

IDAHO ASSOCIATION OF HEALTH UNDERWRITERS

Minutes of the Board

September 4, 2008

Board Members Present:

Connie Puett - IAHU State President
Dana Drake - IAHU State Pres-Elect
Kristin Stewart – IAHU State Secretary
Lisa Ewers – IAHU Awards Co-Chair
Rachel Johnston - IAHU State Membership Retention
Kim Tower - IAHU State Membership Recruitment
Darrell Eastburn - IAHU State Communications Chair
Amy Wall – IAHU State Treasurer
Tom Shores - IAHU State Legislative Chair
Terrie Trevino - IAHU State PAC Chair
Doug Fry - Treasure Valley President / IAHU Media Chair
Wendy Leatham - IAHU State Executive Assistant

Excused Absences:

Robert Tierney - IAHU Past-Pres / Awards Co-Chair
Phyllis Martinsen – IAHU State Education Co-Chair
Cricket Stirling – IAHU State Education Co-Chair
Michael Bouton - IAHU State HUPAC Chair
Vance Nielsen – Eastern Idaho President
Brad Miles – North Idaho President
David Wilcox – South Idaho President

Connie Puett called the meeting to order at 9:10am. The first item discussed was the Strategic Planning meeting minutes. Rachel Johnston asked to clarify that her previous objection was only to the Vision Statement, not the Mission Statement.

Due to the lack of board members present, we do not have a quorum to vote. Wendy Leatham will send out an electronic vote to approve the Strategic Planning minutes.

- An email vote was sent out and voted on. Tom Shores made a motion to approve the minutes as noted above. Kristin Stewart seconded the motion. Motion passes.

Connie Puett discussed the Strategic Planning “follow-up” meeting to be held after the next board meeting on October 2 from 10:30am to 11:30am. She asked that all committees have their budgets, goals, and objectives ready prior to the meeting. These need to be sent to Wendy Leatham by Friday, September 19.

CHAPTER UPDATES

TVAHU – Doug Fry reported that the first membership meeting will be held on Thursday, September 18. The rest of the meetings will be held on the 2nd Thursday of each month.

The Board meeting for September had to be rescheduled and will be held on September 10. The rest of the board meetings will be held on the 1st Wednesday of each month at 1:00pm at Regence Blue Shield.

SIAHI – No report at this time.

NIAHU – No report at this time.

EIAHU – No report at this time.

BUDGET REPORT - **Amy Wall** gave the budget report.

- Please see attached financial report

The board discussed the Regional Conference funds and which fiscal year they need to be allocated to. The funds that were disbursed for the recent 2008 Regional Conference need to be taken out of the 2007-2008 budget. The funds for the 2009 Regional Conference will be taken out of the 2008-2009 budget. Amy will make the necessary adjustments.

Terrie Trevino asked that the “Make-A-Wish” Event line item be changed to “Gala Event.” It was also discussed who would chair this year’s Gala Event. **Terrie Trevino** and **Kristin Stewart** will serve as Gala Event Co-Chairs.

Darrell Eastburn suggested adding a 2007-2008 “year to date” column so that we can compare the budget to the previous year.

WEBSITE REPORT

Darrell Eastburn reported that we have received the manual from Blackfin. This manual was created so that we may have a better understanding of how to update and change the website around for our needs. Once the manual has been reviewed - we will work to set-up a meeting with Blackfin to go over any questions we have to make certain we understand everything.

Darrell also discussed the possibility of adding an RSS feed in the future. This would allow current industry related news to be updated on the website daily.

SYMPOSIUM REPORT

Dana Drake shared with the board that the first Symposium planning meeting was held on September 3. The dates for the Banquet and Symposium are confirmed for April 29 and 30 at the Doubletree Riverside Hotel. Wendy will be sending out Save the Date postcards within the next week.

The focus for this year’s conference is membership. Dana shared Kristin Stewart’s suggestion to hold a new member orientation in the morning. This would be a great way to educate new and potential members. With NAHU President, Scott Leavitt, being from Idaho Dana feels this is the year to really promote membership.

The next Symposium planning meeting will be held on Wednesday, October 1 from 3:30 – 5:00 at Pacific Source.

HUPAC REPORT - No report at this time.

Connie Puett reviewed the Triple Crown criteria with the board. It is a goal for all board members to achieve the Triple Crown award this year.

STATE PAC REPORT

Terrie Trevino shared that the next State Pac meeting is scheduled for September 15. The goals for this meeting are:

- Schedule quarterly State Pac meetings
- Decide who to allocate funds to
- Review Bylaws

MEMBERSHIP REPORT

- Please see attached reports.

Rachel Johnston reviewed the membership reports and discussed the goal of 400 members. In order to reach that goal we need to increase our membership by 133 members. Discussion followed regarding different ideas and suggestions on how to increase membership. **Connie Puett** suggested having a “Recruiter of the Year” Award.

Kim Tower shared that by January 2009; the membership committee would like to implement a program similar to the Chamber of Commerce’s “Ambassador Program.” This includes an initial welcome phone call to new members and then 3 month and 6 month follow up calls. Kim feels we do a good job at welcoming new members, but it would be great to follow up at regular intervals. The board members responded very positively to this idea.

Another item that Kim brought up was an IAHU booth display or tablecloth for “booth opportunities.” The board discussed several options and prices for both. **Dana Drake** and **Lisa Ewers** will both get additional price quotes on a 3’ x 8’ pull up banner and an 8’ tablecloth. The banner vs. tablecloth will be discussed further at the next meeting.

The board also discussed the possibility of putting together a quarterly newsletter. **Doug Fry** and **Darrell Eastburn** will look into this.

LEGISLATIVE REPORT

- Please see attached Leg report provided by **Tom Shores**.

AWARDS REPORT

Lisa Ewers has started assembling and organizing the Landmark Award binder. This way it will be ready to add items as they come up.

The board will discuss which other awards to apply for at the “follow up” meeting in October. Dana Drake requested that Lisa look into the Silver Seal Award.

MEDIA REPORT

Please send any Press Releases to **Doug Fry**.

The meeting adjourned at 10:35am.

Task List

- ✓ **Wendy Leatham** to email chapter presidents for meeting schedules to post on website.
- ✓ **Amy Wall** to re-allocate Regional Conference funds and make other budget updates.
- ✓ **All Committee Chairs** to send goals, objectives and budgets to Wendy by 9/19/08.
- ✓ **Doug Fry** and **Darrell Eastburn** to look into putting together a quarterly newsletter.
- ✓ **Dana Drake** and **Lisa Ewers** to get price quote on banner and tablecloth.

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 October 2 at 9:00am at Pacific Source.

Please note: NEW LOCATION for IAHU Board meetings:

**Pacific Source
251E. Front St. Ste. 203
Boise, ID 83702**