

**Washington Association of Health Underwriters**  
**Planning Meeting & Board Minutes**  
**September 26, 2016**

Present: **Keith Wallace, Mariana Anciarra**, Selena Rushton, Al Pierce, **Dan Eich, Kathy Frazier**, Amy Dalton, **Amanda Riley**, Casey Meehan, Gary Franke, **Thomas Bell CEBS**, Anatoliy Chernenko, Marsha Tellesbo, **Laura Peterson**, Mel Sorenson, Diane Bevins

President Keith Wallace opened the meeting at 10:10 with a fun little ice breaker exercise.

**Minutes** – The August minutes were distributed prior to the meeting. A motion was made and seconded to accept the minutes as submitted. Motion carried.

**Financials** – Laura review were we are in the year's financial report. We have \$106,479 in checking, with \$26965 in savings for a total current position of \$133,444. \$5,086.66 is reserved funds that WAHU is holding while it is determined should the Central Washington Chapter reform. If so these funds will be turned back over to the Central board.

President Keith Wallace next opened up discussion surrounding the question – ***What would YOU define as a success at the END of this fiscal year (2016-2017)***. Many suggestions were had around the room.

Increased membership was very high on the list

Better communications with members, with the public, with the legislators

Articulate the high value of the broker/carrier community

Website that everyone can access with ease and understanding

More community involvement

Successful state symposium

Professional Development opportunities including meeting and working with new folks

More education for producers

More involvement in Day on the Hill

Find ways to rally troops with such things as Operation Shouts

TriCounty is planning to discontinue the golf tournament. Maybe do a wine tasting event. A thought was to do a CE event on a bus enroute, to offer the educational aspect, but then have a fun evening event.

Try to always mix fun with education

***State Symposium***

Make sure presenters are not selling

Reduce things that take so much time and energy to plan/prepare but focus on the needs of the membership and attendees

Bring in more sponsors.

More attendees at Symposium. Currently the State Symposium is not a draw. How can we improve?

Look at how we can cross promote with like / similar associations to share costs and proceeds.

Personal phone calls to reach out to members. Let them know we care. Peer to peer networking

Continuing education

NAHU certification is a good offer to members.

Some discussion was had on breaking up Seattle and Spokane on consecutive days.

During lunch, Mel reported on state legislation issues including the state budget and why it is so much of an issue. The current status and potential election options for both the house and the senate were reviewed and discussed. In addition other issues and/or concerns we need to monitor and watch were reviewed. HIAPAC was discussed during this time and the need to fund the PAC in order to have these dollars available to aid in the election process of key legislative representatives. Currently our PAC is very, very low not allow us the proper opportunity to support candidates who we consider to be of value to us.

### ***Membership***

We have seen a drastic reduction in our numbers. Currently at 323. Al Pierce has accepted the role of membership chair. He distributed a proposed process he will share with membership chairs from each chapter during his monthly conference call. He would like all membership committee representatives to have a plan in place to reach out to expiring members to confirm their involvement in WAHU. Confirm their automatic withdrawal account is current. This has been a regular issue as folks assume the monthly withdrawal is happening, not recognizing the expired card. Be consistent on approaches. He developed scripts for chairs to follow.

WAHU and HANU are focused as to what we do for the industry. Some suggestions are to open a mentorship program to nurture the young millennials coming into the industry, a free networking night, testimonials on the website, joint events with like associations-such as NAIFA.

A challenge was placed that EVERY board member secure at least one new member! This is for everyone on the board.

### ***HUPAC***

Marsha reviewed HUPAC. This is the Federal NAHU PAC. HIAPAC is the state PAC. HUPAC has a number of federal legislative issues that NAHU addresses. Naturally it is important that everyone participate in the PACs. She can access a list of who is regular contributors. You can do monthly withdrawals to the PAC and know that you are supporting and protecting your business.

## **Legislative**

Anatoliy is the Federal Legislative chair. In this role, he will be responsible to inform the board as well as offer information periodically for distribution to membership on national issues of concern to members. He will stay abreast of key representatives and senators who are in DC and work hard to keep them aware of the impact on the broker/carrier communities. He has had several meetings with key legislative representatives. AND will continue to do so throughout the year. Also will be instrumental in the planning and implementation of CAP conference in DC.

## **Media**

Selena emphasized that her goal is to reinforce value in NAHU/WAHU. Chapter media representatives should reach out to their chambers, economic development counsels, etc., and promote that we are the experts when they are in need of information. We are available to speak to their contingency. We can measure results by the outreach we perform. On the NAHU site at this time there is only one person listed as a contact person for our state. EVERYONE on the board should make sure they are listed.

## **Chapter Updates**

*TriCounty*- As earlier stated will eliminate the annual golf event, in lieu of something new. The membership chair stepped down. They hope to take more of the board to CAP this year.

*NWAHU* – Summer has been a hiatus for them. They are regrouping as it seems most of the membership took the summer off. Lost both membership folks. Now Gary Franke is in the role for both recruitment and retention. Their Strategic planning is upcoming in mid-October. Amy has some great ideas for social meetings.

*Spokane* – Golf Tournament with St. Lukes was biggest/best so far! The chapter is still doing their monthly volunteering at the local food bank. They have plans to hold meetings surrounding webcasts offered by NAHU – one October 5<sup>th</sup> and another in December.

*South Sound* – has restarted! Amanda Riley is president with Casey Meehan as vice president. A 4<sup>th</sup> quarter mixer is in the works, with plans to do two events this year. Currently 53 members. Will send a surveying to members and those who do not respond will get a personal phone call.

## **Website**

Frank Chinn was introduced to the board. He reviewed where we are today and why, combined with options for where we are headed based only on the information he has received. There was question about build out for other options, but we were cautioned to be aware that code writing takes time and costs. It is imperative we get this existing website up and running first then work towards upgrades and improvements.

Next Board meeting will be October 13 in 1006 Industry Drive, Tukwila, WA 98188.

REMEMBER - Day on the Hill – January 26, 2017

Motion made and seconded to adjourn at 3:00 pm.

**WAHU**  
**Profit & Loss Budget vs. Actual**  
 January through February 2017

	Jan - Feb 17	Budget
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
Interest-Savings, Short-term CD	0.88	5.00
NAHU Dues	4,765.78	24,000.00
<b>Program Income</b>		
Day on the Hill	630.00	
<b>Total Program Income</b>	<b>630.00</b>	
<b>Symposium</b>		
Advertising	0.00	1,732.50
Exhibitor	2,690.00	33,904.50
Sponsor	6,000.00	18,150.00
Seattle symp. Attendee	0.00	23,518.00
Spokane symp attendee	0.00	10,175.00
<b>Total Symposium</b>	<b>8,690.00</b>	<b>87,480.00</b>
<b>Total Income</b>	<b>14,086.66</b>	<b>111,485.00</b>
<b>Expense</b>		
Awards	0.00	250.00
<b>Contract Services</b>		
Accounting Fees	0.00	850.00
<b>Total Contract Services</b>	<b>0.00</b>	<b>850.00</b>
Credit Card Fees	0.00	2,360.00
<b>Lobbyist</b>		
Lobbyist Fee	7,000.00	42,000.00
Lobbyist expense	369.72	2,500.00
<b>Total Lobbyist</b>	<b>7,369.72</b>	<b>44,500.00</b>
<b>Operations</b>		
HUPAC Administrative Fund	0.00	400.00
Supplies	0.00	20.00
WAHU Office	0.00	7,500.00
Web site	500.00	6,000.00
<b>Total Operations</b>	<b>500.00</b>	<b>13,920.00</b>
<b>Other Types of Expenses</b>		
Insurance - Liability, D and O	0.00	1,750.00
<b>Total Other Types of Expenses</b>	<b>0.00</b>	<b>1,750.00</b>
<b>President's Expense</b>		
Region 8	0.00	1,500.00
Strategic Planning	0.00	1,800.00
Symposium Expense	299.88	35,000.00
<b>Travel</b>		
Annual Convention	0.00	4,500.00
Cap Conf.	3,330.57	5,000.00
<b>Total Travel</b>	<b>3,330.57</b>	<b>9,500.00</b>
<b>Total Expense</b>	<b>11,500.17</b>	<b>111,485.00</b>
<b>Net Ordinary Income</b>	<b>2,586.49</b>	<b>0.00</b>
<b>Net Income</b>	<b>2,586.49</b>	<b>0.00</b>