

Region VI – Conference Call – October 30, 2007 9:00 A.M.

Chairs on call:

Misty Baker-Legislation

Joe Phifer – Media

Colleen Pruitt- Awards

Mary Lou Hudman – Retention

Sandy Johnson – Membership

Jennifer Toups – Communication

Kelly Fristoe- HUPAC

Delsa Adams- Education

Jacqueline St. Hillare – Chapter Relations – not available

State Presidents on call:

Ron Nezat – LA

Carolyn Goodwin – TX

Helen Todd – AR

Mike Gross – KS –

Lisa DeRycke- OK – EXCUSED

Kathleen Reynolds – Mo

Denny thanked everyone for taking time to be on the call. Denny had recently returned from the Budget Meeting (Oct 19-21). The 2008 Budget was approved using very conservative income assumptions, passed with a \$36,650 surplus. The recently formed Finance and Audit Committee made up of Russ Childers – NAHU VP, Steven Selinsky- NAHU Treasurer, Chris Harrison – Region 5 VP, Charlie Gartlan Region 1 & 2 VP, Jennifer Murphy – NAHU CFO and Janet Trautwein – NAHU CEO will be reviewing the association finances on a monthly basis.

NAHU Communication Dept has several new tools including the new brochure: Faces of the Uninsured which illustrates the availability of coverage and the value of the agent. Please contact Kelly Loussedes for copies of the brochure.

The Board approved \$100,000 for the State Leg Defense Fund. The board felt this was a good use of the funds raised through the dues increase. The Board recognizes the increased state level Legislative battles.

Another use of new revenue is the allocation of money to add another staffer to the legislative department to assist in the upcoming battle to fight for private sector health insurance solutions.

The BoT approved requests for funds from the State Legislative Defense Fund for Colorado AHU and New Mexico AHU earlier this month.

Denny noted that proper procedure for requesting funds starts with the Regional Leg Chair – Misty Baker.

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

- Texas will be holding their first event in Amarillo on January 15<sup>th</sup>, it will be a legislative round table with the invited representatives from the Amarillo area
- Louisiana will be holding 2 CE events for certification in CDHP in late November and early December in the rural areas
- Oklahoma is working on their events but did not have details at this time.

“Connect the Dots” by encouraging your locals to have a committee of one or more responsible for reading an article in HIU each month. At each monthly meeting, that individual would report on the article while displaying the HIU magazine.

Reminder that everyone should be discussing B2B at each monthly meeting.

### State President Reports

LA – Ron Nezat- LA is working on their events to involve the rural agents. They have also established a by laws committee to update their bylaws and make sure they are in compliance with NAHU. They currently have 61 members on the billed not paid list and they are working to make sure they don't lapse. They have added 22 new members but have 16 lapsed members.

AR – Helen Todd – AR is working toward having a strategic planning meeting after the 1<sup>st</sup> of the year. NW AR chapter won the summer retention contest.

OK – Lisa DeRycke – OK had their board meeting a couple of weeks ago. They are working on their rural agent event. Their legislative committee is cross referencing the legislature's insurance committee with their members to see what areas of the state needs to be targeted. They believe they will have these targets identified before the leg session beings in January. They are working hard to increase membership in both locals.

MO – Kathleen Reynolds – They established a by laws committee at their recent state board meeting. They are working to find a carrier for D & O insurance for the state. They will be increasing dues to \$295 for Springfield and \$300 for St. Louis. They are working on organization in general for the state. The Springfield chapter has hired a lobbyist.

TX – Carolyn Goodwin – Texas recently had their board meeting. After consulting with an attorney they will be working on updating the Articles of Incorporation and by-laws. The state awards chair is reworking the awards guidelines to more closely follow NAHU. The board has decided to hire a PR firm to help getting the message about the importance of the agent out to the public. Carolyn has been working with NAHU on a letter to be released in answer to the American Cancer Society ads that basically bash insurance carriers. Members meet in El Paso to discuss unethical marketing of Medicare products

with the Texas Commissioner of Insurance. Texas is 200 members behind their annual goal but they are working to get more members.

KS – Mike Gross – They are working against connector legislation in their upcoming legislative session. They have been soliciting members and non members for funds to help fight connectors.

#### Region Chairs reports

Membership – Mary Lou Hudman – Currently the region is # 2 in the Gain contest. Currently we are 3rd in retention. Region has added 69 new members but lost 46. Dallas and Houston added 40members and Ark. NW added 9. There were 24 people on the membership call last month.

Legislative – Misty Baker – Oklahoma has probably held off any major health care reform until 2009. The SCHIP decision is impacting them. Texas will be working with the legislators to put together a Small Group Agent Certification program that will be optional for agents but will be like the Good Housekeeping Seal of Approval from the TDI. This initiative came about because of concern from the insurance commissioner that agents walk away from small group business.

Communications – Jennifer Toups – There have been 3 or 4 Silver Seal Certifications awarded and she will update the website to shows these winners.

HUPAC – Kelly Fristoe – NAHU is changing to a new vendor for HUPAC and at this point the reporting from Stake Holder has been very poor. They are not able to obtain information at this time. The HUPAC website is under going major changes. Details are not final on the HUPAC event at Cap Conference but it will be a very enjoyable event. Kelly will be going to the OK City chapter next month to discuss HUPAC.

Chapter Relations – Jacqueline St. Hilaire – not on the call, no report

Education – Delsa Adams – NAHU is looking at the RHU and REBC designations to make them more prestigious. CDHC certification has been held in Ft. Worth and Missouri and 60 attendees were certified.

LPRT-Cindy Doucet- Denny announced that Cindy Doucet has resigned and to please let him know any suggestions for a replacement. There have been changes made to the LPRT application and group and individual term life sales have been added.

Nominations – Helen Todd – Letters have been sent out requesting nominations for the coming year. These need to be returned as quickly as possible. Denny hopes to get nominations for his bid for Secretary from all the states in our region. Don't hesitate to send in a nomination the more applications the better. We need to be thinking about a nomination for the RVP for our region, if any one is interested please let it be known.

Awards – Colleen Pruitt – Pretty quiet for the awards committee at this time. Reminders of the different awards and criteria are being sent out monthly.

Media – Joe Phifer – The media chairs have decided to only have conference calls every other month. Working with the media chairs to get out letters to the editors to make them aware of the agents roll.

Denny reminded everyone of the next conference call on November 27<sup>th</sup>.

Call adjourned at 10:05