

IAHU Board Meeting
February Board Minutes
February 10, 2015

Called to Order The February 2015 Board meeting of the Iowa Association of Health Underwriters was called to order at 3:10 PM by President Patton. The meeting was held at Delta Dental.

Members present: Patton, Evans, Lindsay, Strouse, Kohlsdorf, Jarvela and Shireman

Members absent: Schreder, Thams and Oliva

On the Phone: Barr

Minutes: Following review of the January Board Minutes, Motion by Kohlsdorf / Seconded by Shireman that the Minutes be approved. Motion Passed

Treasurer's Report: Following review of the January Treasurer's Report, Motion by Strouse / Seconded by Kohlsdorf to approve the Treasurer's Report. Motion Passed

Finance Report: Report by Treasurer Lindsay: last month one of the items sent to the Board was a copy of the 2015 Budget. Following review, I noticed that there was an \$500 income item for the Senate debate. This was incorrectly listed. A corrected copy of the 2015 budget was passed to the Board. Also passed to the Board for review, was a 2015 Pro Forma report showing anticipated expenses prior to the receipt of sponsorship income. A copy of this report is attached to the minutes.

Legislative Report: Chairperson Kohlsdorf: There are 11 Members from Iowa planning to attend Capital Conference. Eric Kohlsdorf – HUPAC supplements his expenses. Troy Cook, he receives Regional/National supplement Payments. Dawn Barr – receives supplement payments from her National Committee, Joe Evans receives Registration Compensation. There are two Association Members attending who are not on the Board. There was Board conversation about supplementing the cost for these Members to attend Capital Conference. There were concerns that subsidizing the cost for these Members might set a precedent in the future. It was suggested that alternative may be to include them in group meals paid for the Association.

There has been a bill introduced in the Iowa legislature – 'parents of adopted children equality bill' it states, if you are adopting a child, you should receive time

off from work from your employer just as though the natural mother received for giving birth. This benefit has to be paid either by the employer or by an insurance policy. The legislation would not mandate the employer pay for this benefit. It just states that if an employer's policy states that they pay paid leave following the natural birth of a child, then they have to provide the same benefit following the adoption of a child. As a Board do we want to register either for or against this legislation? Undecided or do we want to remain silent? Following extensive discussion, the Board felt that since the Federation of Employers is taking no position on this legislation we should do the same.

Membership Report: Chairperson Schreder was ill and did not attend the meeting. No Membership report. Note to the Board from Member Evans. He reports that he is presenting three new Membership applications and he challenges all the Members of the Board to bring in three new Members as well. This makes our Membership total approximately 230 Members.

Programs Report: Chairperson Strouse: Our next CE events will be in February and March. There are 21 signed up for Des Moines, 12 in Cedar Rapids and but only 1 in Storm Lake. There is concern that the meeting in Storm Lake will need to be cancelled. Because of the lateness in making this decision it is possible we will have to forfeit our meeting space deposit of \$240. Ameritas is the meeting sponsor. They sponsored \$500. Because of the difficulties in maintaining strong attendance at our monthly events, the Committee has decided to change the focus from Member meetings to webinars. The Association will start doing these webinars on a monthly basis. Every month there will be a sponsor and the sponsorship will be at a \$250 level. The sponsor will have the opportunity to speak for up to 30 minutes. The rest of the time will be focused on health underwriter's news; whatever is the current topic of conversation for that month. It is the hope of the Committee that this will shed light on the value of Membership in the Association. The Committee is working with GoToMeeting to nail down final costs associated with webinars. Also it is the goal of the Committee to have at least two face-to-face Member meetings per year. Possibly we could invite the insurance Commissioner to one of these meetings.

Nominations: Report by Past President Joe Evans: A Committee of up to four additional Members will be established to determine names for open Board positions for the 2015/16 Board year. There was Board discussion about the correct method for announcing the annual meeting and the date of that meeting. The announcement of the date of the annual meeting needs to be done prior to March 1st. If the announcement is not made prior to March 1st then the meeting date defaults to June 1st. following review it was noted that the decision had been previously made to have the annual meeting in conjunction with our annual golf outing. This year's golf outing is scheduled for June 11, 2015. With this timing, the slate of officers needs to be compiled by April 1st.

Symposium Report: Report by President Elect Jarvela: Members of the Committee met earlier today. There was discussion about the format of this year symposium. The decision was made to definitely proceed with having breakout sessions. We are anticipating three different tracks 1) small group 2) large group 3) individual marketplace. It was thought that the Medicare information would fall into this breakout session. There was also discussion about having more than one breakout session per category. This would allow people who wanted to attend as an example both the small group and large group sessions to have that opportunity. Symposium will start at 10 AM on August 12 and in at 5:15 PM with the reception/cocktail hour similar to last year. On August 13 the session will start at 8 AM and the symposium will be adjourned at 3 PM. There will be two keynote speakers each day. Then three breakout sessions each day. Members will be able to register online for the breakout sessions that they desire to attend. As previously reported, the event is going to be held Prairie Meadows casino and resort in Altoona Iowa. It was Committee discussion about the appropriate sponsorship levels. The decision was made that the sponsorship levels for the 2015 symposium will remain the same as those in 2014. There was discussion about appropriate promotion of this event. The Committee feels that it makes more sense to rely on email campaign instead of the more expensive promotional methods used last year. There will be 10 hours of CE's for both Iowa and Nebraska.

Communications & Awards Report: Report by Chairperson Barr (by phone) The Committee is working on getting all the Association information to our web master so it can be put on the web site. There will be a Members only portion of the web site. The save the date for the Golf Outing has gone out.

At-large Member Report: Board Member Shireman – No report.

Old Business Update on CoOpportunity. The current liquidation information has been posted to our website. The Insurance Commissioner is going for an order liquidation on February 28, 2015. There are just a handful of CoOpportunity employees still there. Our new updated bylaws need to be added to the website.

There was Board conversation about how to resolve the issue of Members who do not attend meetings or be involved Board activities. It's extremely difficult to find Association Members who want to serve on the Board and do the work required. The Association bylaws state that Board Members should not miss more than three meetings in here. President Patton will have a conversation with the Board Member being discussed about his failure to attend meetings.

New business: There was conversation during our strategic planning meeting about preparing a survey for our Membership. It would be interesting to learn their opinion as to the job that we are doing information we are providing – the value we are bringing to our Membership. Possibly having Members at large holding regional meetings to

glean this information from our Membership. Suggestion was made to have one of our Member carriers sponsor this survey, their logo could be attached to the survey, and have it done electronically. The question was raised, does NAHU have a tool we could use. The suggestion was made to have communication Committee Chairperson Barr contact national to see if they have a tool. President Elect Jarvela will assume the responsibility for steering the survey.

Meeting adjourned: Motion to Adjourn by Evans / Seconded Strouse - Meeting adjourned at 4:16 PM

2/9/2015



Expenses prior to Symposium:

Cap Con	\$10,500	
NAHU Annual Meeting (5 Attendees)	\$9,875	
Larry Blixt (Second Installment)	\$7,500	
Insurance	<u>\$1,411</u>	
		\$29,286

Non-Symposium Income:

Estimated 6 months NAHU	\$6,930	
Checking Account Balance as of 2/9/15	<u>\$28,869</u>	
		\$35,799

Certificate of Deposit: \$5,625

+/- not counting CD \$6,513



Iowa Association of Health Underwriters
2015 Budget

	2015 Budget
Income	
Investments	\$ 14.00
Membership Dues	\$ 29,390.00
Symposium Registration	\$ 28,000.00
Symposium Sponsorships	\$ 60,000.00
Golf Outing Registrations	\$ 3,800.00
Golf Outing Sponsorships	\$ 7,000.00
Member Meetings	\$ 7,500.00
Member Meeting Sponsorships	<u>\$ 3,000.00</u>
Total Income	\$ 138,704.00
Expenses	
Symposium	\$ 50,000.00
Golf Outing Expense	\$ 7,500.00
Day on the Hill	\$ 650.00
Member Meetings	\$ 3,800.00
Accounting Fees	\$ 500.00
Lobbying Expense	\$ 15,000.00
NAHU Convention (5)	\$ 9,875.00
Cap Conference (10)	\$ 14,875.00
Meals & Entertainment	\$ 150.00
P.O. Box Rental	\$ 254.00
Intuit Credit Card Expense	\$ 975.00
Insurance	\$ 1,411.00
HUPAC	\$ 1,000.00
Web Site Administration	\$ 3,200.00
Legal Expense	\$ -
Business Checks	\$ 160.00
Sales Tax	<u>\$ 2.00</u>
Total Expense	\$ 109,352.00