

IAHU Board Meeting  
March 2014 Minutes  
March 11, 2014

Called to Order: The March meeting of the Iowa Association of Health Underwriters was called to order by President Evans 3:11. The March Board meeting was held in a meeting room at the Delta Dental office in Urbandale.

Members Present: Joe Evans, Lynn Schreder, Greg Shireman, Eric Kohlsdorf and Marcie Strouse

Members on Phone: Donielle Jarvela and Jesse Patton

Members Absent: Bob Lindsay, Joe Teeling and Todd Thams

Minutes: Motion by Lynn Schreder to approve February 2014 Minutes. Second by Greg Shireman. Discussion. Approved.

Financials: Motion by Greg Shireman to approve February 2014 Minutes. Second by Eric Kohlsdorf. Discussion. Approved.

Symposium: Chair Jesse Patton introduced his committee; Lee Patton, Darson Grantham, Dominic Bottenfield, Doug Ireland, Deb Sears & Deb Ferjac. Registration for the event will be \$175 down from \$200. The committee is working on getting an app with all the Symposium details for attendees. This is to help with the cost of printing materials. Looking at putting together a 4 page agenda and not a book this year. The website is being updated as things are confirmed. Speakers are being confirmed. So far we have confirmed Gov. Branstad and Liet. Gov. Reynolds & John Forsyth from Wellmark. Have communicated and received tentative confirmations from Grace Marie Turner from the Galen Institute, Avik Roy from Forbes, Gary Claxton from the Kaiser Family Foundation. Jesse has secured a booth at the HR OneSource employment conference in April to help draw more people to the symposium. We have decided to have a drawing for a lease on a vehicle. This will be drawn from the passport program. Attendees will have to get their passport stamped by all sponsors in order to get into the drawing for the lease. Jesse

is still working out the details and needs to decide between Toyota or Cadillac of Des Moines. The best deal will win the bid. He will share the final details at the next board meeting. We are trying to secure this lease as part of the \$10,000 sponsorship. The committee is looking into applying for Nebraska CEs as well as Iowa CEs to draw more folks from Nebraska. Wellmark has committed to the \$15,000 sponsorship again this year. We have also heard from Ameritas, SunLife, Principal and MetLife. We have not received their sponsorships yet. The minimum booth this year is going to be \$1500. The committee is hoping to have the marketing materials for sponsors by the next board meeting April 8<sup>th</sup>. The symposium will be starting at 10:00 am on July 23<sup>rd</sup> and will end in the afternoon of July 24<sup>th</sup>. We are hoping to get 10-12 CEs for the symposium. Jesse provided the board with a budget for the symposium using numbers from last year's symposium. This is a conservative budget. One thing that we are looking further into is the marketing budget. The marketing team is going to outline what they are looking to do and will present to the board before moving forward with these plans. Motion by Eric Kohlsdorf to approve budget with final approval by the board of the marketing plan once the plan is established. Second by Lynn Schreder. Discussion. Approved.

Membership:

Chair Lynn Schreder discussed the Membership Committee's plan to market to the larger agencies to push for more corporate memberships. Since there is a discount for the corporate memberships this is a great way to reach more agents and market our Association. At this point the groups that are going to be targeted are: Accumen, Farm Bureau, Gallager GBL, Holmes Murphey, Iowa Bankers Ins Svs, LMC, Mercer, Mutual Med, PIPAC, Reynolds & Reynolds, True North and Two Rivers. Lynn asked for assistance from the board to reach out to these agencies. We had 223 members as of the March 2014 board meeting.

Finance:

None.

Legislative:

Chair Eric Kohlsdorf shared that NAHU had really pushed to get the Letter to fix the Healthcare.gov website signed. We had all Democrats sign and no Republicans. Congressman Bruce Braley from Iowa was eager to sign on and has asked if he can be more involved in this process going forward. Eric is also well into the

planning process for a May 22<sup>nd</sup> Senatorial Debate based only on healthcare reform. 4 out of 5 republicans have committed at this point. He is still working on the last one. He has spoken to Channel 13 WHO-TV Political expert and weekend evening anchor, Dave Price, to moderate the debate and he has committed. He is also going to commit his Sunday Political program, The Insiders, to our debate after the event. Eric also reached out to Van Harden about airing the debate on his program as well. We will be the only Association putting this on and we will have our logo on the podium as well as behind the stage during the debate. Eric is looking into the venue and at this point would like to hold it at DMU. He will continue to update the board as more information is confirmed around this event.

#### Programs:

Chair Marcie Strouse updated the board on the upcoming April Programs. This program is scheduled to be in Des Moines on April 10<sup>th</sup>, Cedar Rapids on April 17<sup>th</sup> and Storm Lake on April 24<sup>th</sup>. Donielle Jarvela is looking into meeting space for the Cedar Rapids meeting. Des Moines' meeting will be at the Junior Achievement building on Grand and the Storm Lake meeting will be at King's Pointe again. We will have a 1 hour CE presented by Delta Dental on the new regulations for dental and vision in the ACA. We are hoping to get a CE approved for the Commissioner's 1 hour presentation as well. The last hour will be an updated from CoOpportunity Health, Coventry, United Healthcare and Wellmark. We are looking forward to September meetings. We have plenty of speakers willing to do programs for us. We have Steve Ellingboe from Select Networks that would like to do a 1 hour CE on vision and hearing benefits. We are also looking to do another carrier program allowing all four medical carriers to present another hour each on the upcoming December renewals that we are all a bit anxious about. We will have more details on this at the next board meeting. The Golf Event is really coming together. We have a few sponsorships secured and the materials have been going out to membership. The golf information is also out on the website. We will be having a lot more interaction on each hole and trying to really boost the participants as well as sponsorships this year.

#### Communications:

Chair Donielle Jarvela has been sending out communications for all of our upcoming events as well as communicating with our Webmaster to make sure that the website is up-to-date.

Awards: Chair Donielle Jarvela is working on the awards for IAHU. Everything is due March 28<sup>th</sup>. She requested documentation from Eric Kohlsdorf for legislative materials as well and membership materials from Lynn Schreder. National Chair Dawn Barr has been helping with this process.

Old Business: Bi-Laws review was headed up by Eric Kohlsdorf. The attorney added more compliance points and made us aware that if our total revenue goes over \$200,000 we will be moved to a different tax filing status. The fee to restate the Bi-Laws is \$450. Motion by Lynn Schreder to approve the \$450 fee to restate the Bi-Laws. Second by Marcie Strouse. Discussion. Approved.

IAHU Website – Joe Evans & Greg Shireman – nothing to report

New Business: Guest Speaker Troy Cook, Region IV VP came to speak about what's going on nationally. There is a great 2013 highlight piece that we should be using to market our Association. The PPACA certification has exceeded their expectations as far as members getting certified. At this point there have been over 3000 people complete the PPACA certification. This is a difficult certification of 11 hours of instruction. If you go to the 6 hour PPACA certification meeting in person you will still need to go online to complete 4 more hours of online instruction. In order to hold a meeting you need to have at least 50 people registered. Troy can also provide other certification training for our membership. Voluntary Benefit certification and Self Funding ABCs. We are looking to provide one of these certifications to our membership this fall. Cook also mentioned that we really need to keep an eye on our lapsed membership report. He also mentioned that our National team is growing due to all the need in DC and across the country. Our National staff is being called up more and more to testify in DC as well as speak across the US on behalf of our membership.

Meeting Adjourned at 4:40 pm.