

IAHU Board Meeting
October 2014 Minutes
October 14 2014

- Called to Order The October 2014 Board meeting the Iowa Association of Health Underwriters was called to order at 3:16 PM by President Patton. The meeting was held at Delta Dental.
- Members present: Patton, Evans, Schreder, Jarvela, Lindsay and Barr
- Members absent: Kohlsdorf, Strouse, Oliva and Shireman
- On the phone: Thams
- Guests: Lee Patton
- Minutes: Following review of the September Board Minutes, Motion by Jarvela / Seconded by Evans that the Minutes be approved. Motion Passed
- Treasurer's Report: Following review, Motion by Schreder / Seconded by Barr to approve the Treasurer's Report. Motion Passed
- Membership: Report by Chairperson Schreder. Current membership is down to 232. Chairperson Schreder shared that because of her work responsibilities she has not been doing any proactive work towards increasing membership. Chairperson Schreder expects to see an uptick next month because her membership Committee is established in meeting schedule. Committee consists of James West, Kerry Meek-Anderson and Kacy Gruekemeyer. There was discussion about lapsed members and whether there was any opportunity to have these members re-join. Chairperson Schreder is anticipating the appointment of a retention chair to the Board. President Patton has reached out to four different individuals about assuming this position. Three declined in the fourth did not want to become a member of the Board but is helping as a member of the golf Committee. There was discussion by President Patton about establishing a president's new member call.
- Finance Committee: A Profit & Loss Statement for January 2014 to September 2014 was emailed to the Board for review. There was also a copy of the annual income tax filing for the Year ending June 30 2014 sent to the Board. A copy of the check register for the month of September was also provided for review. No additional report was made.

Legislative: Chairperson Kohlsdorf was not present but emailed his report to the Board. No legislative information through the State House. The country is in the final few weeks of the mid-term elections with the balance of power in Washington and Des Moines at stake. If the Republicans pick up two seats at the State Capitol, they will control all three legislative making bodies of Iowa government (House, Senate, and Governor).

In Washington, the House is expected to stay in control of the Republicans and the Senate is very much in play. There would need to be 6 seats switch parties for the Republicans to take control... one seat that is in all pundits view is the Iowa Senate seat which has Bruce Braley and Joni Ernst battling... right now the polling shows Ernst ahead by 6%.

Programs: Chairperson Strouse was absent but emailed her report. As of today there were 41 people registered for the self-funded CE class at the Hotel Pattee. The price to attend this is \$30 for members and \$50 from non-members. In an effort to gain new members, special offer made during this event. The difference between the member and nonmember fee will be reimbursed to nonmembers if they join the Association by the end of October. There is \$750 sponsorship money for this event. Paylocity for \$250 and Auxiant for \$500. The cost for this event would be approximately \$400 for the speaker plus there will be food expense for a continental breakfast. Registration begins at 8:30 AM the program beginning at 9 AM. There is also a block of 10 rooms secured at the hotel. \$89 per room. We are also locked in for a 3 hour Ethics and 1 hour ERISA course on January 14th, 15th and 16th. The Committee is also working to get some webinars posted to the website but that is in the early stages.

Golf Committee: Report by Chairperson Lee Patton: The date of Thursday, June 11, 2015 at the Legacy Golf Course has been secured. There is a verbal confirmation from a sponsor, Companion Life. There is some discussion within the Committee on having two golf outings. One in Des Moines and one at a location in Eastern Iowa. The Committee is looking at courses in Cedar Rapids and Iowa City.

Symposium: Report by Chairperson Jarvela. The Symposium Committee met on September 24, 2014 members of the Committee are Jarvela, Jesse Patton, Lee Patton, Dominic Bottenfield. This was a general discussion about the Symposium. Locations were discussed – Prairie Meadows was considered obviously because that's been the past site of the Symposium. Also discussed the Holiday Inn next to the. This hotel has a new convention center that may be a possible site. In anticipation, the dates of August 12th and 13th have been secured at Prairie Meadows. Also considered was August 6th and 7th but considering that the 12th and the 13th are around the Iowa State fair these dates were picked. Fair has been a big draw in the past. The cost for the Symposium was also discussed. Potentially \$200 if you attend both days. A one-day attendance fee of \$140 was also considered. A one-day cost was mentioned in the surveys from last year's Symposium. There was also discussion

about continuing the \$25 CE fee and about having breakout sessions. There have been conversations from people that not all the topics presented are of interest to every attendee. Having sponsors speak at these breakout sessions might be a way of making additional revenue. A start time of 10 AM the first day was discussed and the conclusion time on the second day is anticipated to be no later than 3 PM. CEs will be offered for both Iowa and Nebraska. Also consideration should be given to offering HR CE hours as well. President Patton will manage arranging for the speakers and the sponsorship process is well underway.

Additional comments from President Patton: Prairie Meadows is completely blocked during the month of August except for the 12th and 13th. As previously mentioned those dates are on hold for our Symposium. One change, the room rate this year is up slightly from last year for the last two years we've had a \$99 room rate, the 2015 rate will be \$102. Prairie Meadows has just recently approved their banquet menu which appears to be double the size of the menu they had last year. Food costs should be approximately the same as last year. There is a Committee meeting scheduled to visit the Holiday Inn on the 24th at 10:00 AM. The desire of the Committee, following the visit to the Holiday Inn, is that a decision on the Symposium site be made by the end of October.

Communications &
Awards:

Report by Chairperson Barr: the Committee has made the decision to have Jackie Meyer do all the email blasts instead of using Constant Contact. Since we are paying her a monthly fee, it made sense just to include the responsibility for the email blasts. She is keeping track of the number of emails that she sends out, but at this time is not certain charge for this service would be. Chairperson Strouse has been sending her information about upcoming member meetings and this information is being forwarded to the membership. These informational emails have been going out once a week on Thursdays. Work on the website continues. Lee Patton has been working with Jackie on this update.

Regarding the awards submission to national Chairperson Barr plans on adding help to the Committee to coordinate this. In the interim Chairperson Barr has been collecting information and has a file which will be used for the final submission.

There was discussion about having Association newsletter following this discussion it was felt by the Board that people tend to be inundated by newsletters. It's also extremely difficult to get all the Committees together to submit information for a newsletter. Possibly instead of a newsletter we can develop a 'president's corner' which will be posted on the website which can be used to send appropriate information to the membership.

It should also be noted that we have a Facebook page – Twitter and LinkedIn connections.

Media Relations and IT: Report by Chairperson Lee Patton: The Committee is reaching out to various news sources regarding public service announcements. A file of the news outlets is being compiled. There is no cost associated with PSA's. There will be a PSA put out right before the exchange open enrollment period on How to Find an Agent. The Association was recognized from NAHU - David Linn released his annual employer study and President Patton asked by the Des Moines Register to comment. This was picked up by National and President Patton, representing the Iowa Association received a letter of Recognition from the National Association. Chairperson Lee Patton is still trying to boost numbers on social media as well.

Old Business: The revised bylaws were sent to NAHU they responded with some changes. (Copy attached)
Article 3 –Section 6 was changed slightly.
Article 6 Section 2 and Article 8 had minor changes as well.

National also commented that we do not have our logo on the bylaws.

Motion by Barr / Seconded by Schreder to make the suggested changes to the by-laws.

Audit Committee to review financial record keeping. President Patton will discuss with new Board Member Oliva. Since he is located in the Eastern part of the State it would be easier for him to head up the Committee.

At-large Member issues Report by Thams: Meetings are scheduled for January in Storm Lake for the 3 hour Ethics Meeting scheduled for January 16th, 2015.

New business: No New Business

Meeting adjourned: Motion to Adjourn by Jarvela / Seconded Barr - Meeting adjourned at 4:01 PM

