



Challenges in 2007

National Association of Health Underwriters
Region 6 Leadership Conference
July 27-28, 2007
The Peabody Hotel | Little Rock, Arkansas

Awards

Challenge:

Advise members the value of recognition to their customers | AR

Ideas:

add recognition to business cards, stationary, media credibility, lobby of office

Awards

Challenge:

Learning responsibilities of Awards Chair | LA

Ideas:

Keep copies of everything, use emails for documentation, be organized, collect info from meetings, document that a task was done- not just talked about, use minutes for documentation, select what awards the chapter wants to apply for, use spreadsheet to track activity,

Awards

Challenge:

Gathering info for awards from NAHU site, board members | OK

Ideas:

Make sure NAHU has right info on website

Awards

Challenge:

Documentation of Activities for awards | TX

Education

Challenge:

Supporting state and local chapters | AR

Education

Challenge:

Getting CE instructors to call back to confirm | TX

Legislation

Challenge:

Communication issues to members | LA

Legislation

Challenge:

Getting Legislation & Membership to work together | OK



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Media

Challenge:

Get more media attention | MO

Ideas:

Reach out to media contacts with a reference list of topic experts from chapter, design a possible story of interest for them and use personal stories

Media

Challenge:

Building meaningful relationships with the local media outlets and getting the local chapter involved | OK

Media

Challenge:

Keeping state and local chairs active | TX

Media

Challenge:

Getting our side of the story out | TX

Ideas:

Build relationships with TV, Radio & newspaper personnel to promote chapter & encourage members to be speakers for other associations

Media

Challenge:

Building solid relationships with press, retain & build membership | TX

Ideas:

Membership

Challenge:

Increasing membership outside of urban area | AR

Ideas:

get help from state, raise money with a raffle, have CE programs on specialized topics like estate plans

Membership

Challenge:

Grow membership in local -which is a new chapter | AR

Ideas:

chair should send list of everyone on board. Include associate members on the list and redo monthly, have a script when calling billed not paid, always encourage bank draft, membership chair is in charge of billing associate members.



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Membership

Challenge:

Retention! | AR

Ideas:

Do not have apps sent direct to NAHU, track associate members, promote affinity discounts, draft letter from Hillary Clinton thanking them for joining her side, focus on bill not paid

Membership

Challenge:

Creating a consistent process to reach out to renewing members | AR

Ideas:

focus on billed not paid, use scripts from NAHU site, get them to do bankdraft, take credit card info over the phone

Membership

Challenge:

Getting members to attend the meetings since speaker may not pertain to their subject matter | LA

Membership

Challenge:

Increase state membership by 20% & retain 90% | OK

Ideas:

get members involved on a small scale- ex- work registration table, instead of asking someone to take over a whole committee, just ask for them to help., focus on bill-not-paid list by calling for a personal touch

Membership

Challenge:

Retention! | OK

Ideas:

get new members involved immediately, ask for help- not to be on a committee, outsource for free lunches

Membership

Challenge:

Finding a volunteer to be retention chair and volunteers for the committee | OK

Ideas:

Ask for help on a particular task first

Membership

Challenge:

Motivate agents to recruit members | TX



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Membership

Challenge:

Increasing Membership |

Ideas:

use list bill for carriers or large agencies, create strategic membership chair to focus on larger groups of employers, leadership academy for new and up&coming members- do events immediately after monthly meeting and have graduation and recognition, mentoring program for new members, tactfully do not do business with people who aren't members, charge more for non-members at all events, ask for suggestions or questions from members, Ask DOI to put stuffer in with insurance license renewals of NAHU and other organizations they can be a part of, Committee chairs need to attend board meetings & report on issues and accomplishments, Strategic Planning Party- make it fun!!!, do fun events, get past presidents involved in membership

Officer

Challenge:

Budgeting | AR

Ideas:

increase membership by focusing on agents and carriers, identify who you want to join and call 1-2 per month, look to outlying areas within 1 hour away to also call, have a membership drive 1 month before Expo to get in free with new membership.

Officer

Challenge:

No mentor, Connector Legislation | KS

Ideas:

Contact NAHU for help, pre-written media, try to meet with new legislators and do single payer presentation, use activity to increase membership

Officer

Challenge:

Getting chairs to fully own up to their positions without having to remind 10 times | LA

Officer

Challenge:

Reviving chapter | LA

Ideas:

host an Expo, have quarterly meetings with CE, value to members-get meal sponsors, encourage PAC donations, send out newsletters

Officer

Challenge:

Getting leadership on topic, getting agenda set and in motion | LA



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Officer

Challenge:

Doubling membership | LA

Officer

Challenge:

getting people on committees & making meetings exciting | LA

Ideas:

single payer presentation, hot topics, drink & learn, kaiser foundation site for resource

Unlisted

Challenge:

Attendance on teleconferences | AR

Challenge:

Connector Legislation | KS

Challenge:

No experience | LA

Ideas:

Get trained in Ecommerce

Challenge:

Expanding membership & Expo revenue | LA

Ideas:

add silent auction for revenue purposes- asks clients to donate goods or services and portion to charity

Challenge:

Single Payer | MO

Challenge:

Communication issues to members | OK

Challenge:

Finding good presenters | OK

Challenge:

Getting large brokerage houses to join | OK

Challenge:

Receiving info requested in timely manner | OK



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Challenge:

finding committee members | TX

Ideas:

Use ecommerce to get good reports to know which members would help, have someone other than membership chair do registration at meetings, be sure board members do not sit together and that they talk to membership, make being on the board fun!

Challenge:

Retention! | TX

Ideas:

Have a welcome wagon, mentorship program, use past presidents, happy hours

Challenge:

generating & keeping enthusiasm to perform duties | TX

Ideas:

stop retention leaks!, use nametags, split board up, have fun, mentorship, past presidents for orientation, happy hour before luncheon, make sure people know what they are doing

Challenge:

What info to communicate on leg to members? | TX

Challenge:

Getting HUPAC money | TX

Ideas:

get members to understand need for PAC funds and get them to contribute

Challenge:

Ignorance and Inertia | TX

Ideas:

lack of credible info by public policy makers, lack of involvement by the public)

Challenge:

Getting noticed by politicians | TX

Challenge:

Receiving info requested in timely manner | TX