

DIAL IN: 800/441-0042 PIN: 895797

PLEASE MARK YOUR CALENDAR FOR NEXT MONTH 10/30/2007 9:00AM

Roll Call:

Misty Baker=Legislation EXCUSED
Joe Phifer=Media EXCUSED
Colleen Pruitt=Awards EXCUSED
Cindy Doucet-LPRT
Mary Lou Hudman-Retention
Sandy Johnson=Membership
Jennifer Toups-Communications
Kelly Fristoe=HUPAC
Delsa Adams-Education
Jacqueline St. Hilaire-Chapter Relations

Ron Nezat-LA - **Absent**
Carolyn Goodwin-TX
Helen Todd-AR
Mike Gross-KS
Lisa DeRycke-OK
Kathleen Reynolds-MO **Substitute Lynn Pyle**

Agenda:

- Roll Call – Meeting called to order at 9:05 – attendees as listed above
- RVP Comments and Initiatives
 - State Legislative Defense Fund Applications
 - New Requests from Colorado AHU and New Mexico AHU
 - Proper Procedure starts with Regional Leg Chair-Misty
 - Are there any additional states in our region that anticipate a need in the next 15 months? We are working on our budget and need to plan for the expense.

Texas – not anticipating this need
Arkansas – not anticipating this need
Oklahoma – not anticipating this need
Missouri - not anticipating this need
Kansas – recently handled

- August 2007 GAIN has us 2 members ahead of last year!
- BoT is aware of the problem relating to the sale of products impersonating major medical coverage without actually providing coverage. NAHU will be taking action.

There are a lot of plans being sold that are marketed as major medical but don't really provide the coverage. Our industry needs to lead in the efforts to reform the market to better control product offerings.

- New Orleans Regional Leadership Conference 2008
 - Should we do a joint leadership conference with Region VI?
Chris Harrison had reached out to Denny and suggested the idea of holding a double meeting
 - Considering the Ritz and the Royal Sonesta -
The only 2 hotels that can accommodate a double meeting

- Plan would be to hold the conference 1st or 2nd weekend of August
- Pros - The economies of scale make sense, smoother transition for new RVP, greater attendance, helps NAHU visitors by reducing the number of trips, help support another region
- Disadvantages – successful past conferences, shared control over event

Consensus seems to be in support of holding a combined meeting. Denny will reach out to Chris and get confirmation from him and he will let Jennifer know within the next 2 weeks so that she can work on finalizing the hotel contract.

- It appears that NAHU has a potential legislative victory surrounding Children’s Health Insurance. NAHU remains legislatively proactive.
- When we talk about “connecting the dots” one significant aspect is engaging new members. It is the key to keeping them! Share what your states and locals are doing with that.
- State Reports:
 - Louisiana
Distributing approx. \$20,000 from State Pac to various legislators
Legislature is not in session
 - Arkansas
Hosting a COBRA seminar today
Strategic planning date has not yet been set, probably won’t be scheduled until the new year
Succession of leaders seems to be working more smoothly at the local level than at the state level
 - Oklahoma
Legislature is not in session
Their bylaws help support their succession plan to ensure future leaders at the state level
OK City has had some complaints that they aren’t getting value from the State board, trying to get them to take complaint to the state for discussion
Tulsa implemented a great contest to encourage member participation in events – tickets for each event that they attend, awards, volunteer positions, etc.
 - Missouri
Struggling with St. Louis chapter, not participating in meetings
Ken Schmidt working on a committee to bring 3 locals together to revise By laws in order to make them more consistent
Product Expo scheduled in St. Louis, 09/27/07. It was very well attended last year.
Hoping to combine it with Springfield next year and make an even larger event
 - Texas
In September 1 local recruited 23 new members and retained 2 through various contests/events
Fort Worth has recruited 17 new members since the start of the fiscal year
Carolyn is sending personal notes to all new members welcoming them to the association
Sandy and Mary Lou held a very successful membership meeting
Legislatively we are trying to be more proactive so even though the legislature is out of session we are working on presenting some initiatives to help address some issues
The EC is holding monthly conference calls to take care of some of the smaller issues

The PAC has grown quite significantly thanks to the efforts of Joe Phifer
Rural efforts include a meeting scheduled for January in the Panhandle area (NW) of Texas
– we need legislative contacts in this area but don't have the representation to draw from
Possibly scheduling meetings for CDC training or Health Insurance 101 in additional rural
areas

- Kansas
 - Fighting legislation being pushed by the Governor
 - 9 members have agreed to lead the state organization, 3 from Wichita, 3 from Topeka
 - Created a Kansas State PAC and hired a lobbyist
 - Soliciting funds through an email campaign, have engaged their carriers in assisting to reach additional agents throughout the state that are not currently members
 - In August met with several key members of the legislature as well as the Insurance Commissioner. They held additional meetings in September with other legislators to become a professional resource for their staff.
- Chair Reports:
 - Membership & Retention
 - 22-24 people made the Membership call last week
 - Arkansas is #3 and Texas is #5 in GAIN
 - Fort Worth AHU is leading in % of new members, Dallas AHU in number of new members, Louisiana is leading in retention, Region 6 is tied for #1
 - NAHU's Education Chair is helping to come up with some program ideas that work for individual agents
 - Mike Ryan of DAHU is working on a project to go after large agencies and carriers to improve participation
 - Ask carriers to designate 5 minutes to talk about membership in our association, perhaps have a table to promote membership
 - SAAHU recently held a lunch for Humana to thank them for their participation
 - We are 2 members behind CA in new growth
 - Retention blitzes seem to be working well. Mary Lou would like copies of the call log (billed not paid list) once the calls have been completed. She needs to share this information with NAHU in order to determine why people are not renewing
 - East Texas AHU is going to start sending miss you notes to people that haven't attended a lunch in a few months. They are also making calls to people that aren't coming or not renewing their membership.
 - Legislation
 - Texas is working on the 100% premium idea
 - Working on keeping Media in the right direction
 - Planning Day at the Capitol early next year
 - Attending fund raisers for legislators
 - Connector bill proposed in Kansas, working towards alternatives that will keep it in the private health insurance market
 - Arkansas – regulation of Medicare supplement policies
 - Louisiana – 8 candidates for Governor, exciting race going on, main candidate that we support hasn't been to responsive to our attempts at contact
 - Oklahoma – brought someone in from MA to discuss connector legislation, did a 3 hour presentation for legislators, legislators seem to be suggesting that they consider something like this next session, panel discussion scheduled including legislators and an agent, presenting 3 Myths of Single Payor for Tulsa C of C, scheduled for more groups outside our industry
 - Communications

The website has been updated. There is still a little work to do but if you need anything posed please submit it to Jennifer and she will add it to the website.

- HUPAC
 - Some things are changing on the PAC Board, Mike Stephens has accepted the role of Member at Large
 - Committee has been appointed to determine how to recognize contributors (pins) in a cost effective manner
 - In the process of changing to Stake Holder for funds management
 - Working on Capitol Conference
 - Kelly will be contacting each State PAC Chair to get a report and calendar regarding their plans for PAC next year
 - If you are hosting an event please dedicate some time to discuss the PAC
 - Chapter Relations
 - Need Leadership Rosters for all locals and state boards. Brooke Willson is missing Kansas AHU & Northeast Louisiana AHU.
 - Silver Seal status has been updated and is available on the NAHU website. If you need any help with any of the qualifications please contact Jacqueline St. Hilaire at jacquelines@safeguard.net or for those that prefer a more personal option I can be reached at 972-364-5062.
 - Education
 - Broker to broker program is set up and encourages everyone to get online and participate
 - LPRT
 - Monthly call is next month
 - Working on updating the application and redesigning the pins they distribute for recognition
 - Nominations
 - Awards
 - Media
- Goals
 - Needs

Meeting adjourned at 10:30 a.m.