

IAHU  
Strategic Planning Meeting  
September 4<sup>th</sup>, 2014

Called to Order           The 2014 Strategic Planning Meeting was called to order by President Patton at 9:08 AM. The meeting was held at the Hotel Pattee in Perry, Iowa.

Members present: Evans, Thams, Kohlsdorf, Schreder, Jarvela, Strouse, Lindsay, Barr and Patton

Members absent: Shireman,

Guests: Lee Patton

President Patton:       President Patton began the meeting by reminding the Board Members present that the 2014 Strategic Plan should be an open discussion about the next year's goals and direction for the Iowa Association of Health Underwriters. He continued to say that he felt the best way to plan was to use the NAHU Awards Criteria as a template.

Because of her experience in being the Past Chair of the National Awards Committee, Dawn Barr offered substantive suggestions about qualifying for the various awards offered by National.

1. Landmark Award: honors the state chapters for outstanding achievement and excellence in serving their members, the industry, and the public. A total of 10 Landmark Awards may be presented.
2. Pacesetter Award: because Iowa is only a State Association with no chapters – Iowa would not be eligible for this award.
3. Legislative Excellence Award: this award honors state and local chapters that excel in their legislative involvement by performing outstanding service throughout the awards year.

There was a review of the Mission Statement of IAHU. Our mission is... Iowa Association of Health Underwriters will improve its members' ability to meet the health, financial and retirement security needs of all Iowans through education, advocacy and professional development.

Following discussion, it was agreed that there should be a slight amendment to the mission statement. The word it's in the first sentence should be replaced with the word our.

There was a review of the vision statement for IAHU. Our vision is... Every Iowan will have access to private – sector solutions for health, financial and retirement

security and the services of insurance professionals. Following discussion, there will be no changes to the vision statement. The IT chair was instructed to make certain that the vision statement appears on the IAHU website.

President Patton asked various Committee chairs to review the accomplishments obtained by their Committees this year.

- Membership: Chairperson Schreder reported on the accomplishments of the Committee. Membership reached an all-time high of 243 members. It is down slightly to 236 currently.
- Senate Debate: Chairperson Kohlsdorf discussed the success of the Senate Debate. He indicated he has received a great deal of positive feedback. He commented that he was disappointed in the small number of people who actually attended the event in person but indicated there was quite a bit of activity online. A significant portion of this activity was from the State Capital where staffers were online listening to the debate.
- Symposium: Chairperson Patton reported that the bulk of the feedback he received regarding the symposium was favorable. He felt that the date of the symposium had a negative impact on some of our sponsorships. He related that at least six sponsors couldn't make the event because of prior commitments. We received good publicity not only locally but nationally through tweets, and the Des Moines Register. Compared to last year, attendance was down slightly.
- Programs: Chairperson Strouse commented that one the Committees better accomplishments was that the Association is processing their own continuing education information. She feels that the programs are off to a very good start and she's excited about building in the future year. She can place special emphasis on using partners and people within the Association to improve the quality of the monthly meetings. She feels that there is good interest in educational meetings and will stress these. One idea that she's interested in implementing is if a non-member attending a meeting joins NAHU they will get a credit towards their NAHU membership fee instead of paying for the membership meeting.
- Legislative: President Patton and Chairperson Kohlsdorf reported that the major legislative activity was The Day on the Hill. Kohlsdorf emphasized that it was extremely quiet from legislative standpoint this year. There was discussion about the excellent job that lobbyist Larry Blixts does for the Association. It was emphasized that the \$15,000 we pay him is very economical compared to the cost for lobbyists in other states.
- Golf Outing: Chairperson Lee Patton reported to the Board that this was the largest golf outing attendance that we've ever had. He also mentioned that there was tremendous feedback, all positive, about the golf course and how the event was handled.

Website: IT chairperson Lee Patton discussed plans for simplifying the administration of IAHU's website. It is felt that one of the reasons the administration is cumbersome is because too many people are giving our webmaster Jacque Myers instructions. It is chairperson Patton's intent to simplify this process by having all requests run through his Committee.

He also reported that the new updated bylaws will be added to the website.

General Discussion: There was general discussion about the importance of adding as many new members as possible. There was also discussion that we now have representation in the Western – Central – and Eastern portions of the state. Todd Thams is the Board member at large from the western Iowa. Greg Shireman is Board member at large for Central Iowa and Marty Olivia is member at large for Eastern Iowa.

IAHU Board and Committee Structure: President Patton reviewed a chart of the IAHU Board and Committee structure. The chart not only showed current Board and Committee positions but reflected Committees that President Patton hopes to have Chair people named soon. These additional Committees are Public Service, Awards, HUPAC, Legislative, and Member Retention. President Patton indicated that he is talking to people and hopes to be able to announce the Chairs soon.

Preliminary budget: The discussion about the 2015 Budget was presented by Treasurer Lindsay. Following discussion, it was agreed that the line item, both income and expense, for Senate Debate should be removed.

There was lengthy discussion on the practicality of establishing a dollar limit for expenses incurred by Members who travel to Capital Conference and the National Convention. No final decision was made. Board Member Kohlsdorf will establish a Policy and Procedure regarding this for review by the total Board at their next meeting.

The expense line item for the Association PO Box started a conversation about the practicality of the current location of the box. Following discussion, it was agreed that the location and association address would remain the same.

Nominations and elections: There was lengthy discussion about the rushed nature of this year's election of Board members. Following a detailed review of the Associations Bylaws, it was agreed that the Association's Annual Meeting will be held in conjunction with the 2015 golf outing.

The bylaws are very specific: section 1 – the election of officers and directors shall be held at the annual meeting of the members of this association. Section 2 – at a date certain prior to the date of the annual meeting, the immediate past president

shall form a nominations Committee consisting of no more than four members of the Association in good standing and chaired by the immediate past president.

Section 3 — The nominations Committee shall prepare a ballot containing the names of all qualified nominees and distribute ballot materials to all active members prior to the date of the annual meeting. The ballots shall be cast in person at the annual meeting or by electronic voting.

Membership:

As of April 1 total membership is 236 members. Chairperson Schreder will continue to push general agent involvement in increasing our membership. One issue with offering memberships associated with our symposium is that this year we know it's just an increase in renewable memberships instead of new memberships. It's felt because of the improvement in the quality of our monthly meetings this will help increase membership as well.

There was discussion about obtaining a list of members to enlarge our mailing list. Chairperson Schreder indicated that KHI purchased and scrubbed a list of active Iowa insurance agents. She offered to make this list available to IAHU. Because of the large size of this membership list there was discussion about the limitations using Constant Contact.

Education/Programs:

There was discussion that there hasn't been a member survey done in several years. The NAHU has a survey template available. The feeling of the Board was that it's important to get the ideas of the members as to what they would like to have presented during the monthly meetings and whether there was any specific items the Board could do to further the benefits of membership.

Communications:

Lee Patton is the new chairman of the Media/IT Websites Committee. An effort is going to be made to announce all new members on the website. Also it's felt the area of growth is in social media specifically Twitter and LinkedIn.

There was lengthy discussion regarding awards – Leading Producer Roundtable (LPRT) is a good example of a program that hasn't been promoted well in the State as well as Triple Crown. Triple Crown is awarded to the member who leads in member recruitment, legislative alerts and HUPAC contribution.

Government relations

HUPAC Chair Kohlsdorf indicated there are only 18 total contributing members in the State of Iowa and this includes the Iowa State Board Members. 12% of all National members make a HUPAC contribution. Because of the tremendous time commitment in being a HUPAC Chair, Kohlsdorf is going to work to secure a Legislative Chair.

Upcoming IAHU  
Events

Symposium 2015 -- the 2015 Committee has not yet met. There were several points of discussion: there is going to be consideration of a new hotel for the event this year. There's a new Holiday Inn Express near the airport that may be a possibility. It's felt that having another hotel to bid against Prairie Meadows will make certain we are receiving the most competitive price. Traditionally the responsibility for planning the symposium falls on the President-elect. The fact that our symposium is Des Moines based does not present any issues with President Elect Jarvela.

Additional items of discussion: should the length of the symposium be reduced? Should we establish a cost per day? There have been comments that people would like to attend for just one of the two days. There is strong interest in having breakout educational sessions as part of the symposium

Golf Outing: the date for the golf outing, and the Association Annual Meeting, has been set for June 11, 2015.

IAHU structure

Lengthy conversation about should the IAHU look to establish local chapters? There was a detailed discussion about the failure of the Cedar Valley and Mississippi Chapters. The Board wondered whether we are losing delegates at the National Convention because we don't have local chapters. The Board also wondered whether we were losing contact with our regional members because we didn't have chapters.

Adjournment

The strategic planning Committee was formally adjourned at 11:35 AM.