

On our March committee call, we continue to have good attendance (see below).

We had a brief agenda and started with a recap of Capitol Conference. Many committee members continue to be disappointed with the number of simultaneous sessions causing low attendance. This is especially problematic for our speakers who are frequently traveling at their own expense just to address the group to only have 30 people in attendance.

We talked about a number of changes that we'd like to make for next year that we'll need more time to develop. That discussion led to the planned Soaring Eagle breakfast before Professional Development day at the National Conference. The committee was concerned that we would have similar issues especially that there is a Vanguard breakfast at the same time. We were able to secure a location and instead, we will be hosting a reception for just Soaring Eagles immediately prior to the Gordon Dinner. Many of the people we talk to want a combination of educational events and social networking but more favor the networking events as their top priority. We are still working on the final details and will pass them along once we have them.

We opened the online membership portal in early March and already had over 150 applications as of last week. We are currently on pace to exceed last year's membership numbers and each committee member will be receiving a list of those current members in their Region that have not yet renewed in mid-April to make a personal attempt to reach them. We are using social media as well as the daily news digest to stay top of mind. 2 additional emails have been sent to the entire membership.

### March Meeting Attendance:

Chair:	Mike Gomes	X
Vice Chair:	Valerie Cramer	X
Region 1:	Thomas Spreitzer	X
Region 2:	Dave Mordo	X
Region 3:	Yun Chalif	X
Region 5:	Monique Hahn	A
Region 6:	Doris Waller	X
Region 7:	Robert Tierney	X
Region 8:	Terry Allard	X
At Large:	Tiffany Stiller	A
BoT Liaison:	Kelly Fristoe	X
NAHU Staff:	Brooke Willson	X



## **MEDIA RELATIONS**

**Chair: Meg McComb**  
**EC Liaison: Pat Griffey**  
**Month: April 2019**

### **Annual Convention 2019**

We had a robust discussion on our March 27, 2019 Media Relations Committee call about the upcoming NAHU annual convention in San Diego. We will have a luncheon meeting on Saturday for committee members, as well as a training session for all interested NAHU attendees on Sunday from 7:30 am-8:45 am. Media Militia Chair Craig Gussin has invited two local reporters to participate in a panel discussion, focusing on how NAHU members can successfully engage with print and broadcast journalists. We want to build on the success of our training session at Capital Conference, where Politico reporter Paul Demko encouraged agents to build ongoing relationships with their local reporters.

We will launch a social media campaign at the annual convention, with “Medicare for All” being one topic. Other relevant topics are under review and discussion by the MRC. We will work in conjunction with Vanguard to continue the momentum of the social media campaign at Capital Conference, where our Twitter account was trending!

### **Improving NAHU’s Social Network**

Discussion covered how to best reach NAHU members, through Facebook, Twitter and Linked In. Kelly is setting up an Instagram account, and is researching the viability of partnering with other health care influencers.

### **Building a Strong Committee for 2019-2020**

Meg McComb asked committee members for their continued participation in the Media Relations Committee. MRC members each received an email from here, thanking them for their service through the year, and seeking their status for the coming leadership year. Incoming Chair Suzy Alberts is strategically planning her board and agenda, to ensure successful transition and greater success.

On our March 27, 2019 call, attendance was as follows:

#### **Present:**

Deb Stocks (Reg. 2)  
Chad Levis (Reg. 4)  
Danine Baca (Reg. 7)  
Naama Pozniak (Reg. 8)  
Meg McComb (Media Chair)  
Suzy Alberts (Media Vice Chair)

Craig Gussin (Media Militia Chair)  
Dawn McFarland (Social Media Chair)  
Neil Crosby (Advisor)  
Kelly Loussedes (Staff Liaison)

**Not Present:**

VACANT (Reg. 1)  
Lee Nathans, excused (Reg. 3)  
Chrissy Yelverton (Reg. 5)  
Emily Bremer (Reg. 6)  
Pat Griffey, excused (Board Liaison)



## MEMBERSHIP

**Chair: Michelle Howard**

**EC Liaison: Eugene Starks**

**Month: March**

- President's Triple Crown challenge
  - 80 members qualified from July through February – waiting on an update for March
  - BOT qualified as of the January report except –Michael Grinnell, Alycia Riedl
- Council calls
  - March Council call regions 1,2 and 4 were not represented
    - RVPS - we need a retention chair for Regions 1
- RVP – monthly membership communication
  - Communicated membership updates on February numbers and Triple crown status
    - Regions 2, 5 and 7 gained membership for March compared to February
    - State chapters gaining membership in March compared to February:
      - Region 1: NY
      - Region 2: PA
      - Region 3: OH
      - Region 4: IA
      - Region 5: GA, MS, SC, TN
      - Region 6: AR, KS, LA, MO, OK, TX
      - Region 7: AZ, UT
      - Region 8: AK, NV, WA
    - State chapters that gained membership since May:
      - Region 1: none
      - Region 2: DE
      - Region 3: MI
      - Region 4: IA, SD
      - Region 5: AL
      - Region 6: AR, MO
      - Region 7: MT, WY
      - Region 8: WA
- Discussed membership focus with MMT
  - Agency Membership – waiting on process details
  - Value video clips continuing these for 2019.

- Council chairs still struggling with state chapter chairs attending their monthly call
  - Staff is now running actual reports for all chairs and emailing the reports to each chair.
  - Changed the growth percentage goal for chapters to 5%
  - Growth contest in place. 1<sup>st</sup> place in hitting the number or exceeding: \$500, 2<sup>nd</sup> place \$250, 3<sup>rd</sup> place \$100
- March official membership numbers
  - We gained 9 members from February. We are 850 members below the May Gains contest starting number.
  - Retention dropped from February. February – 81.31%. March - 80.87%.
  - Region 3 and 6 are leading the region of membership excellence contest.
  - I am leading the recruiter of the year contest with 39 members.
- Opportunities for April
  - Tweaked membership council application
  - Discussing membership meeting opportunities for national convention
  - Scheduling a call with rvp's for April 29



## **NOMINATIONS COMMITTEE**

**Chair:** Mike Embry  
**Vice Chair:** Pat Griffey  
**Member:** Art Jetter  
**Board Liaison:** Mike Embry  
**Month:** March 2019

The following nominations have been submitted to the committee for the 2019 – 2020 Board:

Dane Rianhard – President Elect  
Eugene Starks – Vice President  
Kelly Fristoe – Treasurer  
Eric Kohlsdorf – Secretary  
Michael Grinnell – RVP Region I  
Mike Deagle – RVP Region III  
Paige Phillips – RVP Region V  
Ray Magnuson – RVP Region VII

Sincerely,

Mike



## **PROFESSIONAL DEVELOPMENT**

**Chair: Karen Kirkpatrick**

**Month: April 2018**

Professional Development is encouraged by early interest in Annual Convention. We are working hard to get 5-6 table vendors for the Health & Wellness Assembly to help offset total PD costs. Speakers are confirmed. We encourage the BOT to “like” and “share” any posts that are made by both the PD committee members and NAHU staff. The more the better. Thank you for your support.

The Speaker’s Bureau Sub-Committee has made their recommendations for changes to the NAHU Speaker’s Bureau. Please see attached Draft. Dave Fear Jr., President of CAHU, had desired to make a CAHU Speaker’s Bureau. When PD shared with him our plans for the NAHU Speaker’s Bureau, he said that would be great, sufficient and CAHU would not pursue their own. PD has worked hard, as has this Sub-Committee to increase the value proposition of the NAHU Speaker’s Bureau. The more we can have states buy into feeding and supporting the NAHU site, the better.





Because wouldn't we all like a face-lift?!

## NAHU PD Speakers Bureau Refresh –

OBJECTIVE: TO MAKE THE PD SPEAKERS BUREAU CLEANERS AND EASIER TO USE

- 1/ Require current speakers to complete updated information form to update the Speakers bureau website
  - a) Send out letter with form and request payment (nominal fee or 1C to be returned with the form)
  - b) Charge minimum fee (\$50) for advertising
  - c) Use Platinum, Gold and Silver promotion
- 2/ PD Chairs will complete a form for the speakers used in the past year (Refer to 1b and 1c)
- 3/ Consider charging an up-front fee

Benefits:

- 1) This change will allow for easier tracking
- 2) Offer updated and more current information
- 3) Revenue stream is easy to administer because speakers are paying a fee at the time of form submission
- 4/ Refresh the look and functionality for each PD chair
- 5/ Have an updated website

And ...

Offer membership a face-lift!



Idea powered by Eric Kohlsdorf and Jeanne Embry

Idea illustrated by Kathy Ferguson



## **VANGUARD COUNCIL**

**Chair: Crystal Hoffman**  
**EC Liaison: Kelly Fristoe**  
**Month: March 2019**

3/19/19 – Held Monthly Committee Call

Attendees: Alex Bishop, Illana Maze, Kelly Fristoe, Mark Fox (Vice Chair),  
Jesse McDonald (R1), Zack Berkheimer (R2), Jennifer Lowery (R5),  
Taylor Kirkhart (R6) Sue Wakamoto (R8), Rusty Rice

3/19/19 – Discussed helping Rusty with the rollout of a NAHU smartphone app.

3/21 – Spoke with Aaron Hanson at Shriners Hospitals for Children, to discuss fundraising efforts, and coming to National Convention in July.



## **Finance Committee Teleconference**

**Date:** April 8, 2019

### **MINUTES**

1. Roll Call

**Present:** Eugene Starks, Kelly Fristoe, Alycia Riedl, Ray Magnuson, Jill Pedersen, Ashley Kapostins, Mike Deagle, Janet Trautwein, Jennifer Murphy

**Excused:** Kevin Trokey, Jessica Watts

2. Approve Agenda - Motion was made by Ashley, second by Jill and the motion carried.

3. Comments and discussion concerning the monthly financial report

February 2019 Financial Statements, Trend Analysis and Projections - the committee reviewed the statements and analysis and discussed any questions. The following topics were discussed –

- Making sure people don't lapse if they have changed jobs or chapters
- We can do a video to address what members can do if they change jobs, chapters or payment methods
- Some of our partner companies are requiring their employees to take our courses so we should see an increase in PD revenue
- It is difficult to get an exact amount of how much each of our PD courses cost us but the chapters want transparency
- We are also selling some text books to increase PD revenue
- Janet is working on developing a single-payer certification course

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

4. Year End Projections – Jennifer is preparing a Statement of Activities that will present year-end projections so the committee can determine if cuts need to be made in expenses. We will have an additional call on Thursday, April 18 to review the projections.
5. New Business – Jennifer brought up the request from the Membership department that we institute a \$25 charge to members who would like to reinstate their membership after it has lapsed. The committee will consider the request and talk about it on our next monthly call.
6. Adjourn

National Association of Health Underwriters  
BALANCE SHEET  
February 28, 2019

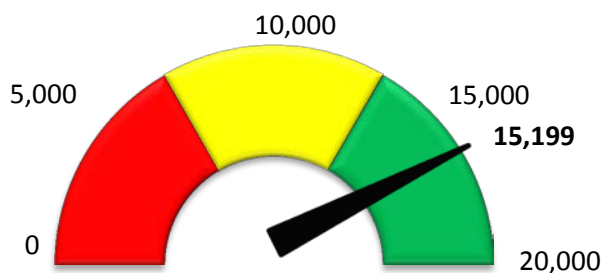
	This Year	Last Year	Variance	% Increase(Decrease)
<b>ASSETS</b>				
<b>CURRENT ASSETS</b>				
Operating Cash and Cash Equivalents	533,418.04	601,533.70	(68,115.66)	-11.32%
Accounts Receivable, Net	181,447.74	383,251.41	(201,803.67)	-52.66%
Prepaid Expense	97,007.88	105,433.30	(8,425.42)	-7.99%
Note Receivable	0.00	2,500.00	(2,500.00)	-100.00%
Total Current Assets	811,873.66	1,092,718.41	(280,844.75)	-25.70%
<b>SHORT TERM INVESTMENTS, at Fair Value</b>				
<b>LONG TERM INVESTMENTS, at Fair Value</b>				
Equity Securities	1,023,756.01	1,665,843.99	(642,087.98)	-38.54%
Total Long Term Investments	1,023,756.01	1,665,843.99	(642,087.98)	-38.54%
<b>PROPERTY AND EQUIPMENT, at Cost</b>				
Office Furniture and Equipment	425,208.79	380,011.09	45,197.70	11.89%
Leasehold Improvements	460,953.93	460,953.93	0.00	0.00%
Less: Accumulated Depreciation & Amortization	(661,914.59)	(555,305.07)	(106,609.52)	19.20%
Total Property and Equipment	224,248.13	285,659.95	(61,411.82)	-21.50%
<b>LONG TERM ASSETS</b>				
Intangible Assets-REBC Designation	50,000.00	50,000.00	0.00	0.00%
Total Long Term Assets	50,000.00	50,000.00	0.00	0.00%
<b>DEPOSITS</b>				
Note Receivable	30,161.60	37,161.60	(7,000.00)	-18.84%
	0.00	2,500.00	(2,500.00)	-100.00%
TOTAL ASSETS	2,140,039.40	3,133,883.95	(993,844.55)	-31.71%
<b>LIABILITIES AND NET ASSETS</b>				
<b>CURRENT LIABILITIES</b>				
Accounts Payable and Accrued Expenses	283,943.31	176,751.35	107,191.96	60.65%
State and Local AHU Dues Payable	220,831.90	178,085.09	42,746.81	24.00%
Deferred Revenue - Membership	1,696,739.30	1,721,979.54	(25,240.24)	-1.47%
Deferred Revenue - Conferences	19,000.00	45,300.00	(26,300.00)	-58.06%
Total Current Liabilities	2,220,514.51	2,122,115.98	98,398.53	4.64%
<b>LONG TERM LIABILITIES</b>				
Deferred Rent Oligation	197,776.97	233,338.49	(35,561.52)	-15.24%
Deferred Tenant Allowance	120,780.01	166,072.45	(45,292.44)	-27.27%
Total Long Term Liabilities	318,556.98	399,410.94	(80,853.96)	-20.24%
TOTAL LIABILITIES	2,539,071.49	2,521,526.92	17,544.57	0.70%
<b>NET ASSETS</b>				
Net Assets, Beginning of Year	(286,206.25)	379,699.69	(665,905.94)	-175.38%
Current Year Activity	(112,825.84)	232,657.34	(345,483.18)	-148.49%
TOTAL NET ASSETS	(399,032.09)	612,357.03	(1,011,389.12)	-165.16%
TOTAL LIABILITIES AND NET ASSETS	2,140,039.40	3,133,883.95	(993,844.55)	-31.71%



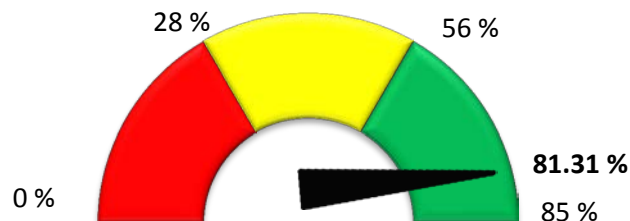


# NAHU BOARD OF TRUSTEES KEY INDICATORS REPORT FEBRUARY 2019

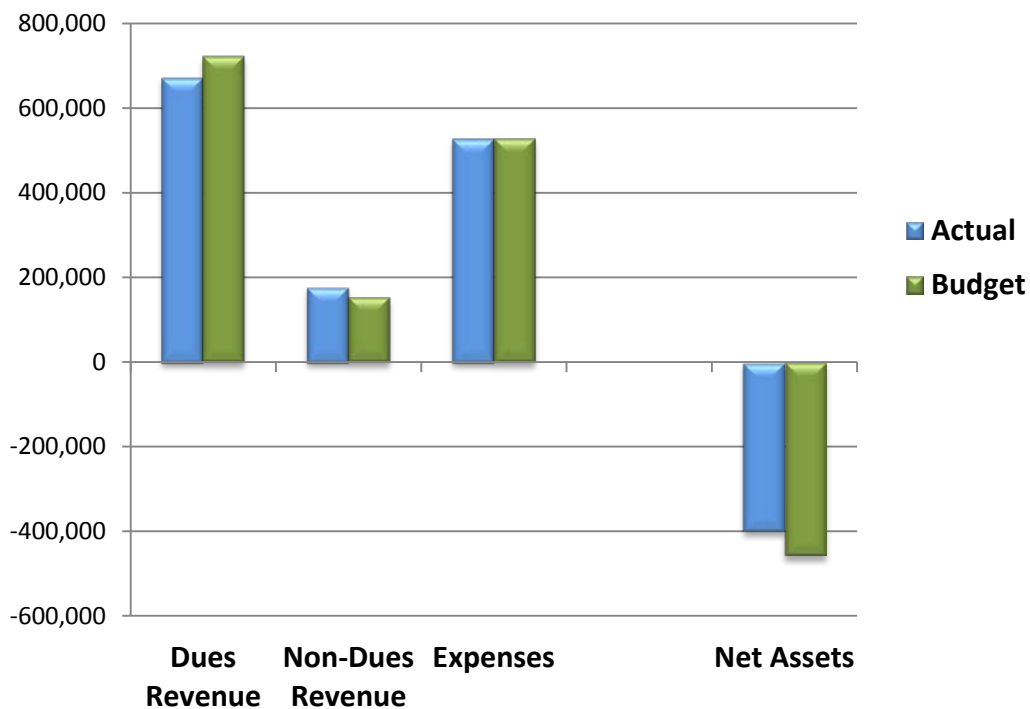
## MEMBERSHIP



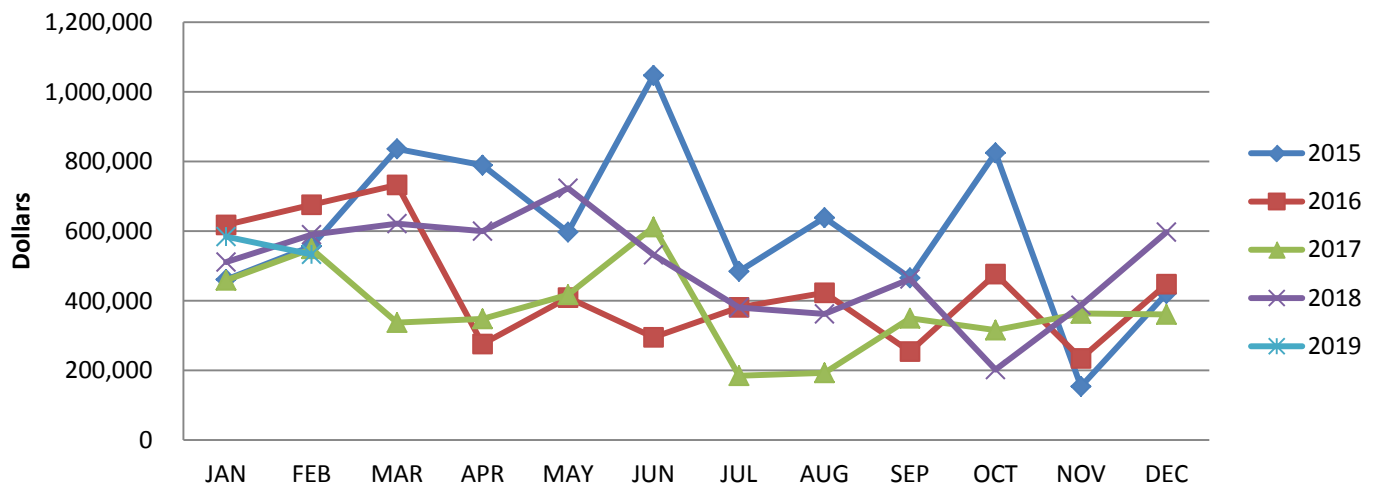
## RETENTION



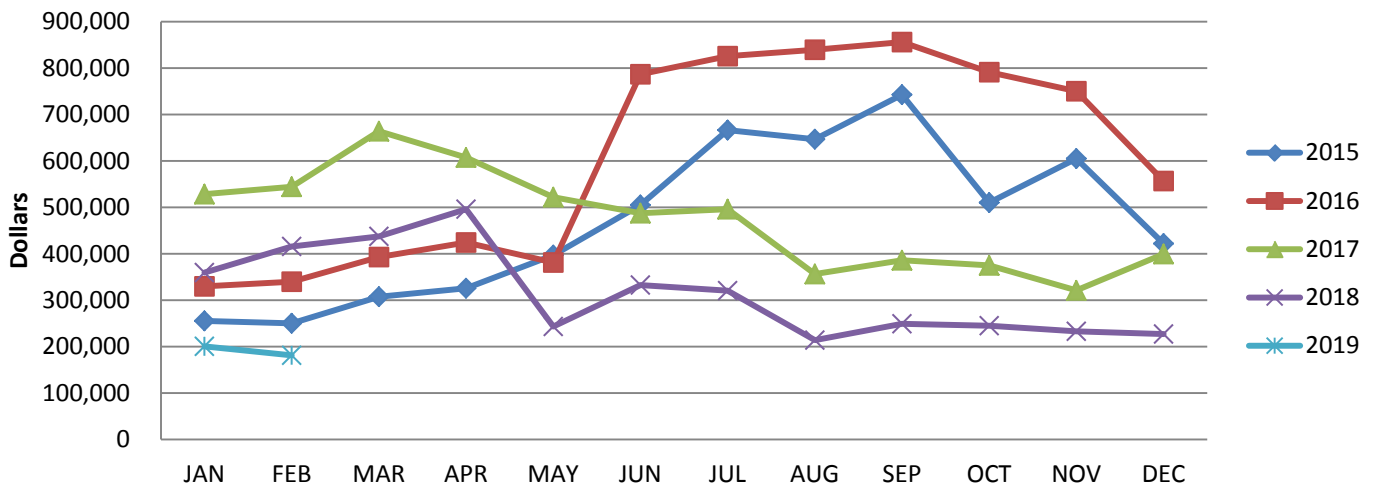
## 2019 TOTAL FINANCIAL RESULTS



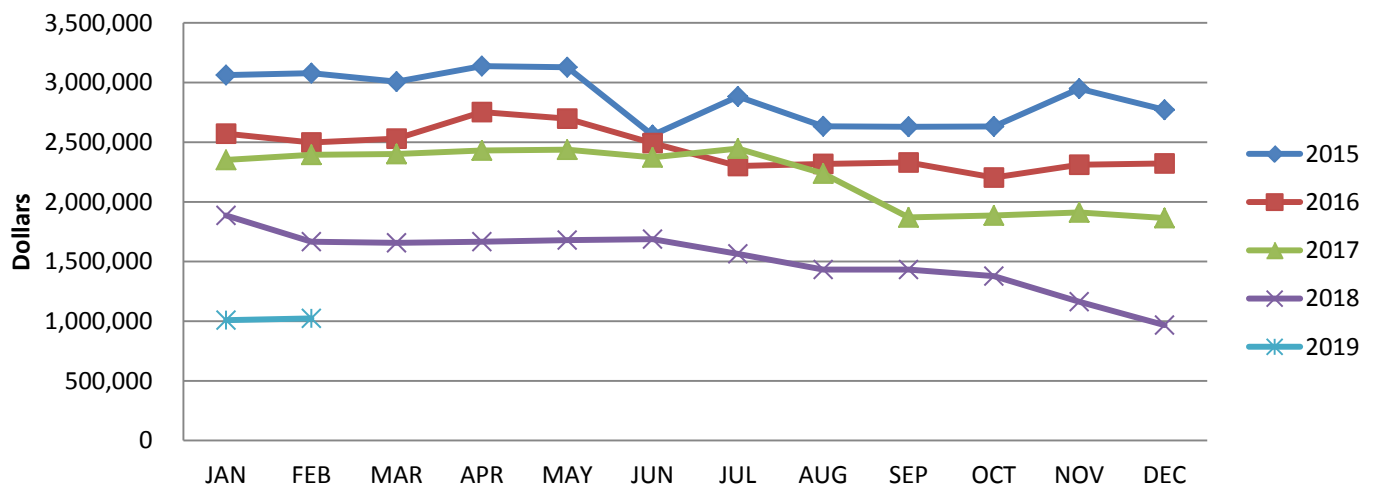
## CASH



## ACCOUNTS RECEIVABLE

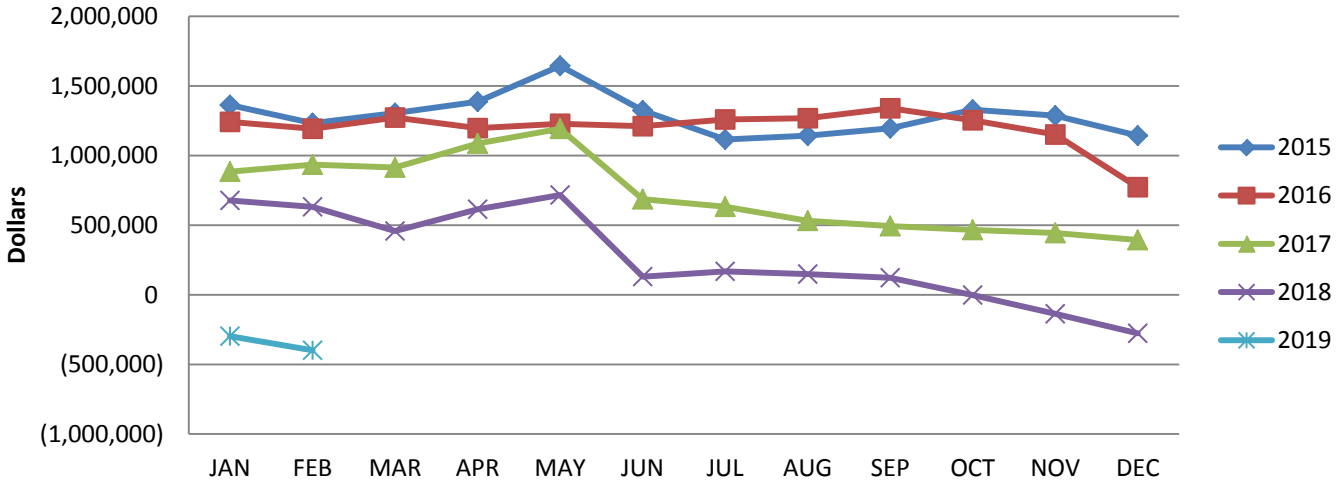


## INVESTMENTS

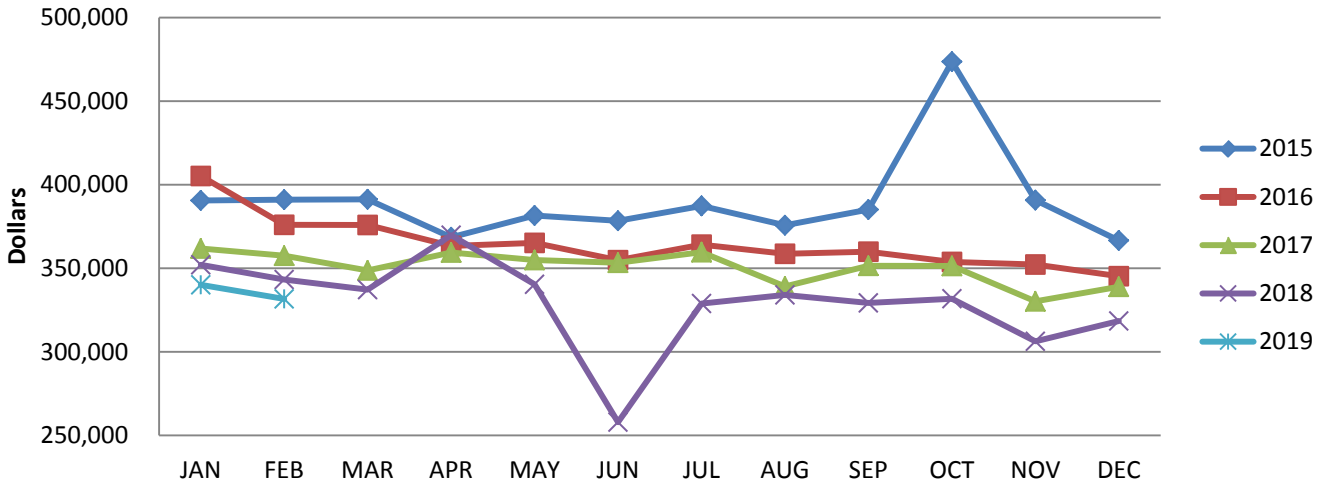




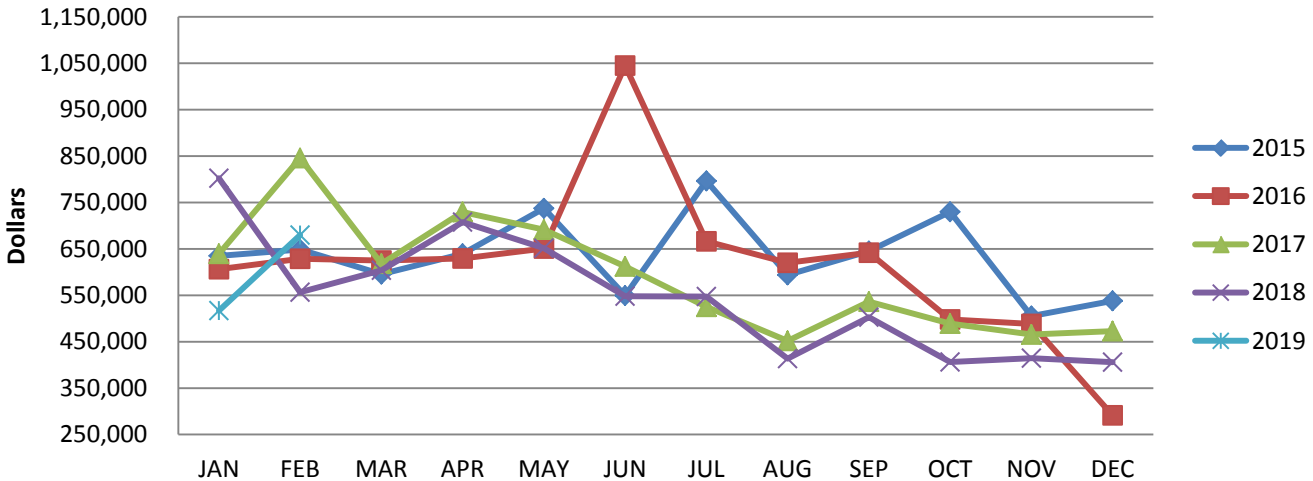
## NET ASSETS



## DUES



## TOTAL REVENUE



\_\_\_\_\_

# TOTAL EXPENSES

