

FAHU Board Meeting
Hilton Orlando, Altamonte Springs, FL
February 5, 2010

Meeting was called to order by President Julian Lago at 8:38 a.m. Introductions were made, and a quorum was established.

In Attendance: Julian Lago, Kimberly Auclair, Vicky Major-Bell, Barbara Rennard, Paul Deininger, David Gentry, Tonya Draughon, Michele Liro, Jim Burkett, Stephanie Denz, Don Marx, Laurie Anderson, Marc Linton, Don Bennett, Bill Hepscher (Tampa Bay proxy), Steve Israel (Palm Coast proxy), Jennifer Wenke (Southwest proxy), Mary Liz Schwartz (Miami-Dade proxy)

Absent: Peggy Gainey, Jeff Sadler, Lacy Boswell

Also In Attendance: Dave Sherrill, Dale Maloney, Ashley Wynkoop, Barbara Coggins

Secretary's Report (Paul Deininger)

Minutes from the 12/4/09 board meeting were distributed electronically prior to this meeting. Motion was made to approve the minutes as presented (Don Marx/Jim Burkett). Motion passed.

President's Report (Julian Lago)

- ? Region 5 Leadership Conference was held in Nashville last week. Our voices are being heard in the marketplace. The Summit in Tallahassee had a great impact; many thanks to Michele Liro and Dale Maloney. We want to do this again next year.
- ? FAHU's three objectives are (1) branding, (2) return on investment, and (3) growth. The Summit, TV press, large chapter activities, and press opportunities have done a phenomenal job with branding. ROI is hard to gauge; our website and other member tools are being developed. Growth may be obtained by getting folks to SLC, Capitol Conference, and the Symposium.
- ? Member retention remains a constant challenge. Excellent discussions were had at the Presidents' Roundtable. Many of our chapters (Tampa, Jacksonville, Ridge) are doing exciting things. Ridge is ranked # 5 in growth nationally.

Retention Report (Ashley Wynkoop)

- ? Chapters are encouraged to continue to call and follow up regularly with lapsed/pended members. Each board and retention committee must do this. FAHU has an ongoing retention contest with Georgia AHU.
- ? We suspended the board meeting to allow board members to make calls to all late and lapsed members listed for their chapter. This same exercise should be done regularly at local board meetings.
- ? The Jewels & Gems program will get rolling again, to reward consistent long term members (plaques, pins, discounts, etc.). Please help Ashley to identify candidates in your chapter who should be recognized.

Membership Report (Tonya Draughon)

- ? FAHU's membership was down to 965 in December; we are now up to 980. Our goal is 1068. Companies are cutting back in their budgets for multiple rep memberships. People can find new jobs through the local chapters.
- ? Membership blitzes will be held from 2/15 – 3/10. Blitz handbook is on the NAHU website. Need to have an agent call the "big dog" agent prospects, not a carrier rep. Have prizes & incentives to award on the spot. Don't schedule the blitz for a Friday afternoon or during the last

week of the month. Make a “chapter day” and do the blitz after the normal monthly meeting. Ask each person to bring a list of five key agent leads. Use the NAHU lapse list; be sure to scrub it first. Have pre-prepared thank you letters and cards ready to go. On the day of the blitz, have the chapter calendar of events ready and a FAX machine to process credit cards, as well as snacks and drinks for volunteers.

- ? The alternative may be to do a membership drive spread out over time. May get better volunteer participation with fewer calls (and less time commitment) for each volunteer. This takes a little more coordination and planning. Remember that it is all for nothing if you do not follow up!
- ? Once you get a new member on board, engage them immediately to maintain their interest and involvement. Get them to State Legislative Conference and Symposium. A suggestion was made to use the Summit registration list, and perhaps the Washington Fly-in list, to prospect for new members. Invite folks to the FAHU or local board meetings to observe.
- ? Julian Lago challenged everyone on the board to recruit two new members within 30 days (by March 10), to move us toward our goal. You can't do the same old things and expect different results. At Tampa's recent hospital administrators panel, the attendance (150 people) was greater than their whole membership. Do carrier panels on health care reform; Jacksonville's program was covered by three local news channels.

Executive Director's Report (Dave Sherrill)

- ? Each chapter needs to send an up-and-comer to Capitol Conference and NAHU Leadership Conference. There is one NAHU scholarship for a first-time attendee in Florida to go to Capitol Conference; it will pay for the \$350 registration fee.
- ? The new FAHU website has been approved. We need assistance with webinar training and uploading the site. Need a talented individual to be webmaster. The site can link for a blog, Twitter, Facebook.
- ? NAHU President Russ Childers will be in Orlando on Feb. 24-25; trying to arrange a dinner in the Disney area on 2/24, for anyone interested.
- ? It has been determined that 44.3% (i.e., \$28.80 of the \$65.00) annual FAHU dues are not tax deductible. This is the amount per member that goes towards lobbying expense.
- ? Next bard meeting will be on April 12 at Aloft Hotel in Tallahassee; there is a \$159 room rate. Final board meeting will be on June 4 in Orlando (location TBA) to elect the 2010-11 FAHU officers.
- ? Remember to tell Dave about all local chapter activities so that he can circulate the information ahead of time.

Symposium Report (Kimberly Auclair & Barbara Coggins)

- ? Event will be at the Gaylord Palms in Kissimmee on May 5 – 7.
- ? Exploring partnership with Disney for discount tickets, etc. Still in need of sponsors. Registration website should be up by next week. We will do cross media advertising. Approaching Sea World, Daytona Speedway, printers, etc. as non-traditional sponsors.
- ? Goal is to have 500 attendees. E-mail blast will go to 25,000 agents. We are thinking outside of the box, doing things differently to boost attendance. There will be speakers on sales & marketing and business ownership, as well as a carrier panel and NAHU President Russ Childers. The criteria is to make the event fun, entertaining, and educational. There will be CEs for ethics/suitability, and perhaps separate designation classes (for an extra fee).
- ? Steve Israel mentioned that we are being hampered by lower sponsor budgets, and this is a critical year for us. We need the sponsor contacts to make our budget. Will be attracting reps from AL and GA as well. We will have an appointment area for the reps to use to do business.
- ? Laurie Anderson needs help with communications. The venue is exceptional and accessible. The Gaylord CD/video is available to show at the local chapters; Kimberly has them.

Board meeting broke to allow Dale Maloney to introduce a special guest, Rep. Sandy Adams. Rep. Adams is running for the District 24 Congressional seat, currently held by Suzanne Kosmas. A HUPAC check was presented in support of Rep. Adams' campaign. This is the first time that HUPAC has made a contribution for a primary election race.

Treasurer's Report (Barbara Rennard)

- ? Barbara provided December reports. We have \$43,413 in the bank, up from \$37,000 last report.
- ? Symposium income is trickling in. Largest months for membership dues are August & September. This line item is currently at 36% of budget, but should be closer to 42% at this point.
- ? Leg expenses include the Summit expense, and the lobbyist now bills expenses monthly (didn't do this last year). Summit revenues are outstanding from NAIFA Florida, as well as the 50/50 sponsor revenue. Also still awaiting the bill from the Leon County Civic Center (+/- \$4,500). The Summit will end up at least revenue neutral.

HUPAC Report (Dale Maloney, for Michelle Urso)

- ? Only one new HUPAC member since last report. Up to 100 FAHU contributors, approximately \$20,000. We are third place in NAHU Region 5.
- ? All 12 chapters are contributing, as well as 100% of the FAHU board, but not all of the local board members are participating.
- ? \$5,500 in contributions has flowed back to Florida; a lot goes to key national races such as the MA senate race. HUPAC checks will flow back to the state and local leg chairs for delivery to the candidate.
- ? If a 50/50 raffle winner donates all proceeds back to HUPAC, have the winner write a personal check so that the member, chapter, and FAHU get credit for the contribution.

Healthcare Summit (Michele Liro)

- ? There were 229 attendees at the Summit. We should show a financial profit to FAHU (+/- \$5,000) after all monies come in.
- ? FAHU led the event this year; NAIFA Florida will take the lead next year. Will probably push the 2011 event to late January.
- ? Coverage was provided by the Florida Channel, locally on TV and statewide on the internet.

Legislative Report (Michele Liro)

- ? The health care reform fight is not over. We need folks at Capitol Conference.
- ? We need everyone at State Legislative Conference. There are already several "shell" bills waiting in Tallahassee. HB0589/SB1122 (minimum loss ratios) is already in committee. There are at least 8 new mandate bills.
- ? We need to get a sit-down with the OIR. McCarty gave an open invitation at the Summit. Get every member to participate in Operation Shout.
- ? We are asking NAHU to provide zip code information where we do not have active members. Forward the Shouts to your clients. NAHU is planning to target FL, CA & TX for successful reform solutions.

FHUCCE Report (Jennifer Wenke)

- ? Had a board meeting teleconference call on 1/22. Buddy Anderson has resigned as Executive Director, as he has assumed a similar role with the PAC for NAIFA-Florida.

- ? All requests for campaign contributions should be referred to Jennifer. Include background information to include the candidate's name, party affiliation, personal relationships, and legislative committee assignments.
- ? Advance lead time for processing check requests is greatly appreciated. All contribution checks should be hand-delivered.
- ? Link on FAHU.org will soon be updated.
- ? Will recognize contributors and hand out FHUCCE pins at State Leg Conference.
- ? Current fund balance (as of 1/22/10) is \$27,766.69. We need to substantially grow this amount in order to meet the expected contribution demands of this critical election year. The fiscal year is January – December, so please request all to give contributions for the 2010 year.
- ? Consideration is being given to changing the FHUCCE name, in order to attain better name recognition.
- ? Recognized Buddy Anderson for all of his contributions to this organization.

Chapter Relations Report (Vicky Major-Bell)

- ? Chapter Relations takes ideas from strong, successful chapters in order to help the smaller and struggling ones.
- ? There will be a resource center on the FAHU website, will include ideas for programs, CE, etc.
- ? Working toward a strategy for linking the chapter websites in order to share their expertise (e.g., COBRA, HIPAA, HSA, etc.).

Board meeting was suspended for lunch at 11:55 a.m., then reconvened at 12:50 p.m.

Education Report (Jim Burkett)

- ? There are new regulations for course pre-approval and processing. OIR needs 15 days for applications, and up to 60 days for new course filings.
- ? There have been problems with the sign-in sheets submitted for processing. Please be sure that they are complete and legible. We have ten days to submit completed rosters online, after completion of the course.
- ? There is a brand new updated COBRA/HIPAA course available. Lisa Davies will do the course at your local for no charge. Two new Dental courses are coming from Delta Dental, and another one on Wellness.
- ? Please give topics of interest to Jim, as well as any potential sponsors.
- ? Two courses need to be re-filed; the 4-hour LTC course and Senior Suitability. Cost to FAHU will be \$102.50 for each course.
- ? Course sponsors will present them for free. 50% of the net profit (from non-members only, minimum \$50.00) is to return to the FAHU School.
- ? We should market specific courses to broaden attendance; e.g., PEO course # 69737 is approved for P&C license 240 credit. Jim will identify what other courses may have dual license application.

Awards Report (Dave Sherrill for Heidi Bushko)

- ? FAHU has four new Triple Crown qualifiers from fourth quarter of 2009. Qualification criteria: participate in three Operation Shouts, recruit two new members, and give \$10 per month or \$150 annually to HUPAC.
- ? NAHU Landmark Award submission timeline runs from 4/1/09 – 3/31/10. Submission should be made to Heidi Bushko by March 1. It was suggested that FAHU should also apply for the NAHU Legislative Award, given the great success with the Health Care Summit.

Ways & Means Report (Steve Israel)

- ? Norvax has offered revenue sharing in return for FAHU providing carrier prospects for sponsorships. Laurie Anderson to pursue.
- ? FAHU needs fresh ideas in order to diversify its revenue sources, so that we do not rely so heavily on revenues from membership, CE, and Symposium.

Media Relations Report (Steve Israel)

- ? We are growing our relationship with Florida Underwriter. We have had three articles recently published with them. They want to publish and distribute FAHU's OneVoice newsletter; will there be a problem giving them access to our members' information? Subscription to the Florida Underwriter is free.
- ? Press hits from the Health Care Summit are still coming.
- ? Steve has been approached by E-News, Sirius, as well as the AMA newsletter.

Agent Representative Report (Don Marx)

- ? LPRT application has been sent out by e-mail, as a PDF file, to all members. Encourage everyone to apply.
- ? Today (2/5) is the deadline for the chapters to receive essay contest submissions. We only have one submission to date. Anyone may participate in the award dinner event by indicating such on the State Legislative Conference registration form.
- ? Remember to contribute to FHUCCE by June 30, so that we are 100% contributing board for the year.
- ? Symposium will have a "FAHU working for you" powerpoint presentation set up, with cycling view.

Nominations Committee Report (Dave Gentry)

- ? Nominations Committee is made up of the Immediate Past President (Dave Gentry), incoming President (Kimberly Auclair), and Executive Director (Dave Sherrill).
- ? There are four positions open for nomination: President-Elect, Vice President, Treasurer, and Secretary. The current President (Julian Lago) will automatically become the Immediate Past President, and the current President-Elect (Kimberly Auclair) will automatically assume the Presidency.
- ? Nominations for the 2010-2011 year are now open and must be made in writing to the Nominations Committee. The nominee(s) must be willing and able to serve in the selected position.
- ? There are currently two nominations that have been submitted. Vicky Major-Bell, current Vice President, has been nominated as President-Elect. Paul Deininger, current Treasurer, has been nominated as Vice President.
- ? Cutoff date for nominations is Friday, March 26. The slate of officers will be presented to the FAHU Board for a vote at the June 2 board meeting. Please be sure to have voting proxy present from all chapters at this meeting.

Ethics Committee Report (Julan Lago for Mike Dwyer)

- ? No formal report.
- ? Our intent is to put some "legs" on obtaining a compliance break (i.e., reduced CE requirement) if the agent is already in good standing with and a part of a professional organization with a code of ethics (such as NAHU and NAIFA). A years of service requirement would also apply. This could be a big push for our membership.
- ? This committee is not intended to be a policing entity.

Old Business

- 1) Set up and establishment of the Bylaws Committee. Barbara Coggins to chair. No action or report.
- 2) Business in the sunshine (Laurie Anderson). State requires that adequate and effective notice of meetings must be given. What defines “reasonable notice”? We will continue to depend on our Legislative Committee and Lobbyist for notice of what is happening in Tallahassee. The DFS website has been updated again, making it sometimes difficult to navigate. This issue has been addressed, so the ad-hoc committee was closed by Julian Lago.

New Business

- 1) Motion to have each chapter contribute one or two Haiti relief shelter supply boxes, at a cost of \$1,000 each. (Jim Burkett/Don Marx)

Discussion: Intent is for FAHU to lead and have the chapters follow the example. We cannot mandate that the chapters participate. Tampa Bay AHU has already taken action to contribute separately.

Motion failed.

- 2) Motion to include the committee chairperson contact information on all reports circulated to the board. (Jennifer Wenke)

Discussion: The reports are great, but the additional requested information will expedite further information sharing. This was made as a recommendation going forward, as a procedure to follow.

Motion withdrawn.

- 3) Motion to ask the chapters to contribute towards the cost of one Haiti relief box (see New Business item 1) to be sponsored by FAHU, at a cost of \$1,000. (Don Marx/Tonya Draughon).

Discussion: Executive Director (Dave Sherrill) will send a notice to all chapters in order to gauge interest in contributing, as suggested in the Russ Childers NAHU memo. If not, or if less than \$1,000 is collected, the proceeds will be donated to the Red Cross Haiti Relief Fund.

Motion withdrawn.

Motion to adjourn the meeting (Don Marx/Stephanie Denz). Motion approved. Meeting adjourned at 2:20 p.m.