

REGIONS 5 & 6 Challenges & Opportunities

legislation

Find a way to organize topics discussed on call, seek out specific activity on the topics, so more informative & productive

Create a blog or message board to get content split up correctly

legislation

Report form too constraining

Expand form to solicit comments on current topics

legislation

Need participants in Key Contacts program

solicit participation of past state legislative conference attendees

membership

Non-members attend for CE but don't join

membership

Long term members don't attend meetings

Get them involved in some way at the meeting- a small presentation, announcement

membership

Recruiting new members

legislation

Getting members engaged

Must communicate your activities at meetings and in newsletters, etc

legislation

How do we get members to understand they have an impact on legislative issues

legislation

Educating legislators on issues

legislation

some agents are not engaging b/c they believe carriers will keep national health care from happening

membership

growth & retention

create phone tree, calling night blitz, get lists from carriers, newspaper ad listing all members, get members involved to recruit new members, use member bucks and follow up

officers

membership/retention

officers

Getting new volunteers

officers

showing the value of membership

officers

tapped out available membership

officers

same sponsors over and over

officers

showing value of sponsorships

officers

keeping people motivated

officers

recruiting successors to board chairs

officers

keeping board focused

officers

adding sponsors or other industry members to roster

officers

leader & member conflicts

media

major national initiative to promote NAHU as the voice on major issues and put a face on our members

media

Training a successor

media

How to separate ourselves from the rest of the industry

media

promote consumer advocacy

membership

getting and keeping members

increasing amount of contact with current membership

membership

getting to know your members

Adopt a newbie mentoring program/ enlist members of 3+ years to mentor new member (contact once monthly for coffee or remind about meetings)

membership

proving value - more than just CE

educate on value of NAHU & public too- sister organizations, chambers, newly licensed agents

communications

too much vs too little

communications

NAHU database is not up to date

awards

not enough submissions

awards

getting awards chairs to do their jobs

chair needs to work with executive leadership to map out year & be involved with strategic planning session

awards

position tends to get dumped on someone

education

finding new & interesting speakers

education

Mixed focus- CE for membership, symposium to bring in \$\$, HR seminar, designations, online resources

officers

attendance, retention, new speakers, committee participation, educating legislators

Have a special carrier presentation event: must be a member and bring 3 guests

officers

recruit & help new leaders to create enthusiasm

officers

use more web0based NAHU programs & promote to membership

officers

Ask new members to do small jobs

officers

put on a health care forum

officers

succession plan

plan out 3-5 years

officers

have co-chairs to spread duties

officers

lower cost to recruit new members