

Region 6 Conference Call

November 27, 2007

Present:

Misty Baker=Legislation
Joe Phifer=Media Relations
Colleen Pruitt=Awards
Mary Lou Hudman-Retention
Sandy Johnson=Membership
Jennifer Toups-Communications
Kelly Fristoe=HUPAC
Delsa Adams-Education
Jacqueline St. Hilaire-Chapter Relations
Carolyn Goodwin-TX
Helen Todd-AR
Mike Gross-KS
Lisa DeRycke-OK
Kathleen Reynolds-MO

Absent:

Ron Nezat-LA

Agenda:

- RVP Comments and Initiatives
 - State Legislative Defense Fund Applications
 - The BoT approved SLDF Application for Maine on the November Teleconference
 - The BoT also approved a new SLDF Application and Checklist
 - This is expected to simplify the process
 - Go through Misty Baker to place a request
 - New Orleans RLC 2008-Jennifer Toups Reports
Not much to report at this time, hoping to have contract with hotel signed by the end of the year.
 - Rural Agent Event Updates – Texas has an event planned for West TX in January, 2
Legislators have accepted our invitation but Carolyn Goodwin will let us know once more information is available
 - LA is scheduling a CDHC class (Pres was not on the call to confirm)
 - Beth Ashmore’s “Newbie Initiative”
 - Beth has asked that State Presidents encourage each local to produce a list of new members and get each new member to commit to a committee assignment on the local level. Beth would like a list from each local listing the assignments.
 - It would be easy to have new members “buy in” to reporting on an article of interest in HIU as discussed on this call last month. There is no limit to how many members could “serve” on the HIU Reporting Committee.

- Not only would new members become enlightened about what NAHU is doing, they would also introduce HIU to current members that have not been reading.

Denny has sent us 3 u-tube clips that could be pretty valuable to share at our membership meetings.

- Connecting the Dots”
 - BoT teleconference minutes will be distributed with our teleconference agenda each month when available.
 - **Regional Team members are encouraged to read them and distribute to local Presidents.**
 - Anyone with questions concerning the minutes should bring them up as discussion items on the calls.
- B2B Discussion
 - Power Point Presentation posted on Region VI website for introducing B2B to your members.
 - You should also discuss practical applications of the forum during your presentation
 - Company reps should be warned that responses to inquiries about products they offer should be “Reply to Sender” only. The forum is not for advertising purposes.
- Capitol Conference Discussion
 - Deadline for Hotel Reservations: December 14th.
 - Deadline for Early Bird Registration: December 15th.
 - Discounts for LPRT Qualifiers
 - Online Registration System
 - Sunday Afternoon sessions for HUPAC BoT (1-3), Leg Council (3-5) and Leadership Training (8-5)
- **No December Call-Next Call January 15th at 9:00AM-Mark your calendar!**
- State Reports:
 - Louisiana (absent)
 - Arkansas – regarding rural initiative offering CDHC class in February, date TBA and hoping that will attract agents from around the state
 - hoping to send incoming President to Capitol Conference
 - Oklahoma – no meeting in December, Beth & Janet were in OK City in November.
 - Lisa mentioned that nobody in Tulsa was aware Beth and Janet would be in OK. Asked that we make sure there is notification when visits are planned so members statewide could plan to participate.
 - Missouri – HB 818, St. Louis has hired a lobbyist and Ken is trying to get a Leg committee put together to work with the lobbyist
 - Heading to Jefferson City for Capitol Day in early March
 - Membership Chair has not been very responsive and does not feel that the conference calls are worthwhile. He is also not attending board meetings. She has 2 people that are very interested in doing this on a state level. Any ideas on how to delicately replace him with 2

co-chairs that are willing to do the work? Denny stated that if he was on record that “teleconferences were a waste of his time” then obviously, the position is a waste of his time. It is the most basic level of “buy-in”.

Meeting in December includes 2 hours of CE

After January will have to have 16 hours of CE including Ethics

Some of the highlights of HB 818 include: where employers pay 100% for ee health insurance will be required to implement a S.125 plan

Dependent age will change to age 25

Will make MO HIPAA compliant

There was some language that would implement connector legislation but not included in the final bill. Ken Schmidt has done a remarkable job of keeping up with this piece of legislation.

- Texas – still working on contract for PR firm.
Janet was in Dallas this month with Mike Ryan visiting some of the larger agencies to find out their needs.
El Paso chapter visited with Insurance Commissioner regarding some ethical issues in regards to sales of Medicare Advantage plans, an emergency order was issued last month restricting people with temporary licenses from selling these policies. Denny emphasized that this is a situation where the DOI came to TAHU for assistance in addressing a problem. The perfect partnership!
Annual Legislative Day scheduled for January, 2008
Approved developing a certification program for small group agents – trying to be more proactive during the non-legislative year
- Kansas – making some progress on the legislative front
Helped out with the grass roots effort working with MO on HB818
Law changed to increase poverty level to 200% which has been a concern for many employers.
Representative McKinney had 11 agents in his office advising him regarding legislation in MO that might help their state and he was very impressed with the ideas.
Another Senator was promoting some connector legislation but has abandoned that idea as unworkable and is working with Kansas AHU and their initiative.
Hiring a lobbyist was the best thing they have ever done!
- Chair Reports:
 - Membership & Retention
 - Update on Janet’s Dallas Recruiting Trip – visited larger agencies in Dallas to impress on them the importance of joining us for various reasons and how we can provide them with greater value. She was able to meet with the Principal at all the agencies and a great deal of the agents joined them as well. They were more interested in what we were doing on a federal level legislatively.
 - Main focus at this time is engaging local Membership Chairs
 - Working on Texas Membership Awards
 - October, 69 new members, 51 lapsed
 - Ranked #3 in new members, 2nd in growth, 6th in retention (tied for 2nd place in GAIN contest). Only Kansas improved their retention from prior month.
Membership Chair should be submitting committee assignments for new members to Mary Lou. They should have the form to help them track this.
 - Legislation – AR is running into some Medicare Advantage issues
OK had their annual summit last week, filing deadline is next week

Misty has been named to another committee by the TDI, the TDI Academy, promote broad thinking regarding diversity, insurance management, leadership development, and fostering relationship between providers and consumers

Sent TX Lobbyist to NCOIL last week and 4 legislators from Texas were there – great networking opportunity. They hold meetings 3-4 times per year throughout the US and members of insurance committees are generally invited.

Don't forget to set up Capitol Conference appointments with members of legislators.

- Communications – working on website tools for Communication Chairs
- HUPAC – just completed most of transition to new management company. Need to encourage state Presidents to promote HUPAC. Opened the meeting in OK City with Beth Ashmore and generated some HUPAC contributors as a result of that meeting. There is a bus tour planned for Tuesday afternoon, \$100, that is not available to individuals. Only groups can do it – should be a lot of fun.
- Chapter Relations – encourage each local to send someone to Capitol Conference to attend Leadership Conference. Any chapter needing help with Silver Seal requirements are encouraged to contact Jacqueline for assistance. We have had several chapters accomplish this recently and would like to see more of our chapters qualify.
- Education – they will have 1 hour during Leadership training. Education classes have been determined for NAHU conference and encouraging states to file the classes with their state for CE. Promote CDHC certification classes, several states already have classes scheduled.
- LPRT – there is a discount for Capitol Conference depending on the level achieved – take advantage of that savings.
Changed to add Group Life and term life
- **Nominations – January 18, 2008 is the deadline for nominations for RVP and NAHU**
- Awards – working on a new award to present to the BOT, designed to encourage new members to participate, less than 5 years in association but demonstrated local, state or national involvement
- Media – first conference call November 13, set up calls for every other month, 4 attended.
Goals: Register 5 people in each state for Media Relations Spokesperson database
Each local chapter get at least one media coverage hit
At least one Co-op Ad submission by each state
Submission of Media Relation Award
Present Single Payer materials DVD or John Stossel special DVD
Participation in Region 6 conference calls by state Media Chairs and submission of monthly reports