

IAHU Board Meeting

May Board Minutes

May 10, 2015

- Called to Order The May 2015 Board meeting of the Iowa Association of Health Underwriters was called to order at 3:05 PM by President Patton. The meeting was held at Delta Dental.
- Members present: Patton, Evans, Lindsay, Strouse, Kohlsdorf, Jarvela, Shireman, Schreder Thams and Barr
- Members absent: Oliva
- Guests: Kari Meek-Anderson, Chair of the Public Service Committee
- Minutes: Following review of the March Board Minutes, Motion by Barr / Seconded by Jarvela that the Minutes be approved. Motion Passed It should be noted there was no meeting in April.
- Treasurer's Report: Following review of the March Treasurer's Report, Motion by Jarvela / Seconded by Thams to approve the Treasurer's Report. Motion Passed
- Finance Report: Report by Treasurer Lindsay: A revised profit and loss Statement was distributed to the Board for the period of January through May 11, 2015. This report, through May 11th, was generated to reflect a PayPal deposit which represented slightly more than \$1,300 contributed for the golf outing. It should be noted that this is a net payment. There is a charge by PayPal for processing payments.
- Legislative Report: Report by Chairperson Kohlsdorf: there is not a lot of activity going on from a legislative standpoint. The big item that is pending is the Supreme Court decision in late June regarding whether there can be subsidies in the federally sponsored exchanges. There was a meeting with the Governor to discuss the State's plan if the Supreme Court rules that Federal exchanges cannot have a federal subsidy. The State does not have a plan at this point – they are waiting for a ruling. Once a decision is handed down, the Governor will probably establish a task force to review the State's options.
- Membership Report: Report by Chairperson Schreder: Membership is holding steady at 227. In retrospect Chairperson Schreder feels there was not a strong effort placed on growing membership. With 'everything' going on in insurance this year it was difficult to place the proper emphasis on membership. We had a high of 236 members so we are not at our high but we are diffidently not at our low. We

have had nine new members this calendar year. From a regional standpoint we are flat.

Programs Report: Chairperson Strouse: There has been a lot of discussion dealing with whether to have face to face CE meetings or to shift our emphasis to webinars. The program committee met in March and made the decision to start having webinars instead of face to face meetings. We had good participation last year with face to meetings but this year has been different. The committee feels that webinars will be a more constant method 'to get our message out'. The format will be to have our speaker/sponsor speak for a half an hour then we will have health underwriter news. Our membership Chair will speak each month. May 21st will be our first webinar. Sponsored by Delta Dental. June will be a program on employer responsibility sponsored by Assurity. July's webinar should be scheduled within the next couple of weeks. The considering the symposium is scheduled for the middle of August, we will not do a webinar in August.

Nominations Committee: Chairperson Joe Evans: The Committee has been formed and three names of interested individuals have been secured. Vacant spots on the Board: Legislative Committee, Membership Committee and Membership at Large for Eastern Iowa. Nominations are open until June 1st. Ballots will also be available at the Annual Meeting (Golf Outing).

Symposium Report: Report by President Patton: The dates have been confirmed as August 12th and 13th 2015. August 13th coincides with the opening of the Iowa State fair. The Governor and Lt. Governor have confirmed. John Forsyth and Avik Roy are confirmed as well as a number of breakout sessions planned. One of the breakout sessions will be the NAHU PPACA Certification course. This will provide three hours CE's one day and Three hours on the next day. For a total of six hours. This will be an extra charge. A one day attendance will be \$140 both days it will be \$200. If you want the Certification, it will be \$100 plus \$495 for a member and \$595 for a non-member. For those people attending the certification, our association will receive \$100 from NAHU. Generally there has to be 50 people sign up for the certification to get the revenue sharing but Pres. Patton is in the process of trying to get this number lowered – hopefully down to 25. NAHU will also be marketing this throughout our region.

Golf Report: No Report – Chairperson Patton was ill. Pres. Patton commended the excellent job done by the Golf Committee. The charity associated with the outing is 1st Tee. It should be a great event from a prize standpoint.

Communications & Awards Report: Report Chairperson Barr. An application for the Landmark Award has been submitted to National as well as an application for a Website Award. The chances of us getting the Website award is remote because we still have some things to do with the site.

We did do a member survey. We used Survey Monkey and blasted this to 226 members and we received over 80 responses. Roughly 35% of our membership responded to our survey. Following a lengthy Board discussion of the survey results, Pres Patton decided to setup a Task Force Chaired by Kari Meek-Anderson with Board members Barr and Strouse as members to review the survey results in detail and report to the Board at a later date as to the best avenue to present education to our members. Face to Face meetings – CE’s or not or Webinars.

Media Relations and IT Report:

No Report

Old Business:

We have received a request to support the annual Insurance Hall of Fame with a contribution of \$250. The same as our participation last year. Motion by Strouse / Second by Jarvela that we contribute \$250 to the Insurance Hall of Fame. Motion Passed.

We also received a contract from our lobbyist Larry Blixt continuing his services as the same cost as last year \$15,000. Paid in two installments – January and July. Pres Patton will sign this contract if there are no objections.

At-large Member Report:

No Report:

New business:

NAHU Annual Meeting is approaching at the end of June. At this point in time, Lindsay, Strouse, Evans, Kohlsdorf and Patton plan on attending. Four delegates are listed – we are allowed five as the State of Iowa. Following discussion it is felt appropriate to add Kohlsdorf as a delegate even though he holds a position with National.

Insurance Hall of Fame ceremony is coming up May 19th. Pres. Patton is a past recipient. Conversation about having a table in addition to our \$250 sponsorship. It was decided not to have a table.

Public Services Committee

Chair Person Kari Meek-Anderson. Was wondering if Mulligans could be sold at the golf outing to benefit Public Service Outreach? The Board should have a conversation about choose one or more public service activities to support. Possibly presentations to the public about the high cost of health Insurance? Also has the Board been involved with the Tippie College of Business at the University of Iowa? Wellmark is making money available to support students interested in insurance. Maybe we should consider partnering with Junior Achievement in the future as a way to spur interest in younger people to join our industry.

Meeting adjourned:

Motion to Adjourn by Shireman/ Seconded Barr - Meeting adjourned at 4:27 PM

