

Region VI – Conference Call – January 15, 2008 9:00 AM.

Chairs on call:

Misty Baker-Legislation
Joe Phifer – Media
Colleen Pruitt- Awards
Mary Lou Hudman – Retention
Sandy Johnson – Membership - excused
Jennifer Toups – Communication
Kelly Fristoe- HUPAC
Delsa Adams- Education
Jacqueline St. Hillare – Chapter Relations

State Presidents on call:

Ron Nezat – not on call – sent report to Denny
Carolyn Goodwin – TX
Helen Todd – AR
Mike Gross – KS –
Lisa DeRycke- OK –
Kathleen Reynolds – Mo

Denny thanked everyone for taking time to be on the call and apologized for the confusion with the new conference call system. Denny reported that a second SLDF application for Maine of \$5000 was approved on the December BOT conference call. A total of \$10,000 has been distributed to Maine the first \$5000 in November and the second in December to be shown as a 2008 budget expense.

New Orleans RLC 2008 will be a joint meeting between Region 5 & 6.

- Contract is in place with the Ritz Carlton in New Orleans
- The dates are Friday and Saturday August 8th & 9th.
- Membership & Media Training will be held on Friday morning from 8:30 - noon
- Leadership meeting will be from 1-5 on Friday and 8-5 on Saturday.

Rural agent events were discussed and the following is the status:

- Texas will be holding their first event in Amarillo on January 16th; it will be a legislative round table with the invited representatives from the Amarillo area. Denny is looking forward to attending and will be using lessons learned at this event for planning future events.

Denny asked that as dates are secured for other events, to please keep him in the loop so he can plan to attend.

Beth Ashmore is targeting Large Chapters to find solutions to improve retention. She and Janet will be working with the Dallas chapter as a pilot chapter to try to find answers.

“Connecting the Dots”

- BoT Teleconference minutes for December have not been released yet.
- The NAHU Financials are posted at:
<https://www.nahu.org/eseries/source/security/member-logon.cfm?section=unknown&activesection=home>
- Three P & P’s were updated in December and are available on the NAHU website. They are: Implementation of P & P’s-95-01-B, Bylaws Committee Organization -95-06-CMT and E-mail voting-05-02CMT
- Encourage chapters to discuss B2B at every meeting. There is a PowerPoint presentation on the Region VI website to use to introduce and explain B2B
- **Capitol Conference** – Sunday afternoon sessions for HUPAC BoT (1-3), Leg Council (3-5) and Leadership training (1-5). Denny would like to get the state presidents together on Sunday for lunch.
- **Janet Trautwein** has reported that Ron Williams, CEO of Aetna has agreed to speak at National Convention. In addition Dick Morris and Andy Card will be speaking.

Mark your calendars for the next call on February 26th.

State President Reports

LA – Ron Nezat- Ron was not able to be on the call, reported to Denny that La. Will be sending 1 person to Cap Conference from the state and a total of 10-12 people for the membership of La. They have distributed \$25,000 from their PAC and will be sending out \$10,000 more in the next couple of months. They have 450 members with 14 lapses.

AR – Helen Todd – They will be sending 2 to Cap Conference. They are still working on their CDHP class but have to find a speaker.

OK – Lisa DeRycke – Their legislature is back in session but nothing has come out yet. They will have 3 going to Cap Conference for the state. OKC will be sending 3 and Tulsa will be sending 3. Retention is a major problem for OK right now. They have lost a lot of members. The membership and retention chairs do not seem to be working together. They are still working on their rural agent event and hope to have that in February.

MO – Kathleen Reynolds – They will be having a board meeting on Thursday. Membership retention is a problem for them also. The Springfield chapter raised their dues to \$295 and St. Louis raised their dues to \$300. They are working on a piece to explain the dues increase and show the added value that the member receives. They will have 5 going to Cap Conference. They have been working on their by laws and will present them at their next board meeting. Ken Schmidt has been working on an Ethics CE and they are working toward a special CE Event just for Ethics.

TX – Carolyn Goodwin –The first rural agent event will be in Amarillo on the 16th. There will be another one later but time and place has not been decided. There will be 23 from Texas attending Cap Conference. Dallas has agreed to be the pilot chapter for a retention project. Texas will be having their mid year strategic planning and full board meeting

next week in Dallas. This will also be the time for the State Leg day and planning session for the next Legislative session.

KS – Mike Gross – They will have 5 attending Cap Conference. Their winter symposium has been set for March 5th. Janet Trautwein and the KS Insurance Commissioner will be providing CE. The Kansas Legislature is back in session and SB11 is hanging like a big cloud over the session. The Kansas lobbyist is working on breaking this bill into 3 or 4 small bills that they can live with instead of 1 large bill. The Kansas PAC has been incorporated as a separate not for profit corporation.
Region Chairs reports

Membership – Mary Lou Hudman – Retention is a problem for Region VI. The region was down from 3202 to 3120 as of November. Our retention numbers have dropped from 82% to 77%. Everyone needs to work on getting home information into the e-commerce system in order to keep in touch with members that might leave an employer and we have no way of contacting them. We need to find out why members are not renewing their membership.

Legislative – Misty Baker – Misty was on a flight to Amarillo for the Rural Agent event and did not have a report.

Communications – Jennifer Toups – Lists that are needed for awards points are posted on the Region VI website.

HUPAC – Kelly Fristoe – The change to Stakeholder to track HUPAC contributions is complete and there have been some problems. Donations that have been made are not showing up but Kelly is working with them to get this corrected. Kelly reminded everyone that is going to Cap Conference about the HUPAC special even at the Spy Museum and to get registered for that. He also requested that everyone wear their HUPAC pins at Cap Conference. .

Chapter Relations – Jacqueline St. Hilaire – Jacqueline is working with Janet & Beth on the retention pilot project. Remember to get new members engaged. Set up mentors for new members with older members of your chapters. Each chapter needs to try to get their President-Elect to the workshop at Cap Conference, this will help them get their year started, now is the time to be recruiting boards for next year. Each chapter needs to be recruiting future leaders.

Education – Delsa Adams – Webinars for the RHU designation start later this month. Remember that the NAHU Ethics course is on the NAHU website for your education chairs.

LPRT-It is time to complete applications for LPRT and get that to National.

Nominations – Helen Todd – NAHU nominations close on January 18th. At this time there is 1 nomination for Region VI VP.

Awards – Colleen Pruitt – State Presidents need to be working with their awards chairs to make sure they have the documentation they will need.

Media – Joe Phifer – The MR committee will host a breakout session 2/4/ from 2:15 – 3:15 PM entitled – “Getting Our Message Right” a panel discussion with health care reporters about how to best communicate it to the media. Kelly will moderate the panel discussion and the committee will assist with the Q &A session. We’ve invited reporters from the Washington Post, Wall Street Journal, USA Today, Congress Daily, National Underwriter & BNA’s Health Care Policy Report. At Cap Conference we will unveil our new Health Access Brochure, Value of the Agent Brochure and new print ads. Our Faces of the Uninsured brochure will be distributed at the Healthy Access Database breakout session. AR, MO, OK & TX are active in our Region VI Media Relations Conference calls, but KS & LA are not. Joe sent out kudos to OK City they sent out a January Media Advisory in regard to their luncheon featuring the Chief of Staff from the OK DOI, who updated their members on the OK Chat Program. After receiving the Media Advisory, a radio program contacted their chapter and later interviewed the local President and later interviewed the local President for one of their programs.

Call adjourned at 10:20