

IAHU Board Meeting
2017 Strategy Meeting Minutes
October 10, 2017

Called to Order	The October 10 th , 2017 Strategy Meeting of the Iowa Association of Health Underwriters Board was called to order by President Thams at 2:08 PM. The Meeting was held at Delta Dental.
Members Present --	Lindsay, Thams, Hitchcock, Evans, Elam, Shireman, Strouse, Schreder, Meek-Anderson
Members Absent --	Mueller, Jedlicka, West
Comments by President Thams	Thought has been put into how the Strategic Plan should be structured in comparison to normal Board guidelines. The goal for the day is for each Board Member to discuss the one main goal they wish to accomplish for the entire 2018 year.
President Elect's Mike Elam	Successfully Plan and carry out the 2018 Symposium. A second goal would be to work closely with the Board to facilitate continuity and progress for the transition to a new Board in 2018/2019. There has always been a struggle with the mid-year transition of officers. Work on increasing Membership through adding Member value.
Past President/HUPAC Lynn Schreder	It has been a while since anyone was interested in HUPAC from a State level. Eric Kohlsdorf had a strong National representation but really not from a State standpoint. I think we have lost touch with what we are doing locally in Iowa. President Schreder changed the organizational structure in that now the Past President is the HUPAC Chair. Prior to this change the only duty of the Past President was organizing the incoming slate of officers which wasn't a full-time duty. Schreder's goal is to find five more HUPAC Capital Club Members. (those who contribute \$1,000 annually to HUPAC) She wants to add a page to the current Association website recognizing current Capital Club Members.
Member Services Joe Evans	Goal is to continue to grow Membership in the Association. We want a good value proposition for our Members. We want a good system of engagement for new Members and ultimately we want to have a committee succession plan for future years. We need to work in attracting new younger Members. Also the committee wants to have a connection with each General Agent in the State of Iowa to drive Membership.

Western Iowa
Karey Meek-Anderson

One goal is that when the Programs Committee schedules a speaker, it should be automatic that the speaker is also asked if they will present in Northwest Iowa and Cedar Rapids/Eastern Iowa. We need to advertise three locations instead of just one. Also we should consider lowering the cost for attending Member Meetings to increase attendance. When members are at the meeting that is the time to discuss the value of the Association. Once outside the Des Moines area, the recognition of the Association is not great.

Eastern Iowa
Rick Jedlicka

No Report

Corporate Sponsors
Cassandra Mueller

No Report

Communications
Tracy Hitchcock

I plan on taking some the communication processes we have been doing and improving upon them. One naturally is pushing our involvement in social media - Facebook and Twitter. National is positioning themselves to be of more assistance in this area by adding a support person. We need to place more emphasis on our website as a method of pushing out information to our members. It is obvious that people are inundated with emails and are looking for other ways to gain information. Our two Facebooks sites have been merged and all Board Members have been given administrative rights. This will allow any Board Member to post to the site without have to go to our web administrator to have this done. We need to update our LinkedIn site as well. This is more cumbersome considering all adm rights have been lost. We will need to establish a whole new LinkedIn site. It is the feeling of the Board that LinkedIn presence is very important.

Awards
Greg Shireman

An obvious indication of the success of our Association is when we are getting national recognition through the NAHU Awards process. I have put together a road map or guide on how we can track toward winning National awards. There are two levels of awards; awards as a chapter and for individuals. The Board needs to determine what they want to focus on as a chapter. It would be impossible to attempt to win all the awards that are available. This is a very large process so it is obvious that a committee needs to be created to assist with this process. I plan on focusing on three that the Board deems to be most important. It seems that two choices would be Landmark and Legislative Involvement because we already have significant involvement in these areas. Another would be Pacesetter.

Government Relations
Marcie Strouse

My goal is to put together a Legislative Day at the Hill after our Capitol Conference so we can bring our membership in to review what we learned at CapCon and then we can also take this information to our State Representatives. Capitol Conference is the 26th – 28th of February. Ideally the 'Day on the Hill' would be scheduled for the next week. We would skip

participating with the Big "I" with their Day on the Hill. It would be ideal if we could have someone from NAHU join us at this event so we could have the national perspective as well.

Meeting adjourned: 4:35 PM