

IAHU Board Meeting
Meeting Minutes
June 5, 2018

Called to Order The June 5th, 2018 Board meeting of the Iowa Association of Health Underwriters was called to order by President Thams at 5:34 PM. The meeting was held at the Iowa Stater Restaurant, Gateway Hotel, Ames, Iowa.

Members Present -- Lindsay, Evans, Schreder, Thams Elam, Jedlicka, Hitchcock, Meek-Anderson and Strouse.

Members Absent -- Mueller, West

Secretary/Treasurer
Report – Bob Lindsay Motion by Schreder/seconded by Strouse to approve the April Board minutes. Motion Passed

 Motion by Meek-Anderson /seconded Strouse to approve the April financials. Motion passed.

 The financials were sent to the Board yesterday but it should be noted that there have been four or five refund checks that have gone out. So the revenue numbers for Symposium attendance with not be entirely accurate. These refund checks are not reflected in the totals.

 There was a proforma report for the Symposium was also sent to the Board. It shows Symposium profit and loss since 2013. The report is proforma since the expense number came from DMS as their estimate of total anticipated expenses. Hopefully this will be an accurate number because the cost of the Symposium is substantially less than it has been in years past. It should be noted that the number of attendees is down but the fee to attend was increased.

 It should be noted that several of this year’s sponsorships were paid through PayPal. We want the payment process to be easy but there is a charge to us for their use of PayPal. Possibly consider increasing the fee.

President Elect’s
Report/Symposium
Mike Elam As noted the number of registrations this is down slightly revenue was fine with the increased fee. Requested Board member participation to do session introductions – 12 different sessions. There will be scripts for each member. DMS has done a fantastic job coordinating/arranging our Symposium. They have really improved the process. Discussion of the various Board Member’s presentations through the two day Symposium.

Past President's Report/HUPAC – Lynn Schreder
The Committee's main goal is to have all Board members be contributors to HUPAC. Discussion of members who have contributed or have not contributed. There are just two members who have not finalized. There is also a goal to have five Board members at the Capital Club level (\$1,000 per year) In Iowa of the roughly 200 Association members there only approximately 20 contributors to HUPAC. Discussion of the importance to contribute to HUPAC.

Programs/Education - James West
No Report

Member Services Joe Evans
Joe, during his membership report at the Symposium will make a point of recognizing the members who are present. A June report was passed to the Board. The Board year is July to June 30. The Committee's goal for the upcoming year is the addition of 30 new members. Historically for the last roughly seven year – the Association gains approximately 25 members but we seem to lose roughly that same number. We are having a good year this year for membership. Growth is on pace. Board discussion on ways to increase membership particular in Eastern and Western Iowa. Should stress CE availability – GA's do this as well and this may impact the perceived importance from the Association. Challenge is getting a speaker to commit to three sessions. Getting GA's to promote. Discussion on poor attendance in Eastern Iowa.

The Board recognized the great job done by chairman Evans.

At Large Reports

Western Iowa Karey Meek-Anderson
No Report

Eastern Iowa Rick Jedlicka
Discussion of difficulty in getting attendance in Eastern Iowa.

Corporate Sponsors Cassandra Mueller
No Report

Communications Tracy Hitchcock
The final report for the slate of officer's voting. There were 71 total votes received from members. It is interesting to note that not all the voting for various officers was unanimous. This is more than received last year and this is an indication that our email marking is working. The Association's new website will be rolled out this week. It will be hosted on DMS's server. The address remains the same - www.Eiahu.org DMS also created a barcode that a member can scan into their smart phone which enrolls them into our newsletters. Pending legislation coming that will require people to physically subscribe. There are current 600 people subscribed to our

emails. Going forward we are splitting our communications between member and non-member. An effort is being made to increase our involvement on social media. Facebook, Twitter and a new LinkedIn presence. The Board recognized the excellent job done by Chair Hitchcock for the work she did in arranging the transition to DMS and in updating our communications strategies.

Government Relations
Marcie Strouse

Strouse will make a Symposium presentation – a recap of everything that happened in the recent State Legislative session. Also the Association’s trip to 2018 Capitol Conference. Larry Blixt, LS2 our lobbyists did reduce his fee for this year. Discussion on the recent legislation regarding Direct Primary Care.

President’s Report
Todd Thams

Introduction of Laura Bade from DMS. Report from Todd: This is my last meeting as president and I want to thank all the Board members for the great job they did during this year. I really appreciate all their help.

Old Business

No Old Business

New Business

No one is attending the NAHU annual meeting this year. Is there anything we can do for sponsorship for the Region 4 Regional Meeting? A brief discussion of the upcoming Region 4 Meeting to be held at Iowa Bankers. There is also a block of rooms available at Prairie Meadows.

Meeting adjourned

Meeting was adjourned at 6:50 PM