

IDAHO ASSOCIATION OF HEALTH UNDERWRITERS
Strategic Planning Meeting
July 24, 2009

Board Members present:

Dana Drake	Idaho State President
Kristin Stewart	Idaho State President-Elect
Cal Joski	Idaho State Secretary
Connie Puett	Idaho State Past President
Lisa Ewers	Idaho State Awards Chair
Rachel Johnston	Idaho State Membership Retention Chair
Dave Ewers	Idaho State Membership Recruitment Chair
Darrell Eastburn	Idaho State Communications Chair
Amy Wall	Idaho State Treasurer
Tom Shores	Idaho State Legislative Chair
Doug Fry	Idaho State Media Relations Chair
Trent Nate	Treasure Valley AHU President
Terrie Trevino	Idaho State Professional Development Chair
David Munger	North Idaho AHU President
Wendy Leatham	Idaho State Executive Assistant

Board Members Absent:

Olin Barkdull	IAHU State Legislative Co-Chair
Michael Bouton	Idaho State HUPAC Chair / State Pac President
Andy Lyda	South Idaho AHU President
Trent Sutton	Eastern Idaho AHU President

Guest:

Ruthann Laswick	Region VII Vice-President
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Dana Drake called the Strategic Planning meeting to order at 7:40 am. The meeting opened with the introduction of each Board Member and their role with IAHU.

The board members discussed the importance of regular communication between the state and local board chairs. The state chairs are encouraged to reach out and help guide the local board chairs and ensure that everyone understands their duties.

Next, the board reviewed the schedule of upcoming state board meetings. The meetings will be held the first Thursday of each month at 9:00am at PacificSource, 251 E. Front St., # 203, Boise. **Terrie Trevino** mentioned that the board meeting schedule does conflict with her National Awards conference calls. However, she will submit a report and call in for the last half hour of the state board meetings.

REVIEW 2008-2009 GOALS

1. *Attain a membership of 400 by June 30, 2009.* The board discussed this goal and agreed to adjust the goal as listed below in the 2009-2010 Goals.
2. *Develop, support and strengthen statewide committees.* This was discussed at the beginning of the meeting, and will continue to be a goal for 2009-2010.
3. *Promote the legislative agenda to the membership, legislators, and the public.* Dana recognized that Tom Shores has done an outstanding job on promoting legislative issues.
4. *Promote and develop leadership at the State and Local levels.* This ties in to goal #2.
5. *IAHU will be known as a leader in industry and public policy forums.* Tom Shores shared that on a federal level, NAHU CEO, Janet Trautwein has had a huge impact on changing some legislative bills. Also, State Media Chair, Doug Fry has increased our local media attention and has been instrumental in creating and distributing the IAHU newsletter.

UPDATED 2009-2010 GOALS

1. Attain a 20% growth in membership for 2009-2010, which would be 50 new members statewide.
2. Develop, support and strengthen statewide committees.
3. State and all local chapters to be Silver Seal certified for 2009-2010.
4. Create a Policy & Procedure manual.
5. Increase HUPAC contributions.
6. Apply for more awards:
 - Landmark (State)
 - Pacesetter (Chapters) – award recognition for the Pacesetter must be at a local, not State level.
 - Silver Seal (State and local chapters)
 - Media award
 - Legislative awards
 - Website award

AWARDS

Lisa Ewers was pleased to announce that IAHU won the 2008 Landmark Award.

Terrie Trevino distributed Landmark and Pacesetter award worksheets to the board members. She suggested that the state and local awards chairs bring these worksheets to each board meeting for review. An important aspect in preparing for any award is to review the criteria early in the year, and know what to plan for.

Terrie also reminded the board that documentation and minutes are very important for these awards. Any event, such as the State Health Symposium, needs to be documented in the minutes, to show that it actually occurred.

Website Award – Darrell Eastburn requested information on how we can improve our website in order to win the website award. Terrie will follow up and let Darrell know.

New State Awards -

The board discussed the possibility of creating a new State award. We currently have the Dave Isern award. Several suggestions on how to structure a new award included:

- a) An award could be named after a successful industry leader.

- b) An individual recruitment award, "Recruiter of the Year."
- c) An award based on a pared-down version of any national award.
- d) A state award for those who are "on-track" to receive the Triple Crown.

Terrie Trevino also mentioned that it's important for the local chapters to have a local chapter award. Treasure Valley AHU currently has the PIC Award, which stands for Professionalism, Integrity, and Community Involvement. North Idaho AHU has a "member of the year" chapter award.

The board agreed that one of the biggest challenges right now is recruiting new members. **Trent Nate** suggested recruiting "concerned citizens" to be members. They don't necessarily have to be agents or carriers, just people who want to be involved and support our mission.

WEBSITE REVIEW

Darrell Eastburn reported that an RSS feed with industry-related news items has been added to the front page of the website.

Next, Darrell asked board members for any ideas or suggestions to improve the website. Several suggestions from board members included:

- Put current issue of "Viewpoint" on the front page of the website.
- Add "press kit" to website.
- Secure / members only section.

Darrell would like to keep some funds in the website budget for technical assistance, and requested a \$1,000 budget for that purpose.

Darrell will contact local communication chairs to get current chapter info for the website. Also, the board members were asked if they knew of anyone who might be interested in being the State website "co-chair." Doug Fry mentioned that Dave Marsh might be interested. Darrell will follow up with him.

~Website budget request: \$1,000

MEDIA REPORT

Doug Fry reported that all local media contacts were established last year. He is working on getting television contacts for Twin Falls and Coeur d'Alene. Press releases will be starting up again soon.

Newsletter – Volume 2

- There will be 12 issues of the IAHU Viewpoint this year.
- Quarterly Legislative issue
- Sponsor recognition in Newsletter.
 - Platinum Sponsor - 4 -- full page ads
 - Gold Sponsors - 2 – ¾ page ads
 - Silver Sponsors - 1 – ½ page ad
- Viewpoint contest on last page of newsletter, prize of a \$25 gift card each month.

Press Kits

Doug would like a professional photo of the Executive Board for the press kits. This would include the IAHU President, Immediate Past-President, President-Elect and Secretary.

Social Networking

Doug Fry mentioned that NAHU is on Facebook and Twitter. Also, Doug will be setting up an IAHU Facebook page, with a link to the IAHU website. It will be set up before the next board meeting in September. Another point of discussion was to have some kind of legislative update that people could follow. **Tom Shores** agreed to send a daily update to Doug, which Doug can then add to the IAHU Facebook page or on Twitter.

Dave Ewers inquired about the costs associated with running a ½ page ad to recognize outstanding industry leaders. **Doug Fry** will get price quotes from the local newspapers and Idaho Business Review before the next board meeting.

~**Media budget request: \$500** (\$300 for newsletter contest, \$200 to help with professional photos).

2010 SYMPOSIUM REPORT

- See attached worksheet

Kristin Stewart was pleased to report that the BSU Student Union Building will be the new location for the 2010 Health Symposium and Awards Banquet.

Awards Banquet – Wednesday, April 14, 2010
Health Symposium – Thursday, April 15, 2010

Kristin passed around a worksheet showing the costs associated with holding these events at BSU. There is a projected cost savings of \$11,000. One question brought up was the parking issue. Kristin confirmed that there is a new parking garage at the corner of University and Lincoln, and that the 4th and 5th floors are reserved for IAHU for both days.

Symposium Committee for 2010

Kristin Stewart	Dana Drake
Connie Puett	Doug Fry
Lisa Ewers	Cal Joski
Rachel Johnston	Terrie Trevino
Darrell Eastburn	Wendy Leatham

Kristin also mentioned that NAHU President Russ Childers is not available to attend. NAHU Secretary Tom Hart is available, but there would be some travel expenses involved.

MEMBERSHIP REPORT

- See attached membership report

Rachel Johnston reviewed the membership report. The new “membership” goal was discussed; see updated 2009-2010 goals above.

There are some new features to the NAHU website now, where members can go in and make a payment instantly or update their information. Rachel acknowledged that there are still some challenges with billing, but she recommends everyone browse the website and become more familiar with it.

Market Analysis

Another item the board discussed was the need for a market analysis to find out who's out there, where they're located and what our potential is for growth.

The board also discussed sending a letter or postcard to all licensed Idaho insurance agents to let them know our goals and ideals, what they can do to help, and invite them to become members. Another idea was to set up a survey through survey monkey.

HUPAC REPORT

Connie Puett, Region VII HUPAC Chair, stressed the importance of increasing the number of members donating to HUPAC. Also, there are some new HUPAC awards that are currently being developed. Connie will share the details once they are finalized.

Connie asked that IAHU consider contributing \$1 per member to the HUPAC administrative fund. This fund supports the fundraising efforts for HUPAC.

~HUPAC budget request: \$250

STATE PAC

Terrie Trevino informed the board members of the new \$10 x 12 program for the State Pac. She challenged all board members to make a monthly contribution to the State Pac, as well as HUPAC.

LEGISLATIVE REPORT

Tom Shores provided the following legislative report.

1. Budget request for 2009-2010 \$14,000 for the year
 - a. \$9000 for our lobbyist/monitor, Steve Thomas. The money to be paid out ½ in September and ½ in January.
 - b. \$2000 for meetings with legislators. This will probably be one on one breakfast/lunch with key legislators over the time of the session.
 - c. \$500: Travel to all the different locals to train and give updates to the local representatives.
 - d. \$2500, Mailings to all agents in the state to get them involved in the contacts for the battle in Washington. We need to get agents who do not belong to IAHU involved in the battle. They need to be writing letters, contributing to our PAC.
2. Organizations that we are represented currently:
 - a. Boise Chamber of Commerce
 - b. Idaho Insurance Council
 - c. NAFIA-Boise Chapter
 - d. Checking into joining:
 - i. Big I
 - ii. IACIA (not spelled correctly)
3. Federal report:
 - a. Bills are working their way through the House and Senate. Neither bill we like. The bills have been pushed out until the August recess is over before they will reach the floor of either house.
 - b. Both bills have some form of public option that will require individuals and businesses to either pay for a health care plan or pay a penalty. The details are still being worked on.

- c. If the democrats in both houses fall in line behind the leadership, the bills will pass because the conservatives cannot stop it.
 - d. The bills are scheduled to become effective by 2013.
4. State Report:
- a. We will likely see a couple of bills that came up last session:
 - i. Cancer pill bill. This is the bill that would require the insurance companies to pay for very expensive chemo treatments with the pharmacy cost.
 - ii. Acidosis formula for babies who cannot drink milk. The major insurance companies are now covering this on a case-by-case basis. The costs can be over \$4,000 a month.
 - iii. We may see a bill to address “any willing provider”, but that is iffy.
 - iv. The legislature will spend most of its time reacting to whatever comes down from Washington.
5. I have contacted each local and each has at least one person who will start working as a co-chair to help in the process of getting the information out to the agents, writing letters and the like.
6. Capital conference will be in March of 2010 and we need to get some of these co-chairs to the meeting. This will help them get a better vision of what we are trying to do.

NEW BUSINESS

A **Policy and Procedure Manual** will be developed in order to assist new board members with their positions. There are sample P & P manuals on the NAHU website, or Ruthann Laswick can get one to send to Dana. **Dana Drake** and **Kristin Stewart** will work on getting a P & P manual created this year.

Fun Event

The board discussed ideas for charities and created a “Fun Event” committee. Committee members: Cal Joski – Chair, Tom Shores and Kristin Stewart.

Other interested members are welcome to join this committee. They are asked to contact Cal Joski.

BUDGET 2009-2010

- See attached budget report

Amy Wall passed around the latest budget numbers from 2008-2009 for the board to review.

Sponsorship Updates

- See attached list of sponsors

Currently working on Regence as a sponsor. May be more likely if we do billing as of 01/01/10. Dana stressed that our main priority is to sell one more gold sponsorship.

Executive Assistant– Raise / Job description review

The board discussed a raise of \$2 per hour for Executive Assistant, Wendy Leatham. **Tom Shores** made a motion to approve. **Darrell Eastburn** seconded the motion. Discussion followed. Motion passes. The President and President-Elect will create a job description / evaluation for the Executive Assistant position.

Committee Budget Requests

All other budget requests have been noted and will be reviewed and voted on at the next board meeting in September.

Doug Fry made a motion to adjourn the Strategic Planning meeting. **Cal Joski** seconded the motion. All in favor, motion passes. Meeting adjourned at 12:58pm.

Task List

Terrie Trevino - follow up on website award information for Darrell.

Doug Fry - set up IAHU Facebook page and Twitter.

Doug Fry - get price quotes from 4 local papers and IBR for ½ page ad.

Tom Shores – send daily leg updates to Doug Fry.

Dana Drake and **Kristin Stewart** - work on IAHU P & P manual.

Amy Wall - update budget for 2009-2010.

Dana Drake and **Kristin Stewart** - create job description / evaluation for Executive Assistant.

Wendy Leatham - bill local chapters for annual D & O payments.

Wendy Leatham - send list of sponsors to board members.

Cal Joski - look into less expensive conference fees, i.e.: Skype, Phone.com.

Respectfully Submitted,

Wendy Leatham

IAHU State Executive Assistant

Please read and print these minutes to bring to the next board meeting, which will be held on Thursday, September 3, 2009 at 9:00am.

* The first 2010 Symposium planning meeting will be held on **Wednesday, Sept. 2 from 3:00 – 5:00.**