

FAHU Board Meeting

Aloft Tallahassee

April 12, 2010

Kimberly Auclair called meeting to order 12:10 p.m.

Member introductions.

**In Attendance:** Kimberly Auclair, Barbara Rennard, David Gentry, Michele Liro, Jim Burkett, Don Marx, Corey Mershon, Peggy Gainey, Laurie Anderson, George Braddock (Miami -Dade proxy), Vickey Wollan (East Coast proxy), Michele Powell (Gulf Coast proxy), Lacy Boswell, Steve Israel (Palm Coast proxy), Chuck Athans (Ridge proxy), Jennifer Wenke (Southwest proxy), Heidi Bushko (Tampa Bay proxy)

**Absent:** Julian Lago, Vicky Major-Bell, Paul Deininger, Tonya Draughon, Stephanie Denz

**Also In Attendance:** Dave Sherrill, Dale Maloney, Ashley Wynkoop, Michelle Urso, Wayne Sakamoto, Barbara Coggins, Donna Blizman

Minutes from prior meeting distributed. Marx/Burkett motioned to approve. Minutes accepted as written. Minutes are now available on FAHU website.

President's Report: (J Lago/Absent) given by K Auclair – Thanks for attending SLC. Due to personal and business commitments, will not be able to attend today. Goals – increase visibility, membership and value to members. We have over 100 media hits discussing our successful summit, interviews by members with the media. Hit over 1000 member mark, adding over 170 members and we are #3 in the country in recruiting new members. FAHU has a new website. Upcoming symposium will provide our members and guests with up-to-date information about our industry in the coming years providing further value to members. Stay focused so we can strengthen FAHU and ourselves with any challenges the future may hold.

Executive Director Report: (D Sherrill) Report distributed to attendees. He has been very busy getting ready for this event, attending Cap Conference, working on awards, and getting ready for symposium. NAHU Convention registration is now open. June 27-30 in Chicago, IL. Every chapter should try to send at least one member. You get 3 delegates as a chapter. Everyone who goes from FL should be designated as a delegate, and they should stay for the House of Delegates on June 30<sup>th</sup> (scheduled to end at 11:00 am). Try allocating any funds from the local chapter to providing attendance at this event. One-time Scholarship fee is available for an upcoming leader can be nominated (send info to D Sherrill). Website is up and running thanks to Wayne Sakamoto. Any information you wish to have shared on the [www.fahu.org](http://www.fahu.org) website, send to Dave Sherrill and/or Wayne Sakamoto and it will be posted. Calendar events too! Revenue generation is available for setting up advertising on this website (pricing is not yet set). With regard to the Jan 2010 Summit, our net profit before travel expenses was \$2337. Aetna and the Florida Medical Association were the only two corporate sponsors to pay. Rhett O'Doski has the information to bill the other sponsors. Dave asked that O'Doski get that information to him. The final board meeting will be June 4<sup>th</sup> in Orlando and will include a Strategic Planning meeting. The Board

meeting will start at 11:am to 5:pm, then do a symposium wrap-up meeting and president's roundtable; then Saturday have the Strategic Planning all day. This way it's only a one night stay. Make certain to have chapter president and incoming president at these meetings. This will help the local boards to plan for their board year. The annual meeting and awards dinner will be the last weekend of July or first weekend in August with leadership training. We will try to have a State Board meeting at this event too. Location, date and time TBD.

Treasurer Report: (B Rennard) Cash Balance \$31,000 which is down from last board meeting which was about \$43,000. Income Statement collected on the Florida Response and the expenses incurred are under legislative expenses. We've collected \$57,000 on Symposium income at this time. There were some additional deposits made not included in this amount. We have about \$52,000 in expenses for symposium. We have to pay upfront 75% of our expected costs in advance. Lobbyist fees – no large expenses at this time. Barbara requested that O'Doski bill on a more consistent basis. It was recommended that we might want to start accruing this expense, but if we do it for this, we have to do it for everything else. It's just a convenience factor for our treasurer to keep this expense up-to-date.

Membership Report: (T Draughon/Absent) given by D. Sherrill -- Report was distributed. We hit 1001 members! Good job recruiting! Our goal was 1068, we started at 972. We must keep busy and keep recruiting! Capital has exceeded their goal! Palm Coast is up to 105, and Ridge is up to 24! Tampa Bay has far exceeded their goal at 153! Membership campaign ran from Feb 15<sup>th</sup>-Mar 31<sup>st</sup>. 42 new members were recruited. Jennifer Eisler from Miami/Dade won and gets her dues paid for the year! Second place was Julian Lago!

Retention Report: (A Wynkoop) Report distributed. Retention statewide was 76.81%, which has Florida 19<sup>th</sup> among large states. The last couple of board meetings, we've conducted phone calls. This board meeting is abbreviated, so it won't be done this meeting. But we encourage local chapters to make retention calls.

Legislative Report: (M Liro) State Legislative Conference – you'll hear more about this later this afternoon at 3:45 p.m. Thank you to all for attending. This is the third road show for this year. She sincerely appreciates everything you are doing. It's time to plan the next Summit and they are thinking about November 2010. January is not a good time of the year to hold this event. But committee meetings begin in November so that is the best time to hold the event. So if FAHU wants to hold a Summit, we need to begin planning now. It will need to be placed in the budget (income/expense) and create a task force to handle this.

FHU/CCE: (J Wenke/D Marx) Award recognition pins for levels of contribution distributed. Thanks to Donna Blizman for preparing P&P. We are working to get this completed by end of year. Discussion about name change so as to better explain what we do and what we are for. We need to check into the liability if we use FAHU CCE as the name. So we need to make certain that is clear. FAHU PAC was the official name of the old PAC. We were told that in the past there was a group of agents that our lobbyist could call on that we could get quick campaign contributions for special need/special election checks with our FHU/CCE check so that we can raise awareness. We are looking for specific agents to sign up for this – a total of 10. Let Jennifer know. The bank balance is approximately \$27,000. M Liro inquired

as to what we may need for November elections. O'Doski has not given an exact amount, but we "don't have enough". We need to encourage contributions. Wenke advised that O'Doski will be providing a spreadsheet of primary and general campaigns to target. Marx advised that FAHU has not donated since 2008. It's in the budget. FAHU gives first \$2500 until after symposium, then again after symposium expenses. We should expect FAHU donation by end of June 2010.

HUPAC Report (D Maloney/M Urso) Report distributed – Florida has fallen greatly since last report. We need to get the annual contributors back in the mix and get them contributing. Discussion about the lack of accurate reporting from HUPAC. It was recommended that M Urso get with Chris Harrison, Region 5 RVP, about these problems. We are absolutely underfunded for the 2010-11 elections. D Marx inquired about invoicing for PACs. Sherrill explained that FAHU cannot invoice for PAC. Auclair stated she would bring this up at next Regional meeting and report back to us.

Symposium Report (K Auclair) Doing well with sponsorship – WE'VE EXCEEDED OUR SPONSORSHIP AND ATTENDEES from last year! With sponsors and attendees at about 215 total. A huge marketing push by Laurie Anderson in sending bulk emails out to 7000 agents. We are shooting for 300+ in attendees. Barbara has done a remarkable job (with the help of Laurie Anderson) with kickoff and programs. We have sponsors doing events in coordination with us. We are at about \$75,000 in sponsorships. Walk-thru was done last week. Opening program is an honor to the United States. We have 30 seconds between speakers...no breaks except for exhibit hall and lunch. It's going to be power packed. If there are any members who are interested in volunteering, they will be given the Early Bird Registration rate (which is a \$30 savings).

Education Report (J Burkett) Some new CE classes forthcoming. If you are sending in the sign-in sheets to Jim, please make certain YOU can read it. If you can't, he can't. It's very labor intensive. We have 31 courses in the library right now. He's working on refreshing the 4 hr LTC training right now. We are getting the new courses from the carriers. They are approaching us and they are paying the filing fee for us. We have several more courses coming up. There was a discussion about the 8hr LTC partnership course, if you don't take the 4 hr course, you have to retake the 8hr LTC again. Sherrill mentioned that the carriers are policing this, not the state. If you haven't taken the 4 hr course, to do so as soon as possible. Question about working to get the CE linked to our [www.fahu.org](http://www.fahu.org) website. It has been looked into, but if there is an exam to be taken, it could be difficult. Auclair and Burkett are looking into webinars for the future.

Essay Contest Report (D. Marx) If your chapter hasn't sent your \$100 contribution in yet, please do so. There were some additional expenses incurred with two winners this year that it would be appreciated if all chapters participated. Sherrill said all chapters were invoiced last week, and half have paid.

Media Relations (S. Israel) Please if anyone knows of someone to write an article for Florida Underwriter, please let him know. Press coverage and telephone coverage is being worked on. Hoping to have symposium coverage by the media. Florida Health News – please subscribe to it! We have a link on their website for our symposium. It doesn't cost anything to subscribe. They are a non-profit AND a good news service centered on state activities.

Awards Report (H Bushko) New Awards Year started on April 1<sup>st</sup>. We did apply for website award. We nominated a member for Emerging Leader Award. We did not apply for Landmark Award. Bushko expressed that this position needs to be a 2 year position. By the time you get a feel for what needs to be done, it's too late. Sherrill explained that's the reason for having a vice-chair. Auclair stated that the awards year starts April, with the new board year starting in July, you are already 3 months late. So, it's essential that we make this a 2-year commitment. Bushko passed out the new Awards Chair criteria to bring back to the local chapters. She would like to see something being implemented in Leadership Training for Awards. We now have a FAHU Awards Guide. The FAHU Awards Guide now coincides with our board year and we have small and large chapter of the year, and new Emerging Leader Award (a member in FAHU less than 5 years). Everything a chapter does MUST be documented.

Nominations Report (D Gentry): Paul Deininger, our secretary for 2010-11 had expressed interest in moving up in leadership; however, due to family situation he regrets having to withdraw his name for the Board for coming year. Gentry announced the following nominations for 2010-11: President Elect Vicky Major-Bell; VP Brian Knauer; Treasurer Steve Israel; Secretary Tonya Draughon. With no further nominations announced or submitted, the nominations are closed. Elections will take place at next board meeting this June in Orlando, FL.

Agent Representative Report (D Marx): The American Heart Association is working on childhood obesity and the impact on insurance and society. James Mosteller (lobbyist for The American Heart Association in Tallahassee) was introduced and provided a presentation to the board meeting attendees. Obesity is the #1 killer (versus smoking). The cost is over \$150 billion in a year. In Florida, it's \$9 billion. The insurance costs associated with obesity are staggering. 3 of 4 children cannot enter the military because of weight issues. Workplace wellness plans help counter this. Premium reductions for weight loss are huge factors in countering this. They are working on getting the amendment for PE education from K-5 in exercise back into a moving piece of education legislation this year. This presentation can be personalized to your community and get volunteers from the AHA to give presentations to local chapters. Even can be done via webinar. J Burkett asked if he can work with Mosteller to make this presentation as a CE, that would be terrific. Barbara Coggins also asked if he could come to our symposium to get this information out.

Recognition of Student Essay Contest Winners (D Marx/K Auclair) This is our second year we have conducted the essay contest. This year we had two outstanding essay winners. For Jacksonville Association – Kurt Butler. Lacy Boswell presented the award. For Gulf Coast Association, Donna Blizman presented Katie Digamalaro.

Old Business: (K Auclair) Committee report on the bylaws – B. Coggins no report at this time.

New Business: None

Motion to adjourn by Burkett/Gentry. Meeting adjourned at 2:27 p.m.

Jennifer Wenke for Paul Deininger