



Board of Directors Orientation
Annual Budget Meeting
Strategic Planning Session
(2019-2020 Association Year)
May 23, 2019
Sawyer Hotel, Sacramento

In attendance: Brian Sullivan, Vanessa Ignacio, Marti Murray, Nick Jauhal, Ryan Dorigan, Laura Murphy, Jim Morrison, Korey Platt, Cathy Little, Sue Wakamoto-Lee, Patricia Stiffler, Maggie Stedt, Yolanda Webb, Dave Fear Jr, Brad Davis, Cerrina Jensen, Helen Ornellas, Dawn McFarland, Bruce Benton, Kimi Shigetani

Bruce opened at 8:10 am.

Board Orientation – 8:00-8:30am (Continental Breakfast)

- Congratulations, Welcome
 - Board Culture – discussed the outline of the day.
 - NAHU State and Local Chapter Orientation – asked all to review this video.
<https://www.dropbox.com/sh/c2rsrtqbrqdrzu/AAB3WUUQmpjLTn-ZHFDcufsUa?dl=0>
 - Anti-Trust – reviewed policy with board
 - CAHU Bylaws – describe roles of VP's on board, meant to provide guidance for positions.
 - Policies & Procedures – asked board to review.
- CAHU 2019-2020 Board Meeting and Committee Schedule
 - Board meeting agenda format, roll call and webinar structure – schedule will be out by mid-June.
 - Statewide Committee Meeting Schedule – to be determined based on what committees go forward (outside of standing committees)
- Introduction of Ad Hoc Committees
 - Finance Committee and appointments – to follow new policy
 - Governance Committee and appointments (including Bylaws Committee) – review policies/procedures and bylaws
 - Medicare Advisory Group – moving from committee to a group (Ryan Dorigan will chair)
 - Vanguard Council – Sean Greene will chair. Discussed the history and purpose of Vanguard. Goal is to create programs that are innovative and interesting. Jim suggested that these events be part of the larger events and not be a separate
- On agenda but not addressed:
 - Corporate Relations Committee (Operate within our means. Raise revenue)
 - Chapter Leadership & Development
 - Membership Affairs Team
 - Public Affairs Team
 - CAHU Think Tank
- Expectations and conflicts

Annual Budget Meeting – 8:30-9:15am

- Presentation of 2019-2020 budget – discussed the current year and proposed budget. The dues increase should be discussed further as to intent. Will ask Finance Committee to discuss renaming line 6512 in regards to usage of the dues increase.
- Discussion and Parking Lot Items – no items
- Board discussed budget approval process and how to submit feedback. Feedback and changes should be sent by email to the Finance Committee and would be discussed again at the June board meeting.

Strategic Planning Session – 9:30am-12:00pm

Back to Basics. Navigating the Future

- Mission & Vision .vs NAHU (Purpose)
- CAHU Structure (including MAT and PAT) and Review of NAHU Structure
 - Executive Committee Structure (CAHU Vice President)
 - Committee Vice Chair Integration (Succession)
- Executive Board and Committee Chair Reports/Discussion (Local Chapters First)
- Conclusion
 - Statewide Committee Purpose Statements
 - NAHU Landmark Award Criteria and Calendar
 - Simplification. Maximum effectiveness. Minimal Burden.

Goals for year

VP Legislation (Jim Morrison)

- 1) build foundation of strong legislation council including re-birth of adopt a leg and strong Capitol Summit
- 2) improve communication with members (new methods?)
- 3) Succession plan, introduce vice chair/s

VP Membership (Korey Platt)

- 1) Develop mentorship program for new members – pair with resources and more experienced members
- 2) Identify milestones and celebrate/recognize members
- 3) Easier renewal process
- 4) Package pricing for events
- 5) Calendar Invites for all events

Longer term goal: Online membership tools and resources to use; vice chairs for succession planning, scholarship program for AHU events, extended terms for VP positions

VP PAC (Sue Wakamoto-Lee)

- 1) Actively maintain monthly and annual donations with no lapses
- 2) Work with CalAd to maintain a success rate of 95%
- 3) Raise \$200,000

Longer term goal: find and maintain an automated solution; average \$250,000 per year in donations

VP Professional Development (Cerrina Jensen)

- 1) Leadership Training
- 2) Enhance current program to reduce course database, Produce additional contemporary relevant content, work with NAHU on speaker bureau
- 3) Member only content

Longer term goal: Develop marketing team & work on communications

VP Public Affairs (Brad Davis)

- 1) Continue process of name change and re-branding
- 2) Fill position of public affairs contractor
- 3) Expand CAHU's media presence

VP Communications (Kristie Scavarda)

- 1) Create meaningful content to distribute, including videos
- 2) CAHU Website Revamp/member only portal
- 3) Zoom meeting addition

Longer term: social media campaign

VP Corporate Affairs (Yolanda Webb)

- 1) Restructure current annual partner matrix
- 2) Develop a chapter co-op embedded within matrix
- 3) Assist in development of new model for process of partner recruitment

VP Finance (Cathy Little)

- 1) Keep close eye on financials
- 2) Be transparent with the board

President Elect (Maggie Stedt)

- 1) Plan and execute a successful Health Care Summit
- 2) Chapters get more engaged and more supported through resources and training
- 3) Learn board responsibilities and members

Immediate Past President (Dave Fear Jr)

- 1) Help determine how to bring new structure to house of delegates
- 2) Chapter Development – recruit leaders

VP Community Outreach (Dawn McFarland)

- 1) Increase presence of Foundation
- 2) Find community centered programs that will engage members and increase CAHU's community presence
- 3) Increase presence of Foundation through community clinics and other outreach

Longer term: establishing Foundation as an industry leader on consumer information

Overall: need to grow membership through actions outside of events, need to make it easier for volunteers to participate.

Awards Chair (Pat Stiffler)

- 1) Landmark award for CAHU
- 2) Blue Ribbon of Excellence for CAHU
- 3) 75% of chapters submit for national, 100% for CAHU award submissions.

NAHU Awards (Pacesetter, media relations, etc). CAHU Awards – would like to revamp them this year to be more in line with NAHU awards. Pat agreed to be appointed to the standing awards committee.

Immediate Past President (Dave Fear Jr)

- 1) Participate on governance issues (bylaw changes) as part of governance committee
- 2) Continue to work with struggling chapters
- 3)

Bruce

- 1) Further develop chapter structures

Medicare Chair (Helen Ornellas)

Discussed creation of Medicare Summit template for chapters to use. Helen noted that most Medicare agents also do small group. Helen noted that membership for Medicare agents is high – considering different membership options for them would be helpful to engage those agents.

Chapter Goals

SVAHU – Nick Jauhal – investing time and resources for membership engagement. Partnering with GGAHU and local chapters for fun networking events with speakers. Mentorship is important. Overall goals are membership growth and engagement.

NCAHU – Vanessa noted that the chapter has silver certification, and the board is growing. Focusing on planning events and speakers. Need help to find speakers, also working on building membership.

OCAHU – Ryan noted that one of the big areas is around sponsorship. Right now losing sponsors on an annual basis, but event sponsors are still holding strong.