

Idaho Association of Health Underwriters

Board of Trustees Meeting Minutes

October 13, 2011

BOARD MEMBERS PRESENT: David Wilcox, Tom Shores, Scott Leavitt, Trent Sutton, Terrie Trevino, Steve Moore, Darrell Eastburn, Scott Standley, Dawn Larsen, Ryan Heider and Wendy Leatham

GUESTS PRESENT: Jim Genetti, IAHU Lobbyist

BOARD MEMBERS EXCUSED: Angie Jackson, Darrald Bean, Danielle Rauscher

BOARD MEMBERS ABSENT: Cricket Stirling, Brad Miles

Meeting called to order at 9:30am.

1. Roll call of attendees

2. President's Report (David Wilcox, IAHU President)

- David has attended a membership meeting and conducted swearing in of new board members in Treasure Valley, Southern Idaho and Eastern Idaho. He will be visiting North Idaho next week.
- The State and all local chapters now have new logos. David encouraged everyone to start using these logos and incorporating them into documents, communications, etc.
- Executive Committee meeting with eHealthApp
 - 2012 Platinum Sponsor – the board reviewed the proposal and talking points (**attached**).
 - **Scott Standley** made a motion to accept eHealthApp as the Platinum sponsor at a reduced rate of \$7,250 with the noted agreements listed in the attached document. **Scott Leavitt** seconded the motion. Motion passed, unanimous vote.
- Bylaws update status
 - The board discussed offering a one year associate membership to local meeting speakers. Tom Shores, Terrie Trevino and Angie Jackson will put together a detailed proposal and bring back to the board for a vote at the next meeting.
 - **Scott Standley** made a motion to approve the updated IAHU Bylaws. **Ryan Heider** seconded the motion. Motion passed, unanimous vote.
 - The next step is to present the approved Bylaws to the IAHU membership in March, and then send to NAHU for ratification.
- November board meeting will be at the Regence office in Twin Falls OR via conference call.
- January 5th – Face to face board meeting and 2nd SP meeting
- Sponsorship Update
 - Platinum – eHealthApp
 - Gold – Altius, INA, PacificSource
 - Silver – BCI, Regence
 - Bronze – John Alden / Assurant, LifeWise, NW Preferred Credit Union, Willamette Dental
 - Invited past symposium vendors to step up to Bronze sponsor.
 - Assignments:
 - Scott Leavitt** – United Heritage, Brokers National
 - Danielle Rauscher** – Regence Life & Health
 - Tom Shores** - Delta Dental, Aflac, Humana Medicare, United Healthcare
 - Steve Moore** – BPA
 - Trent Sutton** – Assurant Employee Benefits
 - David Wilcox** – Dental Network Program, PacificSource Medicare
 - Terrie Trevino** – Options Printing

3. Reports

a. Secretary's Report (Trent Sutton, Secretary / Treasurer)

- Approval of September 1 meeting minutes. **Trent Sutton** made a motion to accept the Sept 1, 2011 BOT meeting minutes. **Tom Shores** seconded the motion. Motion passed, unanimous vote.
- IAHU state-wide Bowling Charity Event
 - Review of "How-to" guide (**attached**)

b. Treasurer's Report / Finance / Budget – (Trent Sutton, Secretary / Treasurer)

- Review September financials
 - While compiling our tax return, our accountant notified us that we are showing membership dues of \$9000 and lobbying expenses of \$13,000. As a not for profit entity there are limitations on how much lobbying can be done. If lobbying expenses are more than dues collected it indicates that our primary role is that of influencing legislation rather than other approved not for profit activities. As such, we have 2 options:

- 1) Not deduct the \$13,000 of lobbying expenses. This would increase our tax liability by approximately \$5,000.
- 2) Notify our members that their state dues are 100% non-deductible. By so doing we would avoid the \$5,000 tax hitting.

The board members discussed these two options. **Trent Sutton** made a motion to notify the membership via email that their state dues are 100% non-deductible. This will be sent out in January. **Scott Standley** seconded the motion. Motion passed, unanimous vote.

- Tax Status: All chapters are required to file a 990N, which is due November 15th. Additional details are in the IAHU newsletter.
 - **Trent Sutton** made a motion to accept the September financials. **Scott Leavitt** seconded the motion. Motion passed, unanimous vote.
- c. Membership Update –(Angie Jackson, Membership / Retention Chair)
- Membership committee calls: second Tuesday of each month at 9:00am.
 - IAHU Members 241
 - IAHU Associate Members: 12
- d. Legislative update (Scott Leavitt – Legislative Chair)
- Exchange Talking Points have been created by the legislative committee; one is geared to the agents and one is geared to the legislators. **Scott Leavitt** made a motion to adopt these papers. Discussion followed. **Tom Shores** seconded the motion. Motion passed, unanimous vote.
 - Testimony for the Healthcare Task Force - **attached**
 - Ten groups testified; 9 out of 10 of those were in support of a State Exchange. The Freedom foundation was opposed to exchanges all together.
 - IHIP, St. Luke's and the Chamber Alliance all had supportive comments about agents.
 - Discussed Key Contact Program – Scott urged all board members to complete and return the Key Contact form.
 - State call schedule – third Thursday of each month at 4:00pm.
 - Lobbyist Report (Jim Genetti) – **attached**
 - Jim plans to speak at the North Idaho membership meeting on November 17th.
 - Scott suggested we survey the membership to make sure we know what they want in the area of services and rebates. Scott and Wendy will work on creating a survey through survey monkey.
4. Committee updates
- a. Awards & LPRT Update (Danielle Rauscher – Awards Chair) absent, no report at this time.
- b. Communications Update – (Darrell Eastburn, Comm. Chair and Scott Standley Vice-Chair)
- Darrell added a link to Success CE under the IAHU Chapter Benefits / Education section. Darrell will contact Success CE and let them know the changes we've made to our website.
 - Discussed placement of new IAHU logo on website.
 - Scott Standley reminded board members to submit articles, pictures etc. for the newsletter each month. We have received positive feedback on the newsletter. Some of the sponsor's ads come out a little blurry, but we will request new ads in January as the new sponsor year begins.
 - Scott will ask Angie Jackson to request a photo from new members to include in the newsletter.
 - Another suggestion on the newsletter is to shrink the file size.
- c. HUPAC Update – (Cricket Stirling, HUPAC Chair) absent, no report at this time.
- d. Media Relations Update – (Darrald Bean, Media Chair) absent, no report at this time.
- e. Professional Dev. Update – (Terrie Trevino, PD Chair)
- Committee calls are scheduled for the 3rd Wednesday of each month at 3:00pm. Items discussed at the last meeting include:
 - Roles and responsibilities of the Professional Development chairs.
 - Speakers Bureau
 - Available sponsorships for local chapters
 - Recognizing members who receive designations
 - Robert Osler award
- f. Local Presidents' Items to discuss
- Dawn Larsen – Eastern Idaho
 - Board meeting was held this morning.
 - Chapter meeting is next Wednesday in Idaho Falls; Shad Priest from the DOI will be speaking.
 - David Wilcox attended the chapter meeting last month and swore in the new officers. Dawn was unable to attend this meeting, so Trent Sutton will perform the President's induction ceremony at the next available meeting.

- Brad Miles – North Idaho. Absent, no report at this time.
 - Ryan Heider – South Idaho
 - Public Exchange meeting coming up on October 18th at the Turf Club in Twin Falls at 11:30am.
 - Tom will bring the IAHU credit card machine for Southern Idaho to use.
 - Guy Stubbs is doing a great job as membership chair.
 - Terrie Trevino – Treasure Valley
 - Great turnout at the membership meeting today with 72 attendees. So far 20 members have selected the pay-up-front option. Terrie feels the phone tree has really helped boost attendance.
 - Rolled out membership contest today.
 - Dan Jones and Scott Leavitt gave an informative legislative update this morning.
 - Working on the silent auction for December and a half day event for January's meeting.
 - The TVAHU board is in the process of reviewing and updating the Bylaws.
 - Working on Silver Seal, Chapter of the Year and Pacesetter awards.
 - g. Executive Assistant Report (Wendy Leatham, IAHU State Executive Assistant)
 - America's Professor - \$100 this quarter
 - Currently have 12 associate members
5. Old Business
- Scott Leavitt reported that we are official members of the Idaho Insurance Council. David asked Scott to write up a short article on the benefits of being a member.
6. New Business
- a. Capitol Conference registration now open
- IAHU has budgeted for the President, President-Elect and Legislative Chair to attend. Also \$500 scholarship available to each local chapter.
7. Thank you all for your efforts. Meeting adjourned at 11:20am

Action Items:

- **Darald Bean** – research group Skype and report back at the next board meeting.
- **Brad Miles** – confirm bowling alley location and report back to Trent.
- **Chapter Presidents** – provide Trent and Wendy with names of check signers on bank accounts and Tax ID #'s.
- **Tom, Terrie and Angie** - work on proposal for complimentary associate membership for local speakers
- **All board members** – review sponsorship assignments
- **Darrell Eastburn** - contact Success CE and let them know about website changes.
- **Scott and Wendy** - work on creating a survey through survey monkey.
- **Scott** – write a short article on benefits of being a member of the Idaho Insurance Council.

Ongoing Action Items:

- **Local Presidents** - send list of local speakers to Darrell Eastburn and Terrie Trevino to add to the new Speakers Bureau on the IAHU website.
- **Local Presidents** - send monthly President's Message to Scott Standley for the IAHU newsletter.
- **Local Presidents** - send list of calendar events (chapter and board meetings) to David Wilcox & Wendy Leatham.
- **Local Presidents / Treasurer** – make sure chapter files tax form 990N
- **Local Chapters** - send monthly board meeting minutes to David and Wendy
- **Local Chapters** - make sure to have representation on all committee calls.
- **Carrier Reps** - send list of broker meetings to Wendy to add to website calendar.

IAHU Goals

- Goal #1: Attain a membership of 300 by the end of 2012.
- Goal #2: Support and strengthen local chapters and statewide committees.
- Goal #3: Increase the visibility of and contributions to HUPAC and the State Pac.
- Goal #4: Apply for and win multiple national awards.
- Goal #5: IAHU will be a leader in the health insurance industry and public policy forums.

Please read these minutes prior to the next board meeting to be held on:

Thursday, November 3, 2011
9:30am – 11:30am.
 Regence district office in Twin Falls
 Or via **Conference Call**