

IAHU Board Meeting

2012/2013 Strategic Planning Meeting

August 14, 2012

- Called to Order Meeting called to order at 3:17 PM
Members present: Teeling, Lindsay, LeLaCheur, Schreder Wyckoff, Shireman and Evans.
On the phone: Jarvela and Moss
Guest: Dawn Ring-Vice Chairperson of NAHU's Awards Committee
Absent: VerWoert, Morf and Kohlsdorf
- Pres. Teeling: The Strategic Planning Meeting will be comprised of submission of each individual chairperson's goals for the upcoming year. There will be no individual. Committee chairperson reports. I have asked Dawn Ring, vice chair of the National Awards Committee on the importance of our State Association working towards winning an award. Awards help promote vitality and dynamic growth of a Chapter and how they will facilitate meeting our Chapter goals. This year we have one simple goal: 300 members by the end of our fiscal year.
- Guest: Dawn Ring There are Individual, Chapter and State awards. We invited Secretary Stenger to the Region IV meeting where he made a presentation/discussion on the Landmark Award and how it can be used by a State Association to establish their strategic plan for the year. A major advantage of the Landmark Award is that every member of the Board has a responsibility. Compiling all the data required is ultimately a way to structure the Executive Committee on how you want the State Association to run. The first step would be to establish an Awards Chair. This person will be responsible for putting all the data together. Having the goal of winning an award is also important because it forces discipline and accountability. The Landmark Award is really just a strategic plan template. It energizes every member of the Board and draws accountability. The award period is from April 1, 2012 to March 31, 2013. We are well on the way to satisfying several criteria -- Capital conference is coming up in January and so the attendees will be counted for the award which is a criteria. The National Convention in June had five attendees from the board which will be counted. This type of information is generally tracked by NAHU. The fact that we keep Board Minutes counts; we have a Membership Campaign -- these items just need to be referenced in the Board minutes. The fact that there was an e-mail blast attempting to get new members should also be documented. From the standpoint of the national committee, just tell us what you did -- show us what you did -- then reiterate what you did. Pres. Teeling commented that it really isn't whether the State Association wins an award or not; working towards the award make the Chapter better.

- Pres. Teeling The question posed to the Board – should we attempt to win one National Award? If so, which one and how much can we get Dawn to help us?
- Guest Dawn Ring: Naturally, it's a Board decision. But I would suggest, as an example, since the Board does not have a Them, it doesn't make much sense to try to win the Media Relations Award. Public Service is the same. Since you don't have Public Service Chair, doesn't make sense to try for that award. If, as a Committee, you don't do any charitable public service works I wouldn't try for that Award. I would narrow your choices to the Landmark or Legislative Excellence Award. I know that the Board has some members are very engaged in legislative issues both from a National and State standpoint. State Day on the Hill as an example. These would be the two awards that I would recommend. Membership may be another consideration. If you do meet your membership goal of adding 100+ new members, it's almost certain that you would win the Membership Award. It's important to note that not having an Awards Chair does not preclude the Association from winning an award. Dawn can facilitate the data collection and presentation. The award deadline for data submission is April 5, 2013. It's very important not to wait until the last minute to compile and present this information. It's important to keep in mind that there are several criteria to win the Landmark Award and not every State completes all criteria. The National Committee would like to have all the data submitted for each criteria, but they understand that if you only submit nine months worth of data as an example, you still get points for those nine months. The important thing is that the State has a strategic plan. The data is out there, it just needs to be collected and presented.
- Greg Shireman volunteered to be the Awards Chair.
- Pres. Teeling We should decide which award we are going to attempt to win. Pres. Teeling indicates that he likes the Landmark Award because it encourages the Board to work on those items that a Chapter should be doing. Following a Board vote, the decision was made to work towards winning a Landmark Award. Second item, Greg has volunteered to spearhead this for our group. Dawn will get in touch with Greg and they will start the process with completing the required application. She will need information from Sec. Lindsay as well--copies of the past Board minutes.
- Membership-
chairperson
Schreder One of the first items passed to the Board was a copy of the NAHU Membership application. On the back of the application there are reasons why it's important to join NAHU. There are some key thoughts here as we create our compelling story on why to join NAHU. The next item is the meeting notes from the Membership Committee meeting held on August 13, 2012. Committee members Doug Ireland, Jill Staebell and Joe Evans (past chairman) attended. The notes start with our goal: 300 members by June 30, 2013. Current membership is approximately 180. The cost for NAHU dues, including Iowa membership is \$375. Roughly \$31.25 per month. Thoughts -- Who is serious about paying and staying in the health insurance market? Either "step up or step out".

Our Committee strategy: utilize the existing General Agency distribution model to reach the top producing agents within each GA. They all hold a Fall informational meeting. We will attempt to get at least 15 mins. on each meeting agenda to show a short video from National and discuss the imperative – join or get out of the way. There are benefits to the individual GAs: discounts for their agents through the Corporate Partnership Program. It allows them to demonstrate commitment to ensuring their future together. Other benefits, recognition by IAHU via e-mail, website, annual conference. A dollar a day allows your voice to be heard. Join so you count. Joe Teeling and Eric Kohlsdorf have both volunteered to be guests at these meetings as well to tell our story. Chairperson Schreder will also be involved so that we can tell our compelling story on why membership is important. The video link to the video is [HTTP://vimeo.com/31161082](http://vimeo.com/31161082). Included is a list of the Iowa GA's, their contact person and a possible Board member responsible for reaching out to them. There are some gaps in the list –PIPAC – chairperson Schreder will reach out to them. Joe Evans will reach out to Mutual Med, Jill Staebell will reach out to GBL Joe Evans will reach out to RS Doughty, Joe Teeling will reach out to True North. Kirby Moss will coordinate with The. Joe Teeling will reach out to Benefit Source. Kirby Moss will reach out to Noel Insurance. Chairperson Schreder will reach out to Snieder Insurance. Donielle Jarvela will reach out to Life of Iowa Insurance and Freedman Insurance. We shouldn't overlook the large retail shops as well. Reynolds and Reynolds and Holmes Murphy as examples. Carriers – Wellmark, Coventry, United Healthcare, Health Alliance, Delta Dental. Other considerations: lapsed members. A safe estimate, just on the GAs alone, there are probably 6,000 to 7,000 agents represented by these GAs. This would represent at least 1,000 agents who make \$30,000 or more in the health insurance industry.

Jesse Patton

Jesse Patton was unable to attend the meeting but sent his plan to Pres. Teeling. Patton's thoughts on speakers for the annual convention: a provider discussion panel. Other panels could include carrier CEO's and a Legislative panel. An invitation should be extended to the Secretary of HHS, to the White House for the President or his Chief of Staff on Healthcare Policy to attend and be a speaker. Grace-Marie Turner from Galen, Dr. John Goodman from NCPA, Gary Claxton from Kaiser Family Foundation, Bob Moffitt from Heritage Foundation, Roy Ranthum, former George W. Bush Head of HHS. Prior to that he worked in the Treasury Department under Bill Sweet. Patton indicates that all these individuals are friends and have traveled to Iowa in the past for either IAHU events or events at Drake University. It's important to note that the government employees will speak for free if the Association pays their travel costs and our event is tied to Drake University – typical travel costs range between \$1000-\$1500. Being able to obtain speakers of this quality will help elevate our event.

Annual State convention – President-elect Joe Evans

Speakers that I have confirmed for the annual meeting – Dr. Tom Evans and Jan Michelson. The date: I'm leaning towards May 23th and May 24th 2013. Pres. Teeling mentioned that it's important to coordinate our dates with the other competing State Conventions since we had problems with Nebraska last year. Location: I currently have looked at only three locations – Prairie Meadows,

Minutes by: Robert M. Lindsay

Gateway Hotel and Conference Center in Ames, the Izaak Walton League in Des Moines. Consideration should be given to the second floor of Veteran's Auditorium. Comments from Pres. Teeling: Our goal should be to have 500 attendees at our convention. If we improve the quality of our speakers this should not be an issue. I think it's important that you keep Jesse Patton involved. He has indicated a strong desire to be more involved. This is our opportunity – we have really strong ideas centered on membership, we have a crisis in our country, this is a great call to action and Jesse is a gentleman that used to get 500 to 700 people at a State Convention that wants to help us. There is no reason in the world we can't do this. If we have a really compelling format you will have people who aren't even related to our industry who want to attend. Newt Gingrich is not out of the question for speaker. It's not out of the question to get the powerhouses to attend our event.

Legislative:

Eric Kohlsdorf was unable to attend the meeting but submitted his report via e-mail/Carol Wyckoff. We are out of session in Iowa and we haven't had a lobbying report. Kohlsdorf golfed in Speaker Paulsen's golf tournament and the speaker now recognizes him by name. I think that will be beneficial in the coming session. Secondly, the governor's office is leaning toward allowing the federal government to implement the exchange. I don't think this is good since the federal government could implement taxes outside the exchange to pay for it inside exchange. Besides this, Sen. Hatch wants the federal government to implement the exchange so that can't be good for us. This is a top priority for the upcoming legislative session. There hasn't been a Coalition meeting recently so there's no report from the Coalition. There are no congressional Senate campaigns in Iowa this year but there are four campaigns for Congress. HUPAC will be giving money to Congressman King for his reelection. I doubt that will be any money for the Eastern side of the State unless the Republican candidates close the fundraising margin. No money for Loeb sack and probably not for Braley. Regarding the Latham/Boswell race, HUPAC supports Latham and he's been much more helpful to our cause compared to Boswell. Right now, Latham is three or four times ahead in fundraising over Boswell.

Programs:
chairperson
LeLaCheur

A proposed 2012/2013 program schedule has been prepared. August 28, 2012 – Sizzling Summer CE event coordinated with Kelly Insurance Center to be held at the Hilton Garden Inn in Johnston. September (to be determined) Healthcare Reform is Now North Conference Ctr. October 16 Membership Program to be determined. November 20 Membership Program at the True North Conference Ctr. December 12 Holiday Party. January 15 Membership Program to be determined True North Conference Ctr. February 5, 2013 Insurance Industry Day on the Hill State of Iowa Capital. February 19, 2013 Archie Boe CE event coordinated with Kelly Insurance Center at Drake University. February 25th 26th and 27th Capital Conference Washington DC. March 19 Membership Program to be determined True North Conference Ctr. April 16th Membership Program to be determined. May 23rd and 24th IAHU State Convention location to be determined June 21st IAHU Annual Golf Outing location to be determined. June 22nd NAHU

Leadership Convention Atlanta, Georgia. A total of 31 CDs will be offered through these events. It's anticipated that the format for the Membership Meetings will be an hour meeting occurring over lunch. The Program Committee can use any help available in obtaining speakers. We anticipate having the meeting schedule nailed down by the end of August.

Communications-
Chairperson Jarvela

Action items for the Committee: an e-mail blast sent on Friday, July 13 inviting membership to the Region IV Leadership Meeting. An e-mail blast sent on Friday, July 20 inviting membership to the Wisconsin Annual Meeting. An e-mail blast on Wednesday, August 8, 2012 to the membership announcing the new Board members and our membership goal of 300 members by the end of the fiscal year. There was discussion with Eric Kohlsdorf regarding our strategy for communicating legislative updates. The Committee feels that using Constant Contact will be a very beneficial way to manage the newsletter, e-mail blasts and legislative updates. This program is very cost-effective - an estimated annual cost of \$500. Attended the Region IV meeting and was impressed with the networking opportunities to learn more about Chairing the Communications Committee. The Committee's action plan – newsletter publication quarterly October 2012 January 2013 April 2013 and July 2013. Maintain the State website. Maintain a current e-mail distribution list. Conduct a member needs survey. Publish an annual summary report of Chapter activities to members demonstrating value of membership. Media relations – list of local media contacts, letters to editor, op-ed articles, press releases, present NAHU working with the media and leadership training.

Old Business

None

New business:

The next Board meeting will be held September 11th in Cedar Rapids at the True North Conference Ctr.

Meeting adjourned:

Evans/LeLaCheur – that the meeting be adjourned. Motion passed meeting adjourned at 4:50 PM

AWARDS AT A GLANCE

NAHU awards recognize individual members, state and local chapters, and Regions for their achievements. Achievement awards involve points for meeting established criteria. Membership awards are "contest" oriented. State & local chapters may want to incorporate these awards into their Strategic Plan to encourage members to donate their time and talents to our industry and become more involved in our association.

Award	Area of Achievement	Awarded To	Number Given	Documentation Time Period
INDIVIDUAL AWARDS				
Harold R. Gordon Memorial Award	Health Insurance 'Person of the Year'	Individual Member	1	N/A
"Spirit of Freedom" Legislative Award	Federal legislation	Individual Member	1	N/A
Public Speaking - William G. Wetzel Award	Public speaking	Individual Member	1	April 1--March 31
Legislative Achievement	Outstanding state legislative activity	Individual Members	5	N/A
Presidential Citation	Excellence in chapter leadership	Chapter Presidents	No limit	April 1--March 31
Distinguished Service Award	Association volunteer service	Individual Members	12	N/A
Emerging Leader Award	Association volunteer service	Individual Members	14	N/A
Leading Producers Round Table	Personal Production	Individual Members	No limit	Calendar Year
Membership - Recruiter of the Year	Recruiting Most New Members	Individual Member	1	May 1 - April 30

LOCAL CHAPTER AWARDS

Pacesetter	Service to members & the industry	Local Chapters	15	April 1--March 31
Legislative Excellence	Legislative involvement	Local Chapters	2	Calendar Year
Media Relations Award	Outstanding media relations	Local Chapters	2	April 1--March 31
Website Award	Most effective & easily used website	Local Chapters	1	N/A
William F. Flood Award	Public service activities	State or Local Chapter	1	April 1--March 31
Robert W. Osler Award	Outstanding Education activities	State or Local Chapter	1	April 1--March 31
Membership - Most New Members		Local Chapters	2	May 1 - April 30
Membership - Highest Growth Rate		Local Chapters	2	May 1 - April 30
Membership - Highest Retention		Local Chapters	2	May 1 - April 30

STATE CHAPTER AWARDS

Landmark	Service to members and the industry	State Chapters	10	April 1--March 31
Legislative Excellence	Legislative involvement	State Chapters	2	Calendar Year
Media Relations Award	Outstanding media relations	State Chapters	2	April 1--March 31
Presidential Citation	Membership and public outreach	State Chapters	No limit	April 1--March 31
Website Award	Most effective and easily used website	State Chapters	1	N/A
William F. Flood Award	Excellence in Public Service activities	State or Local Chapter	1	April 1--March 31
Robert W. Osler Award	Outstanding Education activities	State or Local Chapter	1	April 1--March 31
Membership - Most New Members		State Chapters	2	May 1 -- April 30
Membership - Highest Growth Rate		State Chapters	2	May 1 - April 30
Membership - Highest Retention		State Chapters	2	May 1 - April 30

REGIONAL AWARDS

NAHU Cup		RVP	1	May 1 - April 30
Blue Chip Award	Regional excellence in multiple areas	RVP	3	April 1 - March 31
Membership - Most New Members		RVP	1	May 1 -- April 30
Membership - Highest Growth Rate		RVP	1	May 1 - April 30
Membership - Highest Retention		RVP	1	May 1 - April 30

Individual & Chapter Awards Application deadline: Receipt in NAHU Office by April 5
 LPRT Application deadline: Postmarked on or before March 31
 Membership Awards and Contest ending date: April 30

STAT

IAHU Membership Meeting Notes
August 13, 2012

Chairperson: Lynn Schreder
Committee Members: Doug Ireland, Jill Staebell, Joe Evans (past chair)
Attendees: Joe Teeling, Eric Kohlsdorf, Joe Evans, Doug Ireland

2012-2013 Goal: 300 members by June 30, 2013

Current membership: approximately 180

Cost of Iowa annual membership: \$375 – (\$31.25 monthly)

Compelling Story:

Are you serious about staying/playing in the health insurance market? Step up or step out!

- Protect your livelihood through a voice in Washington and at the State Capital
- Come together – we need you to “count” – more people, louder voice
- How committed are you to the health insurance business?
- \$1 per day allows your voice to be heard – how’s that ROI?

Benefits:

- Committed Professional, code of ethics
- Up-to-date, timely information
- Continuing education, designation, certification
- Legislative voice both locally and federally
- Discount programs – membership, CEC’s, other products and services
- “Find an Agent” referral program
- Use tools, share ideas, listen/watch webinars
- Option to get involved or not

Strategy:

Utilize the existing General Agency (GA) distribution model to reach the top producing agents within each GA. Fall **Agent Meetings** are being promoted by GA's now. We need to get 15 minutes on each meeting agenda to discuss the imperative – join or get out of the way. Share video: <http://vimeo.com/31161082> and pass out application

Benefit to GA:

- Discount through Corporate Partnership Program (minimum 10 members)
- Demonstrate commitment to insuring our future together
- Recognition by IAHU via email, website, annual conference, etc.
- Become part of the solution, not part of the problem

The Numbers:

<u>GA</u>	<u>Goal</u>	<u>GA Contact Person</u>	<u>IAHU Contact</u>
PIPAC	25	Ryan or Greg Saul	
Mutual Med	25	Jason White	Joe Evans
GBL	25	Brian Gillette	Jill Staebell
RS Doughty	25	Dave or Dan Schutt	Joe Evans
KHI	25	Brenda Lastine	Lynn Schreder
True North	10	Dave VerWert	Joe Teeling
Benefit Solutions	5	Andrew Morf or Kirby Moss	
Benefit Source	5	Jennifer Browne	
Bryton Companies	5	David Creighton, Jr.	
Noel Insurance	5	Eldon Hunsicker	
Snieder Insurance	5	Norm Snieder	
Life of Iowa	5	Jerry Bauer	
Farm Bureau	25		Jess Patton
Total	190		

Retailers...

Reynolds & Reynolds
Holmes Murphy

Carriers...

Wellmark
Coventry
United Healthcare
Health Alliance
Midland's Choice
Delta Dental

Other considerations:

New member welcome/orientation
Lapsed members

Lori Erickson

From: Jesse Patton [jpatton@amgi-dsm.com]
Sent: Tuesday, August 14, 2012 9:31 AM
To: 'Joe Evans'
Cc: Joe Teeling
Subject: RE: IAHU planning
Attachments: IMG_6123.JPG; IMG_6762.JPG; IMG_6119.JPG

Sorry Joe but things got a little crazy with renewals. I was planning on being at the meeting this afternoon but had to reschedule and out of town renewal today as the group could not see me last week. Here are some thoughts for speakers, one is a provider panel discussion which is always popular, other panels could include CEO carrier panel discussion and a legislative panel.

I think we also invite Secretary from HHS and extend invitation to the White House for the President or chief of staff on healthcare policy. We also have Grace-Marie Turner from Galen, Dr. John Goodman from NCPA, Gary Claxton from Kaiser Family Foundation, Bob Moffitt from Heritage Foundation, Roy Ranthum former White House of George W. Bush and was in charge of HSA prior to that at Treasury under Bill Sweeten.

All of these folks are dear friends and have traveled to Iowa in the past for either IAHU events we held or events I've done at Drake. The Government folks we can get for travel cost or free depending on position the other speakers are typically travel plus \$1,000 to \$1,500. Maybe we can talk time on 28th around the CE event to talk or sometime that week.

I've attached a couple of pictures on how our 2003 IAHU Healthcare Symposium appeared, one picture is of Dr. John Goodman from NCPA out of Dallas.

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From: Joe Evans [<mailto:jevans@jegagroup.com>]
Sent: Tuesday, July 31, 2012 2:16 PM
To: jpatton@amgi-dsm.com
Subject: IAHU planning

Wyckoff, Carol J

From: Eric Kohlsdorf [eric@prismastrategies.com]
Sent: Tuesday, August 14, 2012 10:29 AM
To: Wyckoff, Carol J
Cc: 'Joe Teeling'
Subject: Government Relations Report...

Carol,

I won't be able to attend today's meeting. I know we spoke about getting together prior to discuss. I'm not sure if you are going today, but if so, I'm sure you can tell everyone that we are out of session in Iowa and that we haven't had a lobbying report. I can say that I golfed in Speaker Paulson's golf tournament and he now recognizes me and calls me 'Kohlsdorf'... which I think is a good thing for this coming session. Secondly, the governor's office is leaning toward allowing the Fed to implement the exchange, which I think is not good since the Fed could implement taxes outside the exchange to pay for it inside the exchange... beside that, Sen. Hatch wants that, so we know it's not good for us... we'll have to work on this for sure during the session.

There hasn't been a Coalition meeting recently... so no report from the Coalition.

Obviously, no Congressional Senate campaigns in Iowa this year, but we've got four for Congress. HUPAC will be giving money to Congressman King for his re-election. I doubt there will be any money for the Eastern side of the state unless the republican candidates close the margins. No money for Loseback and probably not for Braley. Regarding the Latham / Boswell race... HUPAC supports Latham and he's been much more helpful to our cause vs. Boswell. Right now, Latham is three or four times ahead in fund raising over Boswell.

Other than that, that's all I've got...

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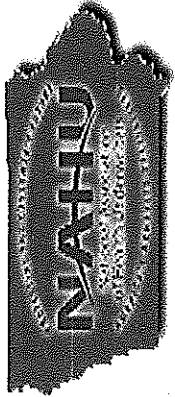
PRISMA

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8/14/2012



Central Iowa
 Eastern Iowa
 Western Iowa

"Proposed"
2012 / 2013 Program Schedule

Date	Topic	CEC's	Venue	Time	Association Market Focus
28-Aug	Sizzling Summer CE Event w/ Kelly Ins. Center	7	Hilton Garden Inn in Johnston	8am-4pm	Des Moines
Sept (TBD)	Healthcare Reform Now	3	True North Conf Center		Cedar Rapids
16-Oct	Membership Program	1	TBD		Des Moines
20-Nov	Membership Program	1	True North Conf Center		Cedar Rapids
12-Dec	Holiday Program		TBD		Des Moines
15-Jan	Membership Program	1	True North Conf Center		Cedar Rapids
5-Feb	Insurance Industry Day on the Hill		State of Iowa Capital		IOWA
19-Feb	Archie Boe Series CE Event w/Kelly Ins Center	8	Drake University		Des Moines
2/25,26,27	Capital Conference		Washington, DC		IOWA
19-Mar	Membership Program	1	True North Conf Center		Cedar Rapids
16-Apr	Membership Program	1	TBD		Des Moines
5/23,24	IAHU State Convention	8	TBD		IOWA
21-Jun	IAHU Annual Golf Outing	0	TBD		TBD
22-Jun	? NAHU Leadership Convention		Atlanta, GA		IOWA

Total CEC's offered **31**

Communication Committee Report
August 14, 2012

- Email blast sent on Friday, July 13th inviting membership to the Region IV leadership meeting.
- Email blast sent on Friday, July 20th, inviting membership to Wisconsin (WAHU) annual meeting.

- Email blast sent on Wednesday, August 8, 2012 to membership announcing new Board members and our membership goal of 300 for the upcoming year.

- Discussed with Eric Kohlsdorf our strategy for communicating legislative updates. See separate action plan for 2012/2013. We think Constant Contact will be a great way to manage the newsletter, email blasts and legislative updates.
 - Constant Contact
 - Email: Fee is \$15.00 per month. If we pre-pay for 6 months the fee is \$13.50 per month. If we are a non-profit (I assume we are) the pre-pay fee is \$12.00 per month.
 - Email would manage contact lists; allow us to see how many people are reading our emails, etc. There are templates available for newsletters, etc.
 - Event: Fee is \$20 for 0-1 event per month, \$25 for 2-5 events per month. If we pre-pay those fees go to \$18 and \$22.50. The non-profit pre-pay fee is \$16.00 and 20.00
 - Annually the cost look like it is about \$500. We can also do surveys for an additional fee.
 - Request motion to move forward with Constant Contact

- Attended Region IV meeting. Learned a lot more about what Communications is charged with doing. Great information. Well worth the time spent. I would encourage attendance by all Board members in the future.

Communications Committee
2012/2013 Action Plan

1. State Newsletter Publication-start with quarterly
 - a. 10/1/2012
 - b. 1/1/2013
 - c. 4/1/2013
 - d. 7/1/2013
2. Maintain the State website
3. Maintain a current e-mail distribution list
 - a. Use Constant Contact to distribute email notifications, newsletters and event management
 - b. Work with legislative chairs to send out updates as needed (in addition to newsletter).
4. Conduct a member needs survey
 - a. Use Constant Contact
5. Publish and Annual Summary Report of chapter activities to members demonstrating value of membership.
6. Media Relations
 - a. List of local media contacts
 - b. Letters to Editor
 - c. Op-Ed articles
 - d. Press Releases
 - e. Press hits
 - f. Present NAHU "Working with the Media" at Leadership training
 - g. "Health Industry Week"