



MEETING MINUTES

Meeting Description: Board Meeting

Date and Time: January 17, 2016 @ 10:00am

Staff Present: Mike Belote, Jennifer Blevins, Juli Broyles, Susan Peters

Participants (attendees at the time roll call was taken noted below. Please email info@cahu.org to notify if you joined the meeting in progress):

Executive Board	Title			
Rick Coburn	President	x		
Stephanie Berger	President-Elect			
Michael Lujan	Immediate Past President	x		
Juan Lopez	VP Finance	x		
Dave Fear, Jr.	VP Legislation	x		
John Evangelista	VP Membership	x		
Leslie Williams	VP Professional Development	x		
Ryan Neace	VP PAC	x		
Bruce Benton	VP Public Affairs	x		
Patrick Burns	VP Corporate Relations	x		
Cerrina Jensen	VP Communications	x		
Wayne Guzman	VP Community Outreach	x		
President or Voting Member			President-Elect or Voting Member	
Adam Rochon	President CCAHU	x	Vacant	
Sandra Barr	President DCAHU		Ryan Bradley	x
Phil Lee (John Helms)	President GGAHU	x	Cathy Little	
Kristie Scavarda	President IEAHU	x	Yolanda Webb	x
Dawn McFarland	President LAAHU	x	Bobbie Kaelin	x
Vacant	President NCAHU		Vacant	
Leanne Chrisman	President NVAHU	x	Vacant	
Maggie Stedt	President OCAHU	x	Juan Lopez (Patricia Stiffler)	x
Ned Schaut	President SAHU	x	Helen Ornellas	x
Mark Haskell	President SDAHU	x	Sean Greene	
Jason Herbison	President SBAHU	x	Laura Murphy	
John Bobincheck	President SVAHU		Michael Traynor	x
Juli Canter	President VCAHU	x	Korey Fiore	x

Quorum: 19

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- I. Call To Order: President The President called the meeting to order at 10:02am. The President reminded the Board of CAHU's Antitrust Policy, which is included with the Board Meeting packet and also posted on the CAHU web site.
- II. The Board approved the January 17, 2017 Board Meeting agenda and approved the December 20, 2016 Board Meeting minutes by unanimous consent.
- III. Legislative Report –
 - a. Mike Belote reported on the election and political climate. Announced Faith Lane will be joining California Advocates to support CAHU's legislative efforts.
 - b. Juli Broyles reported on current activities by Covered California and the Legislature.
 - i. Covered California agency contract was emailed to Board for comment.
 - c. Dave Fear, Jr. reported on Legislative Council activities. Also, reminders about upcoming Bill Review meeting (Legislative Chairs and CAHU Executive Board) scheduled for March 9 in Sacramento, as well as NAHU Capitol Conference, February 13-15. Legislative Chairs are responsible for booking their own legislative appointments.
 - d. Patrick Burns reported on NAHU ACA activities.
- IV. Financial Report – VP of Finance
 - a. Reviewed the December 2016 Financial Report.
 - b. Reported Kern AHU's tax situation. No update on West Coast Call Center.
 - c. Juan Lopez moved that that the Board approved the December 2016 Financial Report. Motion carried by unanimous consent.
- V. President's Report
 - a. February 28, 2017 Board Meeting (note: date change): 10:00am to 2:00pm Board Meeting; 2:00pm to 4:00pm Strategic Plan Review). Chapters are eligible for Pacesetter points if they attend Strategic Plan Review.
 - b. March 21, 2017 Board Meeting will be via conference call.
 - c. Member Survey: Top 5 Ideas to Fix the ACA – closed on 1/16. Dave Fear, Jr. is tabulating responses for formulate talking points.
 - d. Meeting with Tri-Org to discussion agent fee structure. Waiting for proposal from legal counsel.
 - e. Chapter Development: Will attend NAHU Leadership session in February. Will provide feedback to chapters on best practices.
 - f. CAHU/CAHU PAC: Possibility joint CAHU/CAHU PAC meeting to discuss strategy. Rick will discuss with Dave Fear, Jr. and Patrick Burns.
 - g. Working on messages to members about election, legislative activities and CAHU successes.
 - h. Reported on recent industry and chapter meetings attended.
- VI. Executive Board Reports
 - i. Immediate Past President –
 1. Nominations Report: Executive Director provided an overview of Nominations process, deadlines and nominations received to date. Further updates will be sent via email to Chapter Presidents and local chapter Executive Directors.
 2. Industry Participation: Continues to attend Covered CA meetings; also invited to participate in Insured the Uninsured events.
 - ii. President – Elect: Health Care Summit 2017 planning has commenced.
 - iii. VP Communications – Reported that communications process has been formalized; web site continues to be updated; updated Board on social media stats.
 - iv. VP of Community Outreach/Diversity Task Force (DTF) – Wayne Guzman reported that he will step down from this position effective June 30, 2017 and will assist in succession planning.
 - v. VP of Legislation – No additional report.
 - vi. VP Membership – Provided an update on current membership activities including attendance on recent monthly Membership Committee calls; John Evangelista is working on a new process for membership retention and will present at February or March Board meeting.
 1. Vice Chair Membership – Maggie Stedt reported that in February 2017, NAHU will unveil a new membership report.

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- vii. VP PAC – Provided current CAHU PAC financial information – an increase from last year. Announced CAHU PAC contest winners: NVAHU, SBAHU and VCAHU; CAHU PAC was top supported a majority of the winning candidates in the recent election.
 - viii. VP Professional Development – CE course listings and search function for the Professional Development section of the web site has begun.
 - ix. VP Public Affairs – Provided an overview of draft CAHU Policy & Procedure 7017 Communication to Members; discussed CAHU branding commercial (estimated expense \$400.00)
 - 1. Dawn McFarland moved that the CAHU Board approve Bruce Benton produce a CAHU Branding Commercial. Dave Fear Jr. seconded the motion. Motion carried. None opposed; one abstention.
 - x. VP Corporate Relations – Requested chapters provide him with their sponsorship package information; developing CAHU subcommittee on use of CAHU name and logo (review current CAHU Policy & Procedure 7016).
- VII. Chapter Reports – Chapter representatives present provided an update on their chapter’s activities.
 - VIII. Medicare Task Force Update – Yolanda Webb reported on upcoming southern CA Medicare Summit – sponsorships being collected; developing Medicare Summit “template” for NAHU chapters to use.
 - IX. Awards Chair – Patricia Stiffler reported she will work with CAHU leadership on submitting for NAHU awards; currently collecting NAHU Landmark Award documentation.
 - X. New Business –
 - a. Brunce Benton moved that the Board approve CAHU Policy & Procedure 7017 Communication to Members as presented. Patrick Burns seconded the motion. Motion carried by unanimous consent.
 - b. Patrick Burns moved that the Board approve a CAHU FY16-2017 Operating Budget expense of \$5,000 for a HUPAC contribution. Bobbi Kaelin seconded the motion. Motion carried by unanimous consent.
 - XI. Old Business – Please review the upcoming CAHU Board Meetings included with each CAHU Board Meeting agenda.
 - XII. Board Meeting Adjourned @ 2:15pm

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MEETING MINUTES

Meeting Description: Board Meeting

Date and Time: February 28, 2017 @ 10:00am

Staff Present: Mike Belote, Jennifer Blevins, Faith Lane, Juli Broyles, Susan Peters

Participants (attendees at the time roll call was taken noted below. Please email info@cahu.org to notify if you joined the meeting in progress):

Executive Board	Title			
Rick Coburn	President	x		
Stephanie Berger	President-Elect	x		
Michael Lujan	Immediate Past President			
Juan Lopez	VP Finance	x		
Dave Fear, Jr.	VP Legislation	x		
John Evangelista	VP Membership	x		
Leslie Williams	VP Professional Development			
Ryan Neace	VP PAC	x		
Bruce Benton	VP Public Affairs	x		
Patrick Burns	VP Corporate Relations	x		
Cerrina Jensen	VP Communications	x		
Wayne Guzman	VP Community Outreach	x		
President or Voting Member			President-Elect or Voting Member	
Adam Rochon	President CCAHU	x	Vacant	
Sandra Barr	President DCAHU		Ryan Bradley	x
Phil Lee	President GGAHU	x	Cathy Little	x
Kristie Scavarda	President IEAHU	x	Yolanda Webb	x
Dawn McFarland	President LAAHU	x	Dede Kennedy-Simington	x
Vacant	President NCAHU		Vacant	
Leanne Chrisman	President NVAHU	x	Vacant	
Maggie Stedt	President OCAHU	x	Juan Lopez (Patricia Stiffler)	x
Ned Schaut	President SAHU		Helen Ornellas	x
Mark Haskell	President SDAHU	x	Sean Greene	
Jason Herbison	President SBAHU		Laura Murphy	
John Bobincheck	President SVAHU		Michael Traynor	
Juli Canter	President VCAHU	x	Korey Fiore	x

Quorum: 19

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- I. Call To Order: President The President called the meeting to order at 10:02am. The President reminded the Board of CAHU's Antitrust Policy, which is included with the Board Meeting packet and also posted on the CAHU web site.
- II. The Board approved the February 28, 2017 Board Meeting agenda, with additions, and approved the January 17, 2017 Board Meeting minutes by unanimous consent.
- III. President Rick Coburn introduced representatives from CAHU January and February Board meeting sponsor, Health Net - Mr. Larry Tallman, Chief Sales Officer and Richard Manning, Manager of Broker Relations, who both gave remarks about Health Net's relationship with CAHU.
- IV. Legislative Report –
 - a. Dave Fear, Jr. introduced Faith Lane, CAHU's new legislative advocate.
 - b. Dave Fear, Jr. reported on Legislative Council activities. Also, reminders about upcoming Bill Review meeting (Legislative Chairs and CAHU Executive Board) scheduled for March 9 in Sacramento, as well as NAHU Capitol Conference, February 13-15. Legislative Chairs are responsible for booking their own legislative appointments.
 - c. Mike Belote reported on the national and state political climate.
 - d. Juli Broyles reported on current activities by Covered California and the Legislature.
 - e. Dave Fear moved that the CAHU Board of Directors oppose SB 562 (Single Payer legislation). Stephanie Berger seconded the motion. Motion carried by unanimous consent.
 - f. Juli Broyles reviewed TriOrg (CAHU; NAIFA CA; IIABCal) proposal for legal opinion related to agent fees. Stephanie Berger moved that the CAHU Board of Directors disburse up to \$25,000 related to the legal opinion. Bruce Benton seconded the motion. Motion approved by unanimous consent.
 - g. Donation Requests
 - i. **Cerrina Jensen moved that the CAHU Board of Directors approve \$300 to donate to Johnny Scharnweber's GoFundMe account to assist with his health needs. Dave Fear, Jr. seconded the motion. Motion approved by unanimous consent.**
 - ii. Mark Haskell moved that the CAHU Board of Directors approve \$500 to donate in honor of Janat Trautwein's mother. Motion seconded and approve by unanimous consent.
 - iii. Mark Haskell moved that the CAHU Board of Directors approve an expenditure of up to \$2,000 to re-order CAHU pins. Adam Rochon seconded the motion. Vote taken by show of hands. 12 support; 10 oppose. Motion carried.
- V. Financial Report – VP of Finance
 - a. Review of the January 2017 Financial Report.
 - b. Juan Lopez moved that that the Board approved the January 2017 Financial Report. Motion carried by unanimous consent.
- VI. President's Report
 - a. Upcoming Board Meetings: April 18 in Southern CA (*note: now in Northern CA); May 8 in Sacramento from 2pm to 5pm; June 6 (first Tuesday in June) – location TBD.
 - b. Reviewed memo distributed to board re: Academy and Emeritus Committee
 - c. Reported on recent industry and chapter meetings attended.
 - d. Special Request by VP of Corporate Relations Patrick Burns
 - i. Patrick Burns moved that the CAHU Board of Directors request up to \$30,000 from the CAHU PAC Executive Board's Issues PAC for educational materials related to opposing SB562. Yolanda Webb seconded the motion. Motion carried by unanimous consent.
- VII. Executive Board Reports
 - i. Immediate Past President – Absent
 1. Nominations Report: Executive Director provided an overview of Nominations process, deadlines and nominations received to date. Further updates will be sent via email to Chapter Presidents and local chapter Executive Directors.
 - ii. President-Elect - Health Care Summit 2017 planning has commenced; will conduct HCS17 site visit with CAHU Executive Director in March and report back to the Board.
 - iii. VP Communications – Web site continues to be updated; updated Board on social media stats.
 - iv. VP of Community Outreach/Diversity Task Force (DTF) – Wayne Guzman reported on current activities. He will step down from this position effective June 30, 2017 and will assist in succession planning.

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- v. VP of Legislation – Reported on Capitol Summit 2017 Planning Committee activities.
 - vi. VP Membership – Provided an update on current membership activities including attendance on recent monthly Membership Committee calls; reviewed membership retention plan he drafted.
 - vii. VP PAC – Provided current CAHU PAC financial information – an increase from last year. California is first in HUPAC contributions.
 - viii. VP Professional Development – absent
 - ix. VP Public Affairs – Reviewed process for drafting CAHU communications.
 - x. VP Corporate Relations – Requested chapters provide him with their sponsorship package information; developing CAHU subcommittee on use of CAHU name and logo (review current CAHU Policy & Procedure 7016).
- VIII. Chapter Reports – Chapter representatives present provided an update on their chapter’s activities.
- IX. Medicare Task Force Update – Yolanda Webb reported on upcoming southern CA Medicare Summit – sponsorships being collected; developing Medicare Summit “template” for NAHU chapters to use.
- X. Awards Chair – Patricia Stiffler reported she is working with CAHU leadership on collecting documentation for NAHU awards submissions.
- XI. New Business –
- a. Mark Haskell requested that the chapter reports be presented earlier on the agenda.
 - b. Dawn McFarland reported she is working on a CAHU Speaker’s Bureau.
- XII. Old Business – Please review the upcoming CAHU Board Meetings included with each CAHU Board Meeting agenda.
- XIII. Board Meeting Adjourned @ 2:10pm

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MEETING MINUTES

Meeting Description: Board Meeting

Date and Time: March 21, 2017 @ 9:00am

Staff Present: Mike Belote, Faith Lane, Juli Broyles, Susan Peters

Participants (attendees at the time roll call was taken noted below. Please email info@cahu.org to notify if you joined the meeting in progress):

Executive Board	Title			
Rick Coburn	President	x		
Stephanie Berger	President-Elect	x		
Michael Lujan	Immediate Past President	x		
Juan Lopez	VP Finance	x		
Dave Fear, Jr.	VP Legislation	x		
John Evangelista	VP Membership	x		
Leslie Williams	VP Professional Development	x		
Ryan Neace	VP PAC	x		
Bruce Benton	VP Public Affairs	x		
Patrick Burns	VP Corporate Relations	x		
Cerrina Jensen	VP Communications	x		
Wayne Guzman	VP Community Outreach	x		
President or Voting Member			President-Elect or Voting Member	
Adam Rochon	President CCAHU	x	Vacant	
Sandra Barr	President DCAHU	x	Ryan Bradley	
Phil Lee	President GGAHU	x	Cathy Little	x
Kristie Scavarda	President IEAHU	x	Yolanda Webb	x
Dawn McFarland	President LAAHU	x	Dede Kennedy-Simington	x
Vacant	President NCAHU		Vacant	
Leanne Chrisman	President NVAHU	x	Vacant	
Maggie Stedt	President OCAHU	x	Juan Lopez (Patricia Stiffler)	
Ned Schaut	President SAHU	x	Helen Ornellas	x
Mark Haskell	President SDAHU	x	Sean Greene	
Jason Herbison	President SBAHU		Laura Murphy	
John Bobincheck	President SVAHU	x	Michael Traynor	
Juli Canter	President VCAHU	x	Korey Platt	x

Quorum: 19

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- I. Call To Order: President The President called the meeting to order at 9:00am. The President reminded the Board of CAHU's Antitrust Policy, which is included with the Board Meeting packet and also posted on the CAHU web site.
- II. The Board approved the March 21, 2017 Board Meeting agenda and approved the February 28, 2017 Board Meeting minutes, with changes, by unanimous consent.
- III. Legislative Report –
 - a. Dave Fear, Jr. reported on Legislative Council activities. Also, reminders about upcoming Bill Review meeting (Legislative Chairs and CAHU Executive Board) scheduled for March 9 in Sacramento, as well as NAHU Capitol Conference, February 13-15. Legislative Chairs are responsible for booking their own legislative appointments.
 - b. Mike Belote reported on the national and state political climate.
 - c. Juli Broyles reported on current activities by the California Legislature, Covered California and the CAHU Priority Bill Report.
 - d. Dave Fear moved that the CAHU Board of Directors approve the CAHU Priority Bill Report. Yolanda Webb seconded the motion. Motion carried by unanimous consent
- IV. Financial Report – VP of Finance
 - a. Review of the February 2017 Financial Report.
 - b. Juan Lopez moved that that the Board approved the February 2017 Financial Report. Sandra Barr seconded the motion. Motion carried by unanimous consent.
- V. President's Report
 - a. Review of Single Payer Task Force
 - b. Vanguard – President-Elect will be assuming leadership of the Vanguard Committee until a Vanguard Chair named..
 - c. Upcoming Board Meetings: April 18 in Northern CA; May 8 in Sacramento from 2pm to 5pm; June 6 (first Tuesday in June) – location TBD.
 - d. Board Reports – reminder that Board Reports are optional but become a part of a “best practices” document that chapters can access.
- VI. Executive Board Reports
 - i. Immediate Past President – Absent
 1. Nominations Report: Executive Director provided an overview of Nominations process, deadlines and nominations received to date. Nominations close March 24, 2017. Further updates will be sent via email to Chapter Presidents and local chapter Executive Directors.
 2. Covered California update; CIAs will get referrals for plan enrollments
 - ii. President-Elect – Reported on Vanguard Event for May 8.
 1. Stephanie Berger moved that the CAHU Board of Directors approve \$3,000 from the FY16/17 CAHU Operating Budget to be used for Vanguard Event expenses. Patrick Burns seconded the motion. Motion carried by unanimous consent.
 2. Reported that she continues to work with CAHU Awards Chair, Pat Stiffler, on awards submissions.
 - iii. VP Communications – Web site continues to be updated (addition of News Room and front page will include Capitol Summit banner); reported on Board on social media stats.
 - iv. VP of Community Outreach/Diversity Task Force (DTF) – Wayne Guzman reported on current activities. He will step down from this position effective June 30, 2017 and will assist in succession planning.
 - v. VP of Legislation –
 1. Reported on March 9 Bill Review meeting;
 2. Reported on Capitol Summit 2017 Planning Committee activities.
 3. Special April 6 Single Payer Webinar – watch for eBlast with details.
 - vi. VP Membership – Provided an update on current membership activities including attendance on recent monthly Membership Committee calls; reviewed membership retention plan he drafted.
 - vii. VP PAC – Provided current CAHU PAC financial information – an increase from last year. California is first in HUPAC contributions.

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- viii. VP Professional Development – absent
 - ix. VP Public Affairs – Updated Board on Single Payer Working Group activities; continued to work on CAHU membership video to premier at Capitol Summit;
 - x. VP Corporate Relations – Requested chapters provide him with their sponsorship package information; developing CAHU subcommittee on use of CAHU name and logo (review current CAHU Policy & Procedure 7016).
- VII. Chapter Reports – Chapter representatives present provided an update on their chapter’s activities.
- VIII. Medicare Task Force Update – Yolanda Webb reported on upcoming southern CA Medicare Summit.
- IX. New Business –
- a. Patrick Burns moved that the CAHU Board of Directors approve CAHU President Rick Coburn to execute a contract with Michelson and Robinson for a legal opinion on the viability of agent fees. Dede Kennedy-Simington seconded the motion. Motion carried.
- X. Old Business – Please review the upcoming CAHU Board Meetings included with each CAHU Board Meeting agenda.
- XI. Board Meeting Adjourned @ 10:58am

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MEETING MINUTES

Meeting Description: Board Meeting

Date and Time: April 18, 2017 @ 10:00am

Staff Present: Mike Belote, Juli Broyles, Susan Peters

Participants (attendees at the time roll call was taken noted below. Please email info@cahu.org to notify if you joined the meeting in progress):

Executive Board	Title				
Rick Coburn	President		x		
Stephanie Berger	President-Elect		x		
Michael Lujan	Immediate Past President				
Juan Lopez	VP Finance		x		
Dave Fear, Jr.	VP Legislation		x		
John Evangelista	VP Membership		x		
Leslie Williams	VP Professional Development				
Ryan Neace	VP PAC				
Bruce Benton	VP Public Affairs		x		
Patrick Burns	VP Corporate Relations		x		
Cerrina Jensen	VP Communications		x		
Wayne Guzman	VP Community Outreach		x		
President or Voting Member				President-Elect or Voting Member	
Adam Rochon	President CCAHU			Vacant	
Sandra Barr	President DCAHU			Ryan Bradley	
Phil Lee	President GGAHU			Cathy Little	x
Kristie Scavarda	President IEAHU		x	Yolanda Webb	x
Dawn McFarland (Neil Booth)	President LAAHU		x	Dede Kennedy-Simington	x
Vacant	President NCAHU			Vacant	
Leanne Chrisman	President NVAHU		x	Vacant	
Maggie Stedt	President OCAHU		x	Juan Lopez (Patricia Stiffler)	x
Ned Schaut	President SAHU		x	Helen Ornellas	x
Mark Haskell	President SDAHU		x	Sean Greene	
Jason Herbison	President SBAHU			Laura Murphy	
John Bobincheck	President SVAHU		x	Michael Traynor	x
Juli Canter	President VCAHU		x	Korey Platt	x

Quorum: 19

- I. Call To Order: President The President called the meeting in the Board Meeting packet and posted on CAHU web site.

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- II. The Board approved the April 18, 2017 Board Meeting agenda and approved the March 21, 2017 Board Meeting minutes by unanimous consent.
- III. Legislative Report –
 - a. Dave Fear, Jr. reported on Legislative Council activities.
 - b. Mike Belote reported on the national and state political climate.
 - c. Juli Broyles reported on current activities by the California Legislature, Covered California and the CAHU Priority Bill Report.
- IV. Financial Report – VP of Finance
 - a. Review of the March 21, 2017 Financial Report.
 - b. Juan Lopez moved that that the Board approved the March 2017 Financial Report. John Evangelista seconded the motion. Motion carried by unanimous consent.
- V. President’s Report
 - a. Review of processes & procedures related to upcoming May 9 House of Delegates (HOD). Alan Katz will be parliamentarian; votes will be counted by members who have no direct or indirect conflict with nominees. CAHU will encourage delegates to attend HOD in person and vote in person.
 - b. Bylaws and Policies & Procedures: It is time to review CAHU Bylaws and Policies and Procedures. Committee will review and proposed changes vetted via the process outlined by such documents. To be done by early fall.
 - c. Upcoming Board Meetings: May 8 in Sacramento from 2pm to 5pm; June 6 (first Tuesday in June) – location TBD.
 - d. Board Reports – reminder that Board Reports are optional but become a part of a “best practices” document that chapters can access.
- VI. Executive Board Reports
 - i. Immediate Past President – Absent
 - 1. Nominations Report: Executive Director provided an overview of Nominations process, deadlines and nominations received to date. Delegates have been notified on House of Delegates processes and procedures, including casting ballot.
 - ii. President-Elect – Reported on Vanguard Event for May 8.
 - 1. Provided an update on Vanguard Event.
 - iii. VP Communications – Continue to work on keeping members updated via communications; correcting Find An Agent feature on the CAHU web site.
 - iv. VP of Community Outreach/Diversity Task Force (DTF) – Wayne Guzman reported on current activities. He will step down from this position effective June 30, 2017 and will assist in succession planning.
 - 1. VP of Legislation – Reported on Capitol Summit 2017 Planning Committee activities; reviewed what might be presented to legislators via Capitol Summit visits; reported on April 6 Single Payer Webinar.
 - v. VP Membership – Provided an update on current membership activities including attendance on recent monthly Membership Committee calls.
 - vi. VP PAC – Absent. Presented by President-Elect: Provided an update on recent CAHU PAC activities; need to increase member donations, per chapter, and reminder about May 9 reception. IMPORTANT: New CAHU PAC form distributed. Please do not alter form in any way.
 - vii. VP Professional Development – absent

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- viii. VP Public Affairs – Updated Board on Single Payer Working Group activities; working on collateral for educating clients about the value of the agent/No on SB 562; conceptualizing videos for same.
- ix. VP Corporate Relations – Absent.
- VII. Chapter Reports – Chapter representatives present provided an update on their chapter’s activities.
- VIII. Medicare Task Force Update – Yolanda Webb reported on upcoming southern CA Medicare Summit.
- IX. Awards Chair – Reviewed changes with the CAHU Awards Process. Details will be posted mid to late May on <http://www.cahu.org/awards>
- X. New Business – None
- XI. Old Business – President updated Board on retaining attorney to review feasibility of agent fees.
- XII. Board Meeting Adjourned @ 1:58pm

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MEETING MINUTES

Meeting Description: Board Meeting

Date and Time: May 8, 2017 @ 2:00pm

Staff Present: Mike Belote, Jenny Blevins, Faith Lane, Juli Broyles

Participants (attendees at the time roll call was taken noted below. Please email info@cahu.org to notify if you joined the meeting in progress):

Executive Board	Title			
Rick Coburn	President	x		
Stephanie Berger	President-Elect	x		
Michael Lujan	Immediate Past President	x		
Juan Lopez	VP Finance	x		
Dave Fear, Jr.	VP Legislation	x		
John Evangelista	VP Membership	x		
Leslie Williams	VP Professional Development	x		
Ryan Neace	VP PAC	x		
Bruce Benton	VP Public Affairs	x		
Patrick Burns	VP Corporate Relations	x		
Cerrina Jensen	VP Communications	x		
Wayne Guzman	VP Community Outreach	x		
President or Voting Member			President-Elect or Voting Member	
Adam Rochon	President CCAHU	x	Vacant	
Sandra Barr	President DCAHU	x	Ryan Bradley	
Phil Lee	President GGAHU	x	Cathy Little	x
Kristie Scavarda	President IEAHU	x	Yolanda Webb	x
Dawn McFarland (Neil Booth)	President LAAHU	x	Dede Kennedy-Simington	x
Vacant	President NCAHU		Vacant	
Leanne Chrisman	President NVAHU	x	Vacant	
Maggie Stedt	President OCAHU	x	Dorothy Cociu	x
Ned Schaut	President SAHU		Helen Ornellas	x
Mark Haskell	President SDAHU	x	Sean Greene	
Jason Herbison	President SBAHU	x	Laura Murphy	
John Bobincheck	President SVAHU	x	Michael Traynor	x
Juli Canter	President VCAHU	x	Korey Platt	x

Quorum: 19

- I. Call to Order at 2:01 p.m. by President. The President referenced the CAHU Antitrust Policy which was included in the board meeting packet and posted on the CAHU website.

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- II. Approval of Agenda: The board reviewed the May 8th board meeting agenda; The President indicated that he received a request to consider a sponsorship for Region 8 and this item will be added under Finance. The minutes of the April 18th board meeting and the May 8th agenda, as amended, were approved by consent.
- III. Legislative Report
 - a. Mike Belote discussed general legislative items; the State of the Legislative process and deadlines; budget; perfect time for CAHU to be at the Capitol this week.
 - b. Faith Lane and Juli Broyles discussed legislative issues and reviewed the Priority Bill List.
 - c. Dave Fear, Jr. indicated that SB 562 will be the focus of the next two days and discussed further.
 - d. AHCA – 5 pieces: state opt out; pre-existing conditions are covered; tax credits based on age; lapse will equal penalties; more requirements for Medicaid.
- IV. Financial Report – Juan Lopez provided the April 2017 financial statement and indicated that it is anticipated that membership will have a shortfall of approximately \$18,000; Capitol Summit sponsors are also lower than budgeted; two more months to go; projections for the end of the year at \$608,000 in income against a budget of \$623,000. On the expense side, awards is higher due to supporting some chapters and members of approximately \$1,000; things will balance out by the end of the year. Total assets for the month end of April, 2017 are \$400,810.30. Juan and Maggie motion to approve the financials. Upon motion by Juan Lopez, seconded by Maggie Stedt, the April, 2017 financial statement shall be approved. The motion carried.
- V. President’s Report – Rick Coburn discussed the House of Delegates to institute a secret ballot. There will be an Oversight Committee (Susan will not be here and Juan is running so that leaves Michael), The Oversight Committee will include: (can’t be on the CAHU board now and can’t represent a chapter that has a candidate, but they do need to be a delegate). Rick Coburn will pick the three people tomorrow. Different process is that the ballots will have a code but no name, sign in sheet in the main room, coded ballots will be distributed, once ballots are collected, the counting will be done in front of everyone in the main room, Michael Lujan and one other person from the Oversight Committee will count the ballots with the other two members overseeing the counting; Next board meeting in June in Sacramento to accommodate the legislative advocates; keep reports streamlined today; Rick thanked the guests who are in attendance today.
- VI. Executive Board Reports
 - a. President Elect – Stephanie Berger shared information relating to the Vanguard event tonight which will be held from 6pm to 8pm tonight, and asked everyone to be there. Stephanie also reported on the HCS 2017 at Pala and a video will be played on Wednesday morning this week.
 - b. Immediate Past President – Michael Lujan reported on the Annual State of Reform meeting. Rick Coburn reported that he sits on the Board of Governors and due to that position, CAHU has a presence.
 - c. VP Communications – Cerrina Jensen reported that CAHU is communicating; added a page to the CAHU.org website that drives from the homepage for SB 562 information can be easily accessed; weekly talking points that sums up state and federal health care reform issues; working on the professional development area with on demand, web based content; 50/50 raffle will be conducted this week and a fun video.

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- d. VP Community Outreach – Wayne Guzman works toward elevating the importance that agents play in affordable health insurance; focusing on advocating for the association; discussed the importance of successors.
 - e. VP Corporate Relations – Patrick Burns discussed property and procedures of the CAHU name and help sponsors what they can and can't do; and the database will be done by the end of his term.
 - f. VP Legislation – Dave Fear, Jr. highlighted the Capitol Summit program taking place over the next two days. Adopt-A-Leg up and rolling; need the chapters to get more involved.
 - g. VP Membership – John Evangelista – conference call last week, eight chapters attended, 2,252 members, decrease of 31 members from the prior month. Inland Empire taking the lead. Retention is still the challenge. John put out a proposed system for retention efforts and would like the chapters to work on retention. Maggie shared retention efforts as the Chair and urged the boards to work on retention. Contest is still going on. Working on a new membership orientation booklet; National needs comments as soon as possible. Wayne Guzman discussed mentoring.
 - h. VP PAC – Ryan Neace acknowledged the chapters for their help with prizes for the PAC Reception and reviewed current CAHU PAC account balances. Requests went out to the PAC members soliciting PAC Board of Directors participation; 13 or so responses were received.
 - i. VP Public Affairs – Bruce Benton reported that he is watching what is going on in the media; a weekly health care reform update is being developed; NAHU Updates, disseminating information and creating talking points which are included on the Health Care Reform Updates; crafting a letter to the legislature re SB 562; creating editorial content for the media which will also serve as an education piece for the membership.
 - j. VP Professional Development – Leslie Williams – thanked Cerrina for including professional development in her website agenda; continues to work on PD programs and events.
- VII. Chapter Reports – Chapter representatives present provided an update on their Chapter's activities.
- I. Golden Gate discussed Region 8 who asked them to help promote them on their website and asked if CAHU can support Region 8 – Rick Coburn indicated that the Executive Committee will discuss this and present a plan to the board. Region 8 is August 10-11, 2017 in Spokane; NAHU Region 8 VP Linda Rose Koehler described the event.
- VIII. Old Business – none
- IX. New Business – see above for Region 8.

The meeting adjourned at 5:01 p.m.

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MEETING MINUTES

Meeting Description: Board Meeting

Date and Time: June 6, 2017 @ 2:00pm

Staff Present: Mike Belote, Jenny Blevins, Faith Lane, Juli Broyles

Participants (attendees at the time roll call was taken noted below. Please email info@cahu.org to notify if you joined the meeting in progress):

Quorum: 19

Executive Board	Title			
Rick Coburn	President	x		
Stephanie Berger	President-Elect	x		
Michael Lujan	Immediate Past President	x		
Juan Lopez	VP Finance	x		
Dave Fear, Jr.	VP Legislation	x		
John Evangelista	VP Membership	x		
Leslie Williams	VP Professional Development	x		
Ryan Neace	VP PAC	x		
Bruce Benton	VP Public Affairs			
Patrick Burns	VP Corporate Relations	x		
Cerrina Jensen	VP Communications	x		
Wayne Guzman	VP Community Outreach			
President or Voting Member			President-Elect or Voting Member	
Adam Rochon	President CCAHU	x	Vacant	
Sandra Barr	President DCAHU		Ryan Bradley	
Phil Lee	President GGAHU	x	Cathy Little	x
Kristie Scavarda	President IEAHU	x	Yolanda Webb	x
Dawn McFarland (Neil Booth)	President LAAHU	x	Bobbie Kaelin	x
Vacant	President NCAHU		Vacant	
Leanne Chrisman	President NVAHU		Cheryl Benjamim	x
Maggie Stedt	President OCAHU	x	Pat Stiffler	x
Ned Schaut	President SAHU	x	Helen Ornellas	x
Mark Haskell	President SDAHU	x	Sean Greene	
Jason Herbison	President SBAHU		Laura Murphy	x
John Bobincheck	President SVAHU		Michael Traynor	
Juli Canter	President VCAHU	x	Korey Platt	x

- I. Call to Order at 2:01 p.m. by President. The President referenced the CAHU Antitrust Policy which was included in the board meeting packet and posted on the CAHU website.

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- II. Approval of Agenda: The board reviewed the May 8th board meeting agenda; The President indicated that he received a request to consider a sponsorship for Region 8 and this item will be added under Finance. The minutes of the April 18th board meeting and the May 8th agenda, as amended, were approved by consent.
- III. Legislative Report
 - a. Mike Belote discussed general legislative items; the State of the Legislative process and deadlines; budget; perfect time for CAHU to be at the Capitol this week.
 - b. Faith Lane and Juli Broyles discussed legislative issues and reviewed the Priority Bill List.
 - c. Dave Fear, Jr. indicated that SB 562 will be the focus of the next two days and discussed further.
 - d. AHCA – 5 pieces: state opt out; pre-existing conditions are covered; tax credits based on age; lapse will equal penalties; more requirements for Medicaid.
- IV. Financial Report – Juan Lopez provided the April 2017 financial statement and indicated that it is anticipated that membership will have a shortfall of approximately \$18,000; Capitol Summit sponsors are also lower than budgeted; two more months to go; projections for the end of the year at \$608,000 in income against a budget of \$623,000. On the expense side, awards is higher due to supporting some chapters and members of approximately \$1,000; things will balance out by the end of the year. Total assets for the month end of April, 2017 are \$400,810.30. Juan and Maggie motion to approve the financials. Upon motion by Juan Lopez, seconded by Maggie Stedt, the April, 2017 financial statement shall be approved. The motion carried.
- V. President’s Report – Rick Coburn discussed the House of Delegates to institute a secret ballot. There will be an Oversight Committee (Susan will not be here and Juan is running so that leaves Michael), The Oversight Committee will include: (can’t be on the CAHU board now and can’t represent a chapter that has a candidate, but they do need to be a delegate). Rick Coburn will pick the three people tomorrow. Different process is that the ballots will have a code but no name, sign in sheet in the main room, coded ballots will be distributed, once ballots are collected, the counting will be done in front of everyone in the main room, Michael Lujan and one other person from the Oversight Committee will count the ballots with the other two members overseeing the counting; Next board meeting in June in Sacramento to accommodate the legislative advocates; keep reports streamlined today; Rick thanked the guests who are in attendance today.
- VI. Executive Board Reports
 - a. President Elect – Stephanie Berger shared information relating to the Vanguard event tonight which will be held from 6pm to 8pm tonight, and asked everyone to be there. Stephanie also reported on the HCS 2017 at Pala and a video will be played on Wednesday morning this week.
 - b. Immediate Past President – Michael Lujan reported on the Annual State of Reform meeting. Rick Coburn reported that he sits on the Board of Governors and due to that position, CAHU has a presence.
 - c. VP Communications – Cerrina Jensen reported that CAHU is communicating; added a page to the CAHU.org website that drives from the homepage for SB 562 information can be easily accessed; weekly talking points that sums up state and federal health care reform issues; working on the professional development area with on demand, web based content; 50/50 raffle will be conducted this week and a fun video.

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- d. VP Community Outreach – Wayne Guzman works toward elevating the importance that agents play in affordable health insurance; focusing on advocating for the association; discussed the importance of successors.
 - e. VP Corporate Relations – Patrick Burns discussed property and procedures of the CAHU name and help sponsors what they can and can't do; and the database will be done by the end of his term.
 - f. VP Legislation – Dave Fear, Jr. highlighted the Capitol Summit program taking place over the next two days. Adopt-A-Leg up and rolling; need the chapters to get more involved.
 - g. VP Membership – John Evangelista – conference call last week, eight chapters attended, 2,252 members, decrease of 31 members from the prior month. Inland Empire taking the lead. Retention is still the challenge. John put out a proposed system for retention efforts and would like the chapters to work on retention. Maggie shared retention efforts as the Chair and urged the boards to work on retention. Contest is still going on. Working on a new membership orientation booklet; National needs comments as soon as possible. Wayne Guzman discussed mentoring.
 - h. VP PAC – Ryan Neace acknowledged the chapters for their help with prizes for the PAC Reception and reviewed current CAHU PAC account balances. Requests went out to the PAC members soliciting PAC Board of Directors participation; 13 or so responses were received.
 - i. VP Public Affairs – Bruce Benton reported that he is watching what is going on in the media; a weekly health care reform update is being developed; NAHU Updates, disseminating information and creating talking points which are included on the Health Care Reform Updates; crafting a letter to the legislature re SB 562; creating editorial content for the media which will also serve as an education piece for the membership.
 - j. VP Professional Development – Leslie Williams – thanked Cerrina for including professional development in her website agenda; continues to work on PD programs and events.
- VII. Chapter Reports – Chapter representatives present provided an update on their Chapter's activities.
- I. Golden Gate discussed Region 8 who asked them to help promote them on their website and asked if CAHU can support Region 8 – Rick Coburn indicated that the Executive Committee will discuss this and present a plan to the board. Region 8 is August 10-11, 2017 in Spokane; NAHU Region 8 VP Linda Rose Koehler described the event.
- VIII. Old Business – none
- IX. New Business – see above for Region 8.

The meeting adjourned at 5:01 p.m.

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MEETING MINUTES

Meeting Description: CAHU Board of Directors Meeting
 Date and Time: July 18, 2017 – 2:00 p.m., CA New Car Dealers Assn Office, Sacramento
 Staff Present: Jennifer Blevins, Faith Lane

Participants (attendees at the time roll was taken and noted below) noted with “X”.

Executive Board	Title	INITIAL		
Stephanie Berger	President	X		
Dave Fear Jr.	President-Elect	X		
Rick Coburn	Immediate Past President	X		
Juan Lopez	VP Finance	X		
Jim Morrison	VP Legislation	X		
Maggie Stedt	VP Membership	X		
Ryan Neace	VP Professional Development	X		
Cerrina Jensen	VP PAC	X		
Bruce Benton	VP Public Affairs	X		
Brad Davis	VP Corporate Relations	X		
Dawn McFarland	VP Communications	X		
Patrick Burns	VP Community Outreach	X		
President or Voting Member			President-Elect or Voting Member	INITIAL
Adam Rochon	President CCAHU	X	Tess Philips	
Sandra Barr	President DCAHU		Ryan Bradley	
Cathy Little	President GGAHU	X	Sue Wakamoto Lee	
Yolanda Webb	President IEAHU	X	Wayne Guzman	X
Bobbie Kaelin	President LAAHU	X	Neil Booth	X
Vacant	President NCAHU			
Leanne Chrisman	President NVAHU		Vacant	
Juan Lopez	President OCAHU	X	Ryan Dorigan	X
Helen Ornellas	President SAHU	X	Alexis DeVorss	X
Sean Greene	President SDAHU		Craig Gussin	X
Laura Murphy	President SBAHU	X	Vacant	
Michael Traynor	President SVAHU	X	Lanea Riley	
Korey Platt	President VCAHU	X	Joe Navarro	

Quorum: 19

- I. Call to Order at 10:03 a.m. by President-Elect, Dave Fear, Jr. Dave indicated that Stephanie Berger's plane just landed and she will be here momentarily, as well as others who will complete the quorum requirement.
- II. Antitrust Reminder – Dave Fear, Jr. referenced the Anti-Trust statement that was included in the agenda packet.
- III. Approval of Agenda: Brad Davis asked that the Chapter reports be moved to earlier in the agenda. Stephanie Berger will discuss this further in her President's Report, but indicated that the PAC Attorney will be here during lunch today, and that the Chapter Reports are not able to be made earlier for this meeting.

Stephanie Berger indicated that future meetings will run a little differently this year.

The agenda was approved as presented by consent.

- IV. Legislative Report – Jim Morrison began the report and discussed current legislative activities. SB 562 is currently held in committee. Faith Lane provided additional general legislative information. Jim Morrison thanked Dave Fear, Jr. for testifying on SB 788 on less than 24-hours' notice. ACA House Bill repeal continues to be an issue at the Federal level. CAHU will continue to watch spot bills. Faith referenced the Priority Bill list that was included in the agenda packet, a number of which are two-year bills. Faith indicated that the legislature will be on recess beginning next week and will be moving at a rapid pace when they return in August. Jim noted that the tool kit and messaging data is being updated to help the Chapters with legislative grassroots outreach.
- V. Financial Report – Juan Lopez presented the interim final financial reports from June, and indicated that there are some outstanding expenses to be paid. Juan expects to have the 2016-2017 year-end reports completed by the end of July/early August. Juan discussed several income and expense line items, including budget shortfalls in the areas of event sponsorships, but there is a plan in place to work on sponsorships and membership, with expectations to be solid for the next fiscal year. CAHU met just over 90% of the targeted income and 90.5% of budgeted expenses. The total assets of June, 2017 are \$417,604.31.

A motion was made and seconded to accept the June, 2017 financial statement as presented. The motion carried.

A motion was made by Juan Lopez, seconded by Dawn McFarland, to donate \$1,000 to the NAHU Educational Foundation for the 2016-2017 budget; this was approved unanimously by the Executive Board in order to do this prior to the NAHU meeting. The motion carried.

The board discussed making a donation to the John Bobincheck Memorial Fund. It was noted that John was a sitting President of a Chapter. Michael Traynor indicated that there is a GoFundMe account and the average donation is \$1,000.00.

Upon motion by Patrick Burns, seconded by Michael Traynor, CAHU shall donate \$1,000.00 to the John Bobincheck Memorial Fund to help the Bobincheck Family. The motion was approved.

Cerrina Jensen indicated that donations that were made for similar situations in the past were in the amount of \$500.00 and indicated that we should have a policy in place for this purpose.

Rick Coburn discussed additional fees for TRIORG to address the issue of fees in the individual market. Defeat of 45 – organizations were agreeable to paying an attorney to develop a legal opinion regarding charging fees in the individual marketplace. A study was completed, however, there is one area left with additional fees of \$3,000.00. In order to complete the study and have something useful to give to agents, Rick Coburn made the following motion:

Upon motion by Rick Coburn, seconded by Patrick Burns, CAHU shall allocate \$3,000.00 from the 2016-2017 budget to pay the “Defeat of 45” attorney. It was noted this would go towards the Professional Services line item. The motion carried.

2017-2018 Proposed Budget – Juan Lopez referenced the proposed budget which was included in the agenda packet and provided background information. The proposed budget was created based on historical data and input from each executive officer. The budget must be balanced and adjustments were made.

Upon motion by Patrick Burns, seconded by Brad Davis, the 2017-2018 budget was approved as amended. The motion carried.

Kern County AHU – Juan Lopez discussed a Franchise Tax Board issue and indicated that Kern County AHU did not file their 2013-2014 tax returns, however, Juan was able to find their accountant who released the tax returns which Juan filed. Mr. Lopez is meeting with the Franchise Tax Board to straighten out the issue, including negotiating any possible penalties.

Patrick Burns requested each Chapter to send CAHU copies of their annual tax filings. It was noted that each Chapter is a separate corporation and not attached to CAHU. CAHU may need to remind the Chapters of their duties. Stephanie Berger may form an Ad-Hoc Committee for this purpose, but asked that Chapters contact Juan Lopez if they have any questions.

- VI. President’s Report – Stephanie Berger arrived at 10:38 a.m. and indicated that her flight from Burbank was cancelled this morning and thanked Dave Fear, Jr. and Rick Coburn for running the meeting in her absence. Self-introductions took place. A quorum was confirmed.

Stephanie discussed the following items:

- The Strategic Plan will be presented in August for adoption by the board.
- Jenny Blevins of CAMS is helping Susan Peters with executive director tasks.
- Board meeting schedule – the schedule is set for 2017-2018, several board meetings will be held in Sacramento. Conference call board meetings will be held from 8am to 10am.
- Timing of the board meetings – Ms. Berger asked for a straw poll to extend the meeting time for in-person board meetings. The consensus of the board was to extend the in-person board meetings to 3:00 p.m., or that they shall be four hours in length, beginning with the September 11, 2017 meeting.
- Stephanie indicated that the Chapter Reports are valuable and she has created a local chapter engagement form which also has a list of topics for each board meeting for each chapter to discuss.
- The board meeting agenda may change each meeting depending on action items and issues, and to allow for solid chapter reports.
- The conference call board meetings will be shorter and focused to get through specific action items with pointed, quick reports.

- Health Care Retreat – Stephanie noted the hotel room block is sold out, but rooms are still available and to please call the Pala Casino right away for room reservations.

Lunch Break From 12:00 Noon to 1:05 p.m. in which Ashlee Titus, the CAHU PAC Attorney provided a “Do’s and Don’t’s of PAC presentation. Ms. Titus distributed a flyer to help clarify various items.

VII. President Elect – No report.

VIII. Immediate Past President – Rick Coburn discussed that he and Pat Stiffler are working on awards right now and there are a lot more than usual. Rick is going to Red Bluff today and holding a meeting with the North Valley Chapter to discuss their situation regarding the lack of leadership volunteers. Rick worked with Faith Lane and Juli Broyles to complete *The Healthcare Update* that was just updated and should be going out tomorrow. Rick would like to see this update go out weekly. Rick offered to any Chapter any assistance that he can provide. Rick congratulated CAHU and displayed the banners from NAHU that CAHU received for the largest chapter most members recruited, website and landmark. Cerrina thanked the local chapters too for their performance. Jenny Blevins noted the importance of sharing the award news with the members-at-large.

Patrick Burns discussed the issue of helping the chapters that may need it, with their administration, and if there is anything that can be done from CAHU relating to finance, executive work, etc. Rick Coburn will keep in touch with Patrick Burns on this matter.

IX. VP Corporate Relations – Brad Davis is working on solidifying relationships between vendors and agents, and is building a contact list. Mr. Davis will contact each President to identify demographics to use for potential vendor relations.

X. VP Professional Development – Ryan Neace discussed the plans for the CE sessions at the Health Care Retreat.

XI. VP Communications – Dawn McFarland indicated that she is working on promotions for the upcoming Health Care Retreat and the Medicare Summits, and is working on website and social media outreach.

XII. VP PAC – Cerrina Jensen reported that she met with the PAC Attorneys yesterday; a PAC call will be held on Thursday; there will be a PAC Lunch at the Health Care Retreat. PAC donations can be embedded with dues payments and can be mandatory as long as the appropriate disclaimer is included on the form. Ms. Jensen discussed chapter progress as it relates to PAC contributions and shared the local chapter contribution goals and year-to-date progress report as of June 30, 2017.

XIII. VP Public Affairs – Bruce Benton indicated that the Single Payer Committee is being restructured to a management team; need to communicate what CAHU is doing to help the local chapters; looking at a public relations program; legislative education; Mr. Benton distributed a spreadsheet of ideas; there was no objection to Bruce Benton moving forward.

XIV. VP Community Outreach – Patrick Burns discussed that he is building a business plan for a CAHU Foundation; working on developing a certification designation for insurance agents; creating consumer education; creating independent research on health insurance issues; would like to expand internships/job opportunities for younger generation.

XV. VP Legislation – No further report; see Legislative Report above.

- XVI. VP Membership – Maggie Stedt discussed the good, the bad, and the ugly! CAHU lost eight members in May, but lost 81 in June. New contest coming up; Maggie indicated that each Chapter should have their own membership contest to meet the Pacesetter award criteria. The first contest (from 9-1-17 to 11-30-17) is for new members in which NAHU will send the new member a rebate of \$50.00. Maggie is working on ideas for a state contest. Region 8 will include training for retention and new membership. The current membership count is 2219 through June, 2017.
- XVII. Chapter Reports – Chapter representatives present provided an update on their Chapter’s activities.
- XVIII. Task Force/Committee Reports:
- a. Vanguard Update – Korey Platt discussed planned activities for the Health Care Retreat and the need for local Vanguard chairs.
 - b. Medicare Task Force - Craig Gussin discussed the upcoming event in Palm Desert.
 - c. Awards – Pat Stiffler thanked all for participating in the awards program.
- XIX. Old Business – There was no old business to come before the board.
- XX. New Business – Cerrina Jensen asked that we work together to stay on track with the board meeting so that some reports are not rushed and that good information can be shared. Patrick Burns noted that if PAC funds were budgeted, to please send in the contributions this week. Juan Lopez is working on financial procedures information.
- XXI. Adjournment - The meeting was adjourned at 2:01 p.m.

Submitted by,

Jennifer Blevins
California Advocates Management Services



MEETING MINUTES

Meeting Description: CAHU Board of Directors Meeting
 Date and Time: August 15, 2017 – 8:00 a.m. – 10:00 a.m. – Conference Call
 Staff Present: Jenny Blevins, Mike Belote, Faith Lane

Participants: (attendees at the time roll was taken and noted below) noted with “X”.

Executive Board	Title	INITIAL		
Stephanie Berger	President	X		
Dave Fear Jr.	President-Elect	X		
Rick Coburn	Immediate Past President	X		
Juan Lopez	VP Finance	X		
Jim Morrison	VP Legislation	X		
Maggie Stedt	VP Membership	X		
Ryan Neace	VP Professional Development	X		
Cerrina Jensen	VP PAC	X		
Bruce Benton	VP Public Affairs	X		
Brad Davis	VP Corporate Relations	X		
Dawn McFarland	VP Communications	X		
Patrick Burns	VP Community Outreach	X		
President or Voting Member			President-Elect or Voting Member	INITIAL
Adam Rochon	President CCAHU	X	Tess Philips	A
Sandra Barr	President DCAHU	X	Jean Chariton	A
Cathy Little	President GGAHU	X	Sue Wakamoto Lee	X
Yolanda Webb	President IEAHU	X	Wayne Guzman	X
Bobbie Kaelin	President LAAHU	A	Neil Booth	X
Vacant	President NCAHU		Vacant	
Leanne Chrisman	President NVAHU	X	Vacant	
Juan Lopez	President OCAHU	X	Ryan Dorigan	A
Helen Ornellas	President SAHU	X	Alexis DeVorss	X
Sean Greene	President SDAHU	X	Craig Gussin	A
Laura Murphy	President SBAHU	X	Vacant	
Michael Traynor	President SVAHU	A	Lanea Riley	A
Korey Platt	President VCAHU	X	Joe Navarro	A

Quorum: 19

- I. Call to Order at 8:02 a.m. by President Stephanie Berger.
- II. The roll was taken by Jenny Blevins, and a quorum was confirmed.
- III. Antitrust Reminder – Stephanie Berger referenced the Anti-Trust statement.

- IV. Approval of the Agenda – **Upon motion by Bruce Benton, seconded by Dave Fear, Jr., the board meeting agenda was approved as presented. Cerrina Jensen asked if the PAC information regarding the dues renewal form is up for discussion today, Stephanie Berger will put this under new business. The agenda was approved by consent.**
- V. Minutes of the July 18, 2017 Board of Directors meeting – **A motion was made and seconded to approve the minutes of the July 18, 2017 Board of Directors meeting as presented. The motion carried.**
- VI. Legislative Report – Mike Belote, Faith Lane, and Juli Broyles presented the report.
- Mike Belote reported that the legislature is in its final week of Summer recess but will be back on Monday for four weeks and then out until January. This is the first year of the two-year session so bills can carry over from the first year to the second; the single payer issue is an example of carry-over pending legislation.
 - Faith Lane provided further information and indicated that spot bills are watched for the addition of any language that may affect CAHU. SB 17 – prescription drug costs continues to move forward.
 - Juli Broyles added that it may be possible for new bills to arise by the end of session for CAHU. Jim Morrison is reviewing bills; SB 788 – the Legislative Council voted to continue to support this bill and AB 211 was amended and filled in with the contents of AB 251 in which CAHU supported, the Legislative Council continues to support.
- VII. Financial Report
- Juan Lopez referenced the draft financials for year-end 2016-2017 and he expects a few more income and expenses to come in. The June balance sheet shows total assets of \$423,100.71; income of \$619,049.86, and expenses of \$661,946.10, for a fiscal year net loss of \$42,896.24 against a budgeted loss of \$19,995.00. Mr. Lopez stressed the need to focus on building membership and sponsorship, and to watch expenses. The July financial statement was also included in the agenda packet, and Juan Lopez referenced that dues revenue is already down, but not much to report at this time. Juan asked to be aware of sponsor and exhibitor registration and the need for personal outreach from the directors and to think outside the box for new sponsors. Juan also asked the Chapter Presidents to focus on retaining members. Mr. Lopez also reviewed the July balance sheet. Juan indicated that the comparison reports will be included in future board agenda packets.
 - Discussion was held relating to donating to the charity of Wellness Within on behalf of Susan Peters in which she was very active. **Upon motion by Juan Lopez, seconded by Rick Coburn, CAHU shall donate \$1,000.00 to Wellness Within in honor of Susan Peters. The motion carried.**
 - **Upon motion by Juan Lopez, seconded by Rick Coburn, the financial report was approved as presented. The motion carried.**
- VIII. President’s Report – Stephanie Berger discussed the following items:
- a. Moment of Silence in honor of Susan Peters – Susan passed away on July 25th after a long battle with cancer, the board took a moment of silence in Susan’s honor.
 - b. Stephanie acknowledged Jenny Blevins and the CAMS team for working hard to support CAHU during this difficult time.
 - c. Housekeeping items:
 - i. Schedule of meetings for the year and chapter discussion topics – Stephanie Berger referenced the grid included, on the agenda page, of the meeting schedule and the chapter discussion topics for the 2017-2018 fiscal year. Ms. Berger thanked the Chapters for providing their feedback regarding chapter topics. The September topic will be membership growth and the Chapters will be asked for feedback and discussion points on this topic.
 - ii. Board meeting schedule – please make sure all dates and locations are calendared. Airfare is reimbursed at the 21 day fare only.

- iii. Support of the Chapters – continue idea sharing and best practices among chapters – Dawn McFarland has created a closed Facebook group for the Chapter Presidents and President-Elects and the Executive Board to facilitate this purpose. In order to join the Facebook Group, members need to be friends with Stephanie Berger or Dawn McFarland. This is voluntary. Dawn has sent friend requests to applicable members.
- iv. Region 8 Recap – many attended; the board acknowledged Linda Rose Koehler for doing a great job.
- v. Health Care Retreat Update – There are currently 91 registrants, but that doesn't include carriers, sponsors, or exhibitors. Stephanie asked all Chapter Presidents to please send a personal note to their chapter members to encourage attendance. A number of chapter presidents are also not registered; Stephanie Berger encouraged everyone to please register right away.
- vi. The September 11th board meeting will be held from 1:00 p.m. – 5:00 p.m.; be sure to plan accordingly.
- vii. Request from the Perry Group to participate in a Coalition to Stop the HIT Tax – Juli Broyles elaborated – Perry Communications is involved with NAHU – Health Insurance Tax – working to suspend for 2018 – focusing on California Congressional delegation. The Perry Group wants to have CAHU involved to provide editorials and to be available for media events. Juli noted that there is no cost for CAHU to participate. Juli will send the information to the board. There was no opposition to joining the Coalition. **Upon motion by Juan Lopez, seconded by Patrick Burns, CAHU shall support joining the Coalition to Stop the HIT Tax. The motion was approved by consent.**

IX. Executive Board Reports – the following reports were presented:

Strategic Plan – The Strategic Plan must be approved by the Board of Directors today so that it can be posted to the website. The Executive Board members were asked to present their strategic plan during their reports today. See Strategic Plan which was included in the agenda packet.

- i. President-Elect – Dave Fear, Jr. – discussed his three plans listed on the spreadsheet plus added review of Bylaws and Policies and Procedures; no further report.
- ii. Immediate Past President – Rick Coburn - see Strategic Plan – no additions or changes. Rick also reported that he is helping Stephanie Berger and CAMS with the Executive Director transition. Rick made a presentation to Region 8 regarding leadership and succession planning.
- iii. Vice President of Legislation – Jim Morrison – see Strategic Plan – added to continue to build on committee structure, such as Adopt-A-Leg – no further action.
- iv. Vice President of Public Affairs – Bruce Benton – see Strategic Plan – no further report.
- v. Vice President of Communications – Dawn McFarland – see Strategic Plan – also reported that the Health Care Retreat notices are going out often; also supporting local chapters by engaging in social media posts.
- vi. Vice President of Corporate Affairs – Brad Davis – see Strategic Plan – no changes.
- vii. Vice President of Membership – Maggie Stedt – working with the chapters to get new members and retain current members – have lots of work to do. Retention program has been introduced that John Evangelista started. The September 8th Membership Committee call will emphasize retention.
- viii. Vice President of PAC – Cerrina Jensen – Patrick Burns to present recommendation to incorporate PAC donations on the membership application, details need to be finalized. Cerrina has met with the PAC attorneys and will take NAHU PAC training to continue to learn more. Special PAC Luncheon taking place at the Health Care Retreat to acknowledge PAC contributors and introduce PAC to prospective contributors. See Strategic Plan – no changes.
- ix. Vice President of Community Outreach – Patrick Burns – see Strategic Plan – add continue to work on the Diversity Task Force.

- x. Vice President of Professional Development – Ryan Neace – See Strategic Plan – discussed recently approved courses for the Health Care Retreat and thanked Nathan Carlson at CAMS for his help.
- xi. Vice President of Finance – Juan Lopez – see Strategic Plan – Patrick Burns asked for a plan to be added to work with each Chapter regarding review of financial process at least twice per year.
- xii. Medicare Task Force – Craig Gussin – acknowledged his plan.

Upon motion by Rick Coburn, seconded by Patrick Burns, the CAHU Board of Directors approves the 2017-2018 Strategic Plan as presented; approved by consent unanimously.

- X. Expense Reimbursement Procedures – no questions from the board, Stephanie Berger reminded the board to review the policy and procedures statement on the website.
- XI. Medicare Task Force – Craig Gussin reported on the “Road Show” to include speakers and exhibitors – Palm Desert is the first one on September 21st. These events will also be used to recruit new members. Cathy Little asked for clarification regarding how this can be incorporated into programs for next year, Craig indicated that the Road Show is geared more towards a monthly luncheon program rather than a separate event.
- XII. Medicare Summit – Southern California Chapters – Maggie Stedt provided a recap of the event; over 400 registrants and 180 exhibitors are expected to attend.
- XIII. Los Angeles/Ventura Medicare Summit Next Week – Neil Booth provided a recap of the event; expecting over 200 attendees; 25 exhibitors.
- XIV. Awards – Rick Coburn indicated that the awards will be presented at the upcoming Health Care Retreat, and he and Pat Stiffler will start working on national awards later this year.
- XV. Vanguard Update – Korey Platt would like to continue the momentum of making the events fun; Karaoke night at HCR; few more sponsorships to fill; morning yoga and 3k will also be held at HCR.
- XVI. Chapter Reports – Stephanie Berger discussed this month’s topic which is if the Chapters had a Strategic Planning meeting, what the main goal is that came out of strategic planning, and how CAHU can help the Chapters.
 - Central CA – Adam Rochon – held Strategic Planning meeting, goals to continue better communication with the Chapter members, and succession planning. Communications from CAHU are helpful and sharing of ideas is helpful.
 - Sacramento – Helen Ornellas – held Strategic Planning meeting, goals include to continue to grow membership, to double PAC contributions, to survey members. No particular help needed at this time from CAHU.
 - San Diego – Sean Greene – held Strategic Planning meeting, goal is to grow membership and use technology, no help needed from CAHU at this moment.
 - Inland Empire – Yolanda Webb – Strategic Planning meeting will be held this week, have surveyed the members, plan to implement ideas. CAHU calendar is helpful; no further help needed.
 - North Valley – Leanne Chrisman – no Strategic Planning meeting, but held a gathering of last year’s board, most of whom are resigning. Rick Coburn assisted them to keep the chapter together. Goal is to try to get more members engaged, will survey the members to gather information.
 - Orange County – Juan Lopez – immediate goal is to maintain high level of performance from an awards perspective. Endeavor to push for membership. New member orientation and mentoring program are goals. Held Strategic Planning meeting and identified missed opportunities to work with this year.
 - Ventura – Korey Platt – held Strategic Planning meeting, main focus is membership, and also succession planning.

XVII. New Business Items (taken out of order):

- i. Executive Director - Mike Belote provided an update to the board regarding the Executive Director position. Mike thanked CAHU for their support of CAMS and California Advocates. Saddened and shaken by the passing of Susan Peters, but noted that CAHU must go on, CAMS began advertising right away for a new CAMS employee to serve as the Executive Director, and announced that Kimi Shigetani has been hired by CAMS and will begin on August 28th. Mike provided background information relating to Kimi, and that she will be a fine addition to the team. Mike indicated that Kimi was also interviewed by Stephanie Berger and Dave Fear, Jr. Stephanie Berger and Dave Fear, Jr. provided further supportive thoughts regarding Kimi.
- ii. PAC Form – Patrick Burns provided background – discussion to include PAC donations on the membership application and dues renewal forms for CAHU. The idea is to add a PAC donation of \$10.00 per month to CAHU dues. Patrick is talking to NAHU regarding logistics and there are four options: 1) current plan with CAHU direct outreach; 2) make contributions mandatory and build into dues; 3) allow an opt-out to ask everyone to pay and members can opt out if they do not wish to contribute; and 4) opt in via the dues form. Cerrina provided further comments and the success of making the contribution mandatory. Cerrina noted time is of the essence to meet NAHU deadlines and we need to continue the discussion to make a decision. Mike Belote provided further comments and ways to collect contributions; opt-in results in approximately 33% return rate; an opt out or mandatory contribution is allowed by California law. The most successful plan is to get members on a credit card auto renewal on a monthly basis. Patrick and Cerrina are working with NAHU on logistics. Patrick is asking the Chapters 1) do the Chapters support a mandatory plan, or opt in, or opt out; 2) if NAHU cannot manage the administration component, is there a possibility that CAHU can manage it and send the dues to NAHU. Cerrina noted that she will work with Patrick on a written statement regarding this, and Stephanie Berger asked that something in writing be provided to the board for the next board meeting. Patrick asked that the Chapters discuss this before the next board meeting because that is the deadline to get the information to NAHU. Maggie Stedt will be included in discussions. Stephanie Berger asked for something to get out to the Chapter Presidents.

Chapter Reports Continued:

- Golden Gate – Cathy Little provided a written report that Stephanie Berger will send out to the board.
- Desert Cities – Sandra Barr – held Strategic Planning meeting, goal is to increase education at meetings, CAHU is helping with CE course approval. CAHU PAC form is hard to find on the website and minimum is too high at \$21.00.
- Los Angeles – Neil Booth – held Strategic Planning meeting, goal is to continue momentum from last year and try to make sure every board chair has a committee to help with member engagement and succession planning, continuing events.
- Santa Barbara – Laura submitted a written report which she will circulate.
- Silicon Valley – will report at the next meeting.

XVIII. Adjournment.

Stephanie Berger thanked everyone for participating in the call. Maggie Stedt announced a retention contest in which she will send everyone the details.

The meeting was adjourned at 10:10 a.m.

Respectfully submitted,
Jenny Blevins, CMP
California Advocates Management Services



**Board Meeting Attendance: September 11, 2017 – 1:00 p.m.
Pala Casino and Resort, Pala CA**

Executive Board	Title	INITIAL				
Stephanie Berger	President	X				
Dave Fear Jr.	President-Elect	X				
Rick Coburn	Immediate Past President	X	Quorum: 19			
Juan Lopez	VP Finance					
Jim Morrison	VP Legislation	X				
Maggie Stedt	VP Membership	X				
Ryan Neace	VP Professional Development	X				
Cerrina Jensen	VP PAC	X				
Bruce Benton	VP Public Affairs	X				
Brad Davis	VP Corporate Relations					
Dawn McFarland	VP Communications	X				
Patrick Burns	VP Community Outreach	X				
President or Voting Member					President-Elect or Voting Member	INITIAL
Adam Rochon	President CCAHU	X			Tess Philips	
Sandra Barr	President DCAHU		Jean Chariton			
Cathy Little	President GGAHU	X	Sue Wakamoto Lee	X		
Yolanda Webb	President IEAHU	X	Ashley Ingram	X		
Bobbie Kaelin	President LAAHU	X	Neil Booth	X		
Vacant	President NCAHU		Vacant			
Leanne Chrisman	President NVAHU	X	Vacant			
Juan Lopez	President OCAHU		Pat Stiffler	X		
Helen Ornellas	President SAHU		Alexis DeVorss	X		
Sean Greene	President SDAHU	X	Craig Gussin	X		
Laura Murphy	President SBAHU	X	Vacant			
Michael Traynor	President SVAHU	X	Lanea Riley	X		
Korey Platt	President VCAHU	X	Koko Mekari	X		

STAFF:
Mike Belote A
Jennifer Blevins X
Faith Lane A
Juli Broyles X
Kimi Shigetani X

COMMITTEE CHAIRS:
Pat Stiffler, Awards X
Craig Gussin, Medicare X
Korey Platt, Vanguard X

AGENDA

Meeting Description: CAHU Board of Directors

Date and Time: September 11, 2017 – 1:00 p.m. – 5:00 p.m.

Location: Pala Casino Resort and Spa, Pala



Requests to add agenda items may be presented under item II.

I. Welcome, Call to Order, Antitrust Reminder 1:13 p.m.

II. Approval of Agenda of September 11, 2017

III. Approval of Minutes of August 15, 2017

Bobbi Kaelin and Craig Gussin asked that the minutes be changed to reflect that they were on the call but were late and missed the roll call. Maggie moved to approve change and Bobbi seconded. Minutes with the change were approved by consent.

IV. Legislative Report

Jim Morrison requested to move the Legislative report further down for the October agenda.

Juli reported that at the federal level the Senate and House still have a bit of time to submit bills, and changes in regulation only have until September 15 to submit. Senator Sanders expected to come out Wednesday with Medicaid for all.

Jim noted that the Health Insurance Tax is a bipartisan issue, and there is an effort to eliminate through delay.

Medicare- scope of appointments is a issue this year in that they require scope but no 48 hour requirement. Pushing to get rid of it completely. Asked NAHU to give more definitive guidelines.

At the State level, the Priority Bill report was included in agenda packet. Board approval is needed for status changes.

- AB156 – email vote is trending to change status to support.
- AB 265 – amendments, want to move to support.
- SB 133 – gut and amend. Continuity of care provision for transplants only – recommend watch.
- SB 788 – recent amendment – no substantive changes, still recommend support.

Jim motions that changes be approved – AB 211, AB 251, AB 265, AB 156, SB 133 and SB 788 and SB 17. Dave Fear Jr seconded the motion, call for discussion, none. Call for vote – unanimous for making changes suggested.

Single payer update – Assemblymember Rendon has formed a subcommittee to examine all areas of healthcare. Legislative Council is following closely and voicing opinions. There is a potential initiative coming that condenses all potential issues noted in legislative analysis of single payer into one initiative for voters. Staff is watching closely. SB 562 is currently held til January 2018. The Nurses union has taken the view that legislation is the the route to take as ballot initiative is expensive, but there is dissention within the union in regards to position.

Covered CA has three proposed regulation changes out right now that Leg Council is working on. Does not directly effect agents but does address certified enrollers, consensus is that enrollers should be held to same standard as agents.

Adopt A Leg- Debbie Blander will be new chair of Adopt A Leg and is working on getting it up and running, including a

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formalized committee in place and a toolkit with talking points to encourage meeting with legislators. Protocol will be established around inviting legislators to events – go back to Legislative Chair first, and then they would go to board. Want to build relationships and seize opportunities.

Juli noted that this is the last week of session and it will end at midnight Friday. Jim thanked Faith and Juli.

V. Financial Report

Financial report at end of Presidents Report

VI. President's Report

Recognizing Susan tomorrow in program with a photo montage, Board held a moment of silence for Susan and 9/11.

Executive Vote to Hurricane Harvey relief – 10 \$100 gift cards to to TAHU.

NAHU has program to send gift cards for Hurricane Irma and other natural disasters. Board needs to make another motion to Florida for Hurricane Irma relief. Cerrina Jensen moved to match Texas amount, Craig Gussin seconded. Vote was unanimous – 10 \$100 gift cards to be sent to Florida.

Vanguard Council event Tuesday evening. The profits from Box Wars will be donated to either FL or TX (or split between both).

Registration count – 274 as of Friday.

Tuesday and Wednesday non member attendees will have yellow badge holders - please say hello, thank them for being here. Cal Broker is also in attendance – be mindful of comments and discussions. New members will have a sticker on their badge. The town Hall format – 2 minute time slots for questions, be respectful, also request no photos, no facebook live streaming, etc. General reminder about event app and wellness activities. Executive Board – be in the room tomorrow at 1:45 for Board Induction.

Financial Report (Juan Lopez was not present) – Financials are included in packet – closing out 16/17 financials in October. HCR funds to come in and NAHU expenses as well. Get reimbursements to Juan Lopez by September 30. Right now membership dues look low, HCR looks low. So looks like it could be about \$20,000 below, but Juan Lopez and Brad Davis need to come back to the next meeting to fully explain how all the expenses and revenues are working out.

Last meeting voted to move \$20,000 to PAC but the money has not yet been moved to PAC account.

Question regarding Charles Schwab account and what type of holdings it had. It is a Money Market account and thus has very low interest rates (.1%).

Call for motion to approve financial reports – Rick Coburn moved, Patrick Burns second. Approved unanimously. Will give financials more time next meeting. Reminder that CAHU is not reimbursing for registration costs, only for one night hotel and travel.

VII. Executive Board Reports

Dave Fear Jr. (President Elect) – Plans to work on updating policies, procedures and bylaws after January.

Rick Coburn (Immediate Past President)– Distributed scrolls and books to past presidents. Rick has re-worked the Academy, and will be implementing this year and next. Bars to leadership – training. Training will cover association

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work and how it can help in business. What may work for larger chapters doesn't always work for smaller chapters (Committee work, etc). Idea is that Academy would help training leaders for chapters of all sizes.

Bruce Benton (VP Public Affairs) – Public Affairs is the meeting of the legislative council and communications committee – public awareness framework around what happens in legislative agenda and then to help communicate that out to members, media, etc. Since last presidential election, California has seen more of a spotlight on its actions and opinions. During the reintroduction of single payer at the state level – created public affairs management team to craft the message. Thanked Juli, Dawn, Faith and Cerrina to work through communications and craft a unified message. Working on messaging for leaders, members and chapter. Will be doing all member webinars so that everyone is on the same page in terms of message in regards to idea of single payer and “health care is a right” concepts. Members are diverse in their politics in CAHU, and need to be able to have a meaningful succinct response for all. Will be discussed more at Town Hall tomorrow. Also working on Adopt a Leg, also on having CAHU become CalChamber members.

Dawn McFarland (VP Communications)- Created a closed Facebook group for CAHU board – need people to sign up for social media. Please hashtag #CAHUHCR2017 in photos/tweets/posts. Mobile photo booth for posting to social media. Also trying to engage local chapters in using more social media. Communications committee – bi monthly calls will start happening, please encourage communications chairs at local chapters to participate. Company page on LinkedIn. Sept 25-28 there will be a e-newsletter for CAHU membership with articles on medicare, etc. Also have an article coming out in CalBroker.

Cerrina Jensen (VP PAC) – At this point for the PAC Lunch, there are 32 people registered, but there is still room for people to register. Diamond level contributors and higher are welcome to attend free of charge, new or increased contribution since July 1 are also welcome to attend free of charge. Surprise during conference for Diamond contributors. Cerrina is inviting chapters and individuals to do short videos of why they participate in the PAC. If you need help with local reports, please let Cerrina know.

Patrick Burns (VP Community Outreach) – Trying to smooth out contribution proces to make it easier to collect donations. Community outreach – goal this year is to resurrect CAHU foundation. Working on grant proposals for education, work training, consumer education and industry analysis.

Maggie Stedt (VP Membership) – Net loss of members is only 6 due to work form chapter retention chairs. Two chapters have grown (North Valley and Sacramento) – starting to see positive shift in membership numbers. Medicare summits picked up 34 new members. 1,205 attendees at medicare summits across the state. Working with email templates for retention and new members through Mail Chimp and will be doing more training classes. Contest with NAHU had too short of a timeframe to be very effective. It wasn't clear on how \$50 was going to be applied – and the timing wasn't great. Another NAHU contest happening between region 3 and 8.

Ryan Neace (VP Professional Development) – 14 CE's available tomorrow. Juli and Ryan will be doing the CAHU PAC session of where the money goes. That will be released to local chapters for CE as well. Extends thanks to committee for assistance.

VIII. Chapter Reports

Chapter Updates

Golden Gate – Golf tournament in two weeks, one more member meeting in October

Santa Barbara – Medicare session in October, charity event in December

Inland Empire – orientation for new members, chili cookoff challenge in January, and the PAC – would like to talk to

Ashley Titus (counsel for PAC) again. Send questions and we can include summary in the board packet. Cerrina will work

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on posting questions in a FAQ.

San Diego – did a 4th quarter event, will be sending 5K of 10 to PAC this Friday.

Central CA – October – comedy night coming up, financial reports are getting in order, looking to better the way their board does things.

Ventura- Medicare summit was great – 250+ attended. Murder mystery event coming up – 105 people attending.

Sacramento – have been doing coffee chats, had a Vanguard mixer, partnered with Norcal on Medicare summit.

Planning on doing the Medicare roadshow, and also a NAHU live seminar.

LA – fashion show and Medicare summit, Vanguard event in August, asked for input on what kinds of reserves do you have?? (General answer – six months of operating expenses)

Silicon Valley – Medicare summit – wine social the night before, had guest speakers. Had a memorial for John Bobichek.

Next week is first member meeting.

North Valley – nothing new to report

Orange County – Senior summit – 657 in attendance. CE day on september 19th. Going to do Live from NAHU webinar as well. Medicare Summit – had state and federal update and the questions were mostly state level.

Chapter Reports

Ventura – social events are key to driving and retaining members.

San Diego – agreed that the social aspect is very important. Also working with more social media. Not necessarily labeling events as Vanguard events but they are in the same spirit.

LA – professional dev chair has budget this year for speakers. Medicare summit approach was about what NAHU/CAHU does for agents as businesses. Really important to get something out of the training – CE credit, etc. Stressed creating events where there is value added if you are a member.

Santa Barbara – commitment to grow by 10%. Different this year – board has made solid commitment to membership by putting money behind it and doing more social events.

Inland Empire – don't want to intimidate non members by stressing membership so much.

What are the challenges to getting new members?

LA – LAAHU is seen as something that is for individual brokers, so large brokers don't see necessity to join.

San Diego – Marsh is a board member now, making effort to get new blood onto the board. Age demographics is important, large brokers are federally focused, and often have no state legislative presence.

Sacramento – numbers at Medicare and non medicare summit indicate that people want information but may not see the need to join.

San Diego – ideally you want to keep your base but grow, there is a need to get a value proposition together, single payer is a significant threat.

How can CAHU help the chapters grow membership?

Sacramento – asking CAHU to assist in marketing local chapters and to help develop a campaign.

LA – what about a social media campaign? Hire someone to do it?

Don – ways to do social media campaign at low cost

LA – watch messaging to make sure it is consistent

San Diego- use LinkedIn, etc. what if chapters worked together to do social media campaigns?

Dawn – if we can engage new folks and keep the folks who are engaged then we should be in good shape.

Maggie - Expressed the desire to have more education and meetings in a webinar or electronic format to engage more members. Asked for a PSA request to be considered, as SB 562 is motivation for people to get involved.

Next topic for October is succession planning and board development.

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IX. Task Force Updates

Craig Gussin (Medicare Chair) – September 21st is another summit. The goal for this year is to get more Medicare roadshows done.

Pat Stiffler (Awards Chair) – Asked members to make sure to include CAHU and the name of the local chapter if writing an article or a letter to the editor.

Korey Platt (Vanguard Chair) – The Karaoke night profits will go to hurricane relief effort.

X. Old Business.

No old business.

XI. New Business

Patrick is going to run for Region 8 Regional VP. Maggie Stedt moved, Sue Wakamoto-Lee seconded. Unanimous vote aye.

Travel for October board meeting – please book your travel so you can get reimbursed, flights are reimbursed at the rate that is 21 days out.

Stephanie asked that the group address an email that had come through on the info@cahu.rog regarding a misleading video on Covered California’s Facebook page. The individual in the video stated he had been dropped from coverage when he was diagnosed with a long term illness. This would be illegal in California. Juli, Stephanie and Dave agreed to speak with the Covered California representatives. Martha Collins (member who wrote email) stood and stated that she had spoken with Drew Kyler from Covered CA and said he didn’t really know about health insurance details.

Patrick noted that as part of the statewide legislative update, Marcy Buchner from NAHU is going to be in San Diego in January and can be a speaker on federal issues if any chapter would like to ask her to visit them in that time period.

Jim Morrison noted that as part of Strategic Planning the group had talked about informing people of the role of the agent and marketing. Talk about why to work with a CAHU member agent vs non member agent.

Feedback regarding MediCal delays and issues came from Matha Collins. Juli Broyles suggested that this topic be added to the agenda for the October meeting.

Stephanie thanked everyone for their input and acknowledged that it’s a slow process, but the board is working on these issues.

Jim stated that Covered California had some regulation changes out for comment, and to talk to him if anyone wanted to add to the comments.

Cerrina suggested that the MediCal CE course while it needs to be updated, could be helpful again.

XII. Adjourn

Craig Gussin moved, Bobbi Kaelin seconded. Meeting adjourned at 4:45 p.m.

2017-2018 Board Meetings & Events:

Month	Date	Start	End	Location	
Sept	12&13	all day		Health Care Retreat Pala Casino	
Oct	24	10am	3pm	Board Meeting: Crocker Art Museum (Northern - Sacramento)	Succession Planning/ Board Recruitment

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Nov	21	8am	10:30am	Board Meeting -- conf call: NOTE: Week of Thanksgiving	
Dec	19	8am	10:30am	Board Meeting -- conf call: NOTE: Week of Christmas	
Jan	16	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	Connect/Engage Membership
Feb	20	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Legislative Issues
March	20	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	General Fundraising
April	17	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Professional Development Ideas
May	21	1pm	5pm	Board Meeting: Sheraton Grand Hotel, Sacramento (Northern)	PAC Fundraising
May	22	8am	5pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
May	23	8am	12pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
June	19	10am	3pm	Board Meeting - Sacramento	Social Media Engagement

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Stephanie & Dawn gave an update on Special Committee hearing on Monday, 10/23. Stephanie wanted to address representation in the room from the nurses union, who had paid protestors. The Democrats asked the audience to let the committee hear the speakers as it is an informational hearing. Appearance of CAHU being there respectfully, keep comments to topics is the best option, as having large numbers of attendees could be distracting. Opening comments (by all) recognized that health care is a basic human right. One of the biggest issues is that there are 3 million in CA who are uninsured. 1.7 million of those are undocumented, and they should have access to MediCal and subsidies. Some of the balance of those people are those who do not want insurance. Panel of individuals explaining how health care works now, who is able to purchase, costs, etc.

Dave Fear Jr read statement he will be presenting. (Below in italics) Faith will also be distributing information to select members of the committee. All presentations have reiterated the concept that no system in other countries are free.

Jim asked that anyone who is speaking on the issue of Single Payer/Universal, please let the board know so that talking points can be provided. Patrick noted that NAHU is doing a media training (November 15).

Statement for the Special Committee:

Good morning, my name is Dave Fear Jr, and I am the President Elect for the California Association of Health Underwriters.

CAHU is California's largest licensed health agent organization. Approximately 15,000 licensed and certified agents have enrolled over 45% of all Covered California enrollees each year since the first open enrollment of the Affordable Care Act.

Licensed, certified Agents help individuals, families, businesses and their employees select and use their healthcare. Agents are the ones who are called when someone is frantic and cannot get drug or test, or a procedure approved. We are the ones to go to bat for our consumers with the insurance companies to try and resolve problems. Agents are the ones that spend the 5 hours on the phone so you or your family members or your employees don't have to.

CAHU wishes to be part of the discussion and solution towards quality, affordable healthcare for all. We have a number of ideas to share with the committee on how to provide wider coverage than is possible today. We would like to ask permission to present these ideas in one of the subsequent hearings.

CAHU also has insights from the real boots on the ground on the actual purchase of healthcare coverage, what the consumer looks at when deciding; and most importantly how the consumer utilizes that health care after the purchase.

Thank you for the opportunity to speak today

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Financials are provided June 30, 2017 to present in agenda packet. Membership line item is below budget, chart on page 36 to see historical overview of payments. Do not have complete financials for HCR, but already low in sponsorships. Should have detail on HCR at November meeting. Did change how metallic sponsorships are done, and how they contributed to each event. Other factors also contributed to low income at event. PAC Contribution stood out as it was an early contribution in full as opposed to splitting it over the year. PAC had significant events to attend and donations given the timing of being in the middle of a two year cycle, and with an election coming up (2018). Cash on hand is healthy. Running low comparatively from year to year. Motion to accept the financials by Jim, second Maggie, passed.

Patrick asked what CAHU should do to increase fund balance. Maggie and Yolanda noted that CAHU is not asking for enough sponsorships. Dawn noted that we need to do a better job of marketing and recruiting members. Sean Greene added that CAHU needs to look at what we are doing and how we do it to increase the attendance at events in order to also impact sponsors. Stephanie suggested that we start a committee to look at how to do these things, the ask, etc. Neil Booth suggested we look at calendar on a more global scale. Rick stated that the committee needs to be permanent so that programs/events are consistent. Email Kimi if you are interested in participating on committee.

VI. President's Report

President

Fires and NAHU UNITE – need to know of members (names) to get a master list together before CAHU distributes to chapters/individuals. Need to make sure that there is a comprehensive list of who is impacted. Jim suggested we extend help to any agent or their staff who was impacted, not just members. Stephanie asked NorCal Chapters to determine what is needed and to let CAHU know what the ask is, and please cc Rick Coburn.

House of Delegates – Stephanie asked that CAHU return to written ballots in person. Patrick provided some historical background as to why it was electronic. Board needs to just agree to doing the voting in person as opposed to electronic. Sue noted that it can be expensive for chapters to send all their delegates. Asked that chapters receive advanced notice. Kimi will send email to all chapters notifying them that the voting will be in person, chapters should go back and assess budgets. On November call, issue will be raised and discussed.

Patrick Motioned to increase management travel by \$2,000 for CAMS Management Travel to allow Kimi to go to DC, Dawn seconded.

Discussion: Patrick – Faith should also go to NAHU Annual Convention, and perhaps alternate between Cap Summit and Annual Convention. Jim asked for clarification as to whether CAHU should add funds or move from another line item? Motion was to increase the line item. Vote – two oppose: Brad Davis and Jim Morrison

Public Affairs call – Oct 23 call was cancelled. Group is crafting messaging for CAHU to use. Call will be re-scheduled.

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VII. Executive Board Reports & Working Lunch Executive Board
No report from Dave.

Immediate Past President – Rick reported that he is working on the Academy, designing a short power point on each VP position on the Board. Deadline is Dec 1. Designing a curriculum of self study on leadership. Sketching out a training schedule for February. Chapters should recommend candidates for the Academy. Nominating committee for HOD starting in November.

Dawn – Communications – trying to launch social media campaign on November 2 #agentawareness. Working on creating sample tweets and posts for social media. Should see draft by Friday. Newsletter out no later than next Monday. Chapters were asked to nominate individuals to recognize.

Ryan – no report

Brad – Corporate Affairs – page 37 is an updated sponsor list. Phase two of the strategic planning goals is to look at demographics. Also expanding sponsorship list to look at non-traditional companies.

Maggie – Membership Report – 11 chapters are in top 20 in the nation for new members. LAAHU is leading right now. Chapter leadership is doing well at recruiting. Lapsed members are a issue right now. Chapter Membership Chairs need to be working on this during 4th quarter- divide it among the board if necessary. Will be looking at doing a contest in 1st quarter 2018. Regional contest – Region 8 lost by 2 to Region 3. NAHU is facing membership and dues shortage due to Zenefits closing and other factors. Please make sure membership chairs are on the call on the first Friday of each month.

Cerrina – PAC – call turned into email as the conference line was unusable. In that email was guidance from counsel on cash receipts for PAC donations. Got 82 new contributors in September, had several increase and 2 drop off. PAC Luncheon at the HCR and it was very well received. Cerrina recognized local chapters who were doing exceptionally well – NVAHU, SAHU, LAAHU and GGAHU. Special thank you to Ryan and Juli for the CE course on PAC funds and where they go. Cash rules - \$25 or more in cash – need form from that individual. Annual cash limit is \$99. Under \$25, keep a cash log and turn in total. Should have a mock up next month of exclusive drink ware. Question about the PAC Administrator – are they contacting lapsed members? Not as of yet but in discussions with them.

Patrick – Community Outreach – ready to continue foundation as an education foundation. Going to have a kickoff in March 2018 – goal is to have about 100 attend to raise funds of about \$75,000 to get the Foundation seed money. Also working on industry designation program. Also would like to eventually hire people to do research on policy issues to do white papers, etc.

Industry Designation – price difference for members vs. non members. Price point may differ based on sponsorships, etc. Goal is to bring education resources to CAHU to improve education for current members.

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Key part to the Foundation is the way it is funded – it is a 501(c)3 so it is tax deductible.

VIII. Chapter Reports Chapter Presidents Page 38

Chapter Updates:

- IEAHU – had a PAC event last Saturday (Hockey) that went well. Donations from companies should be used to offset the cost of the event.
- SDAHU – things are going well, growing membership.
- VCAHU – just had Murder Mystery event which went very well.
- SAHU – everything moving along
- LAAHU – doing some great Vanguard events, event at a Lakers game with box seats.
- SVAHU – event last week with Zenefits, working on member participation.
- NVAHU – still in rebuilding mode.
- OCAHU – everything going well
- NCAHU – no updates
- GGAHU – golf tournament was a success, Monday night football membership drive in November.

Stephanie encouraged board to use the closed Facebook group.

IX. Chapter Roundtable (Topic: Leadership)

SAHU – identifying future candidates for board and presidency, building out committees, moving people to positions that fit their schedule, etc.

LAAHU – Struggling to move the dial – bring in new agents, millennials, attendance has gone down in the past few months, Vanguard has helped to encourage participation. Succession planning is naturally coming from Vanguard. Struggle to move people from committee work to more responsibility.

How do you create leaders?

SAHU – sent out email to top agency leaders asking them to join the board, or ask someone from their agency to be on the board so they are represented. Worked well and got four board members that way.

Rick – want majority of membership to be agents.

SDAHU – want some participation by the GA's. Passed out report. As new people come on board and want to participate, put them on committees.

Stephanie- what about smaller chapters?

IEAHU – why don't people volunteer? Time and fear. Leaders need to start guiding them when they are in committees. Question about combining chapters that are very small?

NVAHU – huge territory for the chapter. Agents have totally different needs in more rural areas than in suburban area.

IEAHU – southern CA chapters often attend each others events to show support.

Patrick – What could CAHU do to help some of these issues? Monthly newsletter with list of activities across the state?

IEAHU – Monthly Presidents call?

Facebook page – think of it as a broker to broker for CAHU leaders. Maybe Dawn could facilitate conversations on the Facebook page.

Dawn – what about using Slack?

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SAHU – almost need two different sets of business plans – one for rural and one for more urban areas.

Patrick – monthly basis - CAHU newsletter/email with statewide listing of chapter events, etc. Dawn is planning on doing that on the monthly newsletter with links to each chapters events page. If each chapter can send Dawn their list of events, she will put together a monthly email.

Rick – putting together Leadership Academy- Dec 1st – need candidates names by then. Should have a curriculum outline by then.

GGAHU – lots of board members, not a deep bench for succession. People are doing great work but no one wants to be in charge of the association. Need to build a pipeline.

VCAHU – starting “Board member for a month”, to give folks a chance to see whats involved.

Dawn – LAAHU is going to start with carriers and GA’s and talking to them about what CAHU does, and then start recruiting.

Sean - what about a first timer happy hour at Cap Summit? Feedback from around the table was a yes.

Rick – Kimi will send out notes about this.

Next roundtable in January – southern CA (Dickerson)

Next meetings – November and December – please submit as much as possible before the meeting.

X. Task Force Updates

Committee Chairs

Vanguard – Korey – looking for volunteers for vanguard event at Capitol Summit in May.

MediCare – Desert Cities did a road show that went very well. Trying to assist chapters and is planning on road shows for 3rd quarter 2018.

XI. Old Business

President

MediCal Discussion – consistent issue is lack of communications within counties. What can CAHU do to help coordinate with counties? Not necessarily the role of CAHU at a statewide level. Role of Agent with MediCal is difficult – legislative issue as it’s a county responsibility. Loophole of designating a representative is helpful.

XII. New Business

President

HealthNet Commissions Change in individual space – didn’t give agents much notice. Stephanie – change doesn’t happen til January 1, so the company was within the law. Carriers are going to be making changes to commissions. Covered CA, CalChoice also made changes.

Patrick – CAHU is not sending out informaiton about Covered CA small group coverage, but on individual side, they are a larger player and CAHU will communicate changes to the marketplace to the membership. If there is information that is timely and important, it will be sent out. CAHU can not discuss specific commissions with a carrier (Antitrust policy).

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XIII. Adjourn – 2:25 p.m. Cerrina moved to adjourn, Rick seconded the motion. Motion carried unanimously.

2017-2018 Board Meetings & Events:

Month	Date	Start	End	Location	
Nov	21	8am	10:30am	Board Meeting -- conf call: NOTE: Week of Thanksgiving	
Dec	19	8am	10:30am	Board Meeting -- conf call: NOTE: Week of Christmas	
Jan	16	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	Connect/Engage Membership
Feb	20	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Legislative Issues
March	20	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	General Fundraising
April	17	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Professional Development Ideas
May	21	1pm	5pm	Board Meeting: Sheraton Grand Hotel, Sacramento (Northern)	PAC Fundraising
May	22	8am	5pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
May	23	8am	12pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
June	19	10am	3pm	Board Meeting - Sacramento	Social Media Engagement

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AGENDA

Meeting Description: CAHU Board of Directors

Date and Time: November 21, 2017 – 8:00 a.m. – 10:30 a.m.

Location: Conference Call



Requests to add agenda items may be presented under item II.

- I. Welcome, Call to Order – 8:01 am
Antitrust Reminder reviewed by Stephanie

Approval of Agenda of November 21, 2017
Motion approved, seconded, no changes, approval by consent
- III. Approval of Minutes of October 24, 2017
Jim Morrison motioned to approve, Juan Seconded. No changes, approved by consent. Stephanie asked if anyone would forgo reporting. NCAHU offered.
- IV. Financial Report VP of Finance *Page 11*
Juan suggested the board approve the report that is 4 months into the fiscal year. For year to date income, he noted that membership is a little short, Health Care Retreat is another area that is short, expenses and some income from the HCR is still outstanding. Everything else is where it needs to be. Income overall is slightly higher, but as year end approaches it may go down. Expenses look to be about where they should be. One area that looks skewed was printing for HCR. Food and Beverage was high for the Vanguard event, but overall we are tracking close to last year. If we can get sponsorship and membership up it would put the organization in a better place for the year overall.

Balance sheet – have about \$434,000 in total assets. Liabilities are about \$71,324. Total equity is \$362,675.

2017 vs 2016 is in packet for comparative purposes. Down about \$24,000 overall in income compared to last year, with some effort in recruiting vendors the gap could be closed.

Juan motioned to approve, Brad seconded, motion carried.
- V. President's Report President
June board meeting – note new location in Sacramento.

NAHU Unite! Gift cards - need to get a list together for folks who need gift cards. Please email Kimi with names and contact information of anyone in the industry who could use assistance.

Stephanie is trying to respond to emails that come in to info@cahu.org. Many members are emailing regarding the change in commissions.
- VI. Legislative Report VP of Legislation and *Page 21*
Legislative Advocates
Governor received 957 bills for signature, signed about 850 bills. Legislature returns January 3 for the second year of the two year session. First action is working on bills

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that have not moved out of the first house by end of January. If they move they will be alive til August 31, 2018 at midnight per constitution. Second order of business is to introduce new bills by February 20. Many will be employment related, with a laser focus on sexual harassment. Assembly Member Raul Bocanega will resign next year, and may be ousted prior to that pending LA Times story. Possible additional resignations may happen. May see a cultural shift in Sacramento, this will dominate the conversation for a while. Mike noted that 2016-2017 has been a time of challenge for CAHU, with loss of Susan and Juli's accident. Faith has been an excellent addition, and is doing wonderful work in the Capitol. With great sadness and gratitude, the time has come for Juli to transition to a new role, and will not be an employee of California Advocates after December, but will be available to consult. Thanks to Juli for seeing us through a very difficult time, and we are very grateful for all of her work.

Faith – no dates for the next round of select committee hearings, no published ideas for subject matter, but hearing that it may focus on the cost of health care with an academic focus. May be happening mid-December, and will notify Executive Board once there is information to share. Bills that were signed will take effect January 1. Interim has shown a few ballot initiatives, one has received title and summary that will allow it to collect signatures. The initiative is intended to remove the constitutional barriers that are currently in place to restrict legislators from raising taxes. Faith has been doing quite a bit of research and talking to other groups to determine if initiative has potential, CNA may oppose, in which case it may not move. Other initiatives are coming from United Healthcare Workers, meant to act as leverage with Kaiser for negotiations, so these are unlikely to move.

Jim asked Faith and Juli to review ballot initiative steps and overview of timelines and process. Mike noted that a lot of initiatives are submitted to AG, whose office writes title and summary of the initiative to give a non-partisan idea of what initiative does and what it means if it passes (done for \$2,000 payment). Signature gathering is next step, and is almost always done by a commercial company (cost is \$2-5 per signature). Number of signatures needed depends on the number of people who voted in last gubernatorial election, for initiatives with constitutional changes, that number is higher. Brief window of time to gather signatures, so most organizations will not react at AG stage, but if it makes it to the ballot, then money can be spent to oppose or support. Juli noted that April 24, 2018 is the last day to file with counties to get on ballot, May 11 is the last day to send signatures to Secretary of State, June 25 is the deadline for counties to verify signatures. June 28 is the last day for Secretary of State to certify signatures to go on November 2018 ballot. Faith noted that there is additional polling being done to determine public perception by the California Association of Health Plans and will be sharing information with us soon.

Juli said that there is a document on the CAHU website about ballot initiatives. Juli can write article as well on current initiatives. Jim noted that there is a perception that CAHU is being very reactive and not being proactive. General sentiment is that individual insurance brokers are very unhappy, some are only referring folks to DOI/managed care, others are worried about SB 562. Reality is that there is a lot of speculation but not action. Pushing Adopt a Leg framework where the goal is to come up with action plan. Stephanie added that she is hearing that we are not being proactive enough on pushing/creating legislation regarding fees. Faith said that once we saw agent declines in percentages, contacted other groups (IIABCal and NAIFA),

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and coordinated call. With single payer looming, it's a difficult message to ask for more money to go to insurance companies when we are saying the system works. It would be legislation that would be dead on arrival and would likely not make it out of fiscal committee. Current political climate needs to be considered. This type of legislation would be detrimental to the messaging about single payer. Need a moderate democrat to co-sponsor or it will not go anywhere. Faith also pointed out that they are making modifications to white paper to address other states where fees are charged.

Discussion followed regarding the fee structure and legislation. Sandra Bar said that she appreciated the clarity around the fees and why we would not move forward now. Patrick noted that California has highest commissions in any state, even with reductions. Also have the strongest agent community of any state, and if we move to a fee based system, very easy for carriers to not pay anything, which leaves agents with 100% fees.

Dave Fear Jr suggested that there should be a distinction between groups and individual agents, and should consider individual only fee structure. Would need to change license, but not anything to pursue now.

Patrick noted that Covered CA is over half the individual market right now, and would need to sell Cov Ca on the idea as well.

Stephanie said that we need to make sure members understand that fees are off the table, but with single payer looming this is not the best time to address it in legislature.

Cerrina said that CAHU needs to be proactive in developing solid communication strategy to make sure that all members have access to the information. Perhaps record a brief video talking about this?

VII. Executive Board Reports

Executive Board

- Rick – everyone received email yesterday regarding Academy. Would like PPT ready by February. Nominating Committee – Dec 6th, Foundation board Dec 11th.
- Dave Fear Jr – P and P and bylaws changes – suggested p and p and bylaw amendments to board in December, in depth conversation in January meeting.
- Maggie – good and bad news this month. Down this month, 86 member adjustment with GGAHU (Zenefits), but this is the last of big hits, so should begin climbing back up. Two chapters (OC and LA) are leading nation in member recruitment, SAHU is #3 in their size category. Rank in country, OC is #3 in overall growth, and LA is #1 in retention. Going to emphasize retention, should see jump in membership in spring. Also seeing increase in new member orientations being held. Jan/Feb/Mar will have a contest for membership.
- Dawn – had social media campaign on December 2. Had decent response. Committee is engaged and is working on messaging for a January campaign.
- Ryan – have been updating courses that are still relevant, will be going through the rest to clean up courses.
- Cerrina – continue to head in the right direction. Taking small steps in the right direction in regards to properly funding the PAC. Still working on

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finalizing plans for cups for PAC members. Is also working on data to see how to incentivize PAC members to donate more to move up levels. Asked local chapters to encourage local PAC chapters to participate on PAC calls. Asked if PAC could send out a report on who is participating and who is not.

- Brad – no report
- Bruce Benton – Public Affairs Management Team has been meeting on a regular basis discussing ballot issues, federal issues, and from that it derives communications integration regarding messaging that goes out to members. Also planning for legislative session to start in January. Planning on ways to continue to work with Juli, will have a proposal for December call. Will poll board to make sure we have quorum. If no quorum, may do a board call earlier in the month.

At Pala, town hall session focused on messaging. Statement below is the result of those discussions. Group also has had additional discussions and are working on other topics.

Statement on Universal Care

“CAHU recognizes that health care is a right, and supports universal access to health care. We believe that a strong, competitive public/private marketplace is the way to ensure the delivery of high quality, affordable health care to all Californians”

Patrick – having an event to raise money for Foundation, March 9 and 10, will be at a nice resort and is aiming to raise between \$30,000-\$50,000. Asking CAHU to loan the Foundation funds in order to sign contract and do some of pre-event purchasing that is needed. Patrick motioned to all the Foundation to borrow up to \$15,000 to fund the event, which will be paid back through proceeds from the event. Bruce seconds. Discussion – Sean said that the idea sounds great, general fear is that event may not make as much as planned, need more details. Is there a pro-forma? Not yet. Event will likely be at Del Mar, will be a high cost event for folks who want to be founders of the Foundation. Pretty confident that numbers will happen at the event. Pretty high degree of confidence that we will meet attendance goals Not making promises on revenue, but will be able to reimburse CAHU for pre-event cost. Total cost should be around \$30,000, expecting to generate \$70,000 to \$90,000, expecting 70 folks. Patrick has talked to people to gauge interest, individuals are interested in attending and sponsors have expressed interest as well. Trying to drum up enthusiasm to get the Foundation off the ground in order to get the Foundation to a place where it can generate reports and other education focused pieces. Also going to be putting together a raffle for the Foundation on a statewide basis so that people can participate without having to attend. Sean noted that these are creative ideas, will certainly get people interested. Sponsors are getting harder to tap for funds as the Cap Summit is

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close. Patrick said he did not intend to be going through sales end, but the larger company's foundations. Going to try to expand where we generate revenue from. Brad said he was generally supportive of the idea, but since there is no information on this, uncomfortable approving disbursement without something written. Can't support this without additional information. Rick noted that he would normally support the Foundation, but with no detail around income or projections, uncomfortable with the lack of detail. Would prefer to defer until December board meeting. Stephanie asked Patrick if we could table the motion and provide the board more details prior to Decembers meeting. Patrick agreed. Jenny said we could defer the hotel contract signing until the end of the year. Patrick will have a business plan and more details by December meeting. Agreement that the concept was good, but need more details. First Foundation board meeting will be December 11. Will put out more information after that. Rick asked if it would be easier to withdraw the motion and to revisit the topic in December. Patrick withdrew the motion.

- VIII. Chapter Reports Chapter Presidents
 Bobbi – LAAHU event the other night at Lakers game, upcoming holiday party. Planning for January member event and conference in April
 Yolanda – IEAHU – just had a charity event at brewery, great turnout and supported homeless vets with clothing and donations. Raised a good amount of money for the organization they were supporting.
 Sandra – DCAHU – doing well. No report.
 Juan – OCAHU – december 12 is a toy drive holiday celebration. Business developmeint, Cystic Fibrosis golf charity tournament, Women in Business April, also a charity event.
 Michael – SVAHU – had a meeting with InsureTech – interesting. Holiday toy drive also happening and getting them to local military bases. Party at brewery this year.
 Laura – SBAHU- charity event in December as well
 Sue – GGAHU – defer to Dec
- X. Task Force Updates
 Awards update – Pat is starting to gather information for awards, will have more in January.
 Medicare – Craig noted that there was nothing new for now.
- XI. Old Business President
 Stephanie - NAHU Capitol Conference – make reservations soon if attending
- XII. New Business President
 No new business
- 9:30 a.m. XIII. Adjourn

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2017-2018 Board Meetings & Events:

Month	Date	Start	End	Location	
Dec	19	8am	10:30am	Board Meeting -- conf call: NOTE: Week of Christmas	
Jan	16	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	Connect/Engage Membership
Feb	20	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Legislative Issues
March	20	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	General Fundraising
April	17	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Professional Development Ideas
May	21	1pm	5pm	Board Meeting: Sheraton Grand Hotel, Sacramento (Northern)	PAC Fundraising
May	22	8am	5pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
May	23	8am	12pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
June	19	10am	3pm	Board Meeting - Tsakopoulos Library Galleria (Northern-Sacramento)	Social Media Engagement

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AGENDA

Meeting Description: CAHU Board of Directors

Date and Time: December 19th, 2017 – 8:00 a.m. – 10:30 a.m.

Location: Conference Call

Requests to add agenda items may be presented under item II.

- 8:00 a.m. I. Welcome, Call to Order at 8:01 am
Antitrust Reminder given President
- Approval of Agenda of December 19, 2017
Move to approve by Juan Lopez, Seconded by Bruce Benton, Approval by consent
- III. Approval of Minutes of November 21, 2017 President
Move to approve by Juan Lopez, Bruce Benton Seconded, Approval by consent
- 8:15 a.m. IV. Financial Report VP of Finance
Juan noted that as the next board meeting will be mid year (January), it will be a better time to evaluate. Need to work on sponsorships to finish year off strong. YTD Income, \$287,939 – close to being where we need to be to stay on budget. Expenses are under slightly overall. Vanguard food and beverage went over budget, HC reform – went over on printing. Vanguard had more than twice the people attend than they had anticipated, so the registration was also higher than anticipated. Balance just under \$250,000 in cash account, total equity is \$359,293. Compared to last year we are about \$23,000 under year to year. Membership and sponsorships are down, but NAHU is down as well. Income year to year is improving, expenses are down year to year as well. HCS year to year – ended up down \$18,000 compared to 2016. Focus on sponsorships for second half should help close that gap. Motion to approve financial reports by Rick Coburn, Jim Morrison seconded, approved by consent.
- 8:45 a.m. V. President's Report President
January meeting is in southern CA at Dickerson. Reminder to make hotel reservations for the NAHU Capitol Conference in Washington DC, please use Hotel Liaison as it is less than conference hotel and is across the street. NAHU UNITE – we are going to distribute gift cards beginning in January, working on getting a comprehensive list and will distribute. Send names to Kimi. Maggie – if NAHU could have copy of list sent to them, they will also see what they can do. Thanked board for all of their work and wished the board a happy holiday.
- 8:50 a.m. VI. Legislative Report VP of Legislation and Legislative Advocates
Jim opened by noting that the website has a new Initiative page under the Legislative section. Leg call this Thursday to get a jump start on DC trip and also the planning committee for Capitol Summit. Mike reported on what will happen when Legislature returns for the second year of the two year session - the first order of business will be to look at two year bills stuck in their first house, the deadline for drafting bills, and then new bills being introduced in February. This year will be a critical year – today is likely to be the day the federal tax bill is passed with implications for health care as well as taxes. Brings focus to CA high income tax rate, and will lead Legislature to look for ways to respond in regards to health care changes, taxes and options around tax roll (residential vs commercial, sales taxes, etc). Democrats have slightly below a 2/3 majority in both houses. Likely to see more sexual harassment cases come out in the

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near future. With elections starting in 2018, there will be more partisan politics.

Faith noted that at this point, there are no changes in bills. The Select Committee (on health care coverage) met in December in Los Angeles, several CAHU members attended. Smaller crowd than seen in Sacramento, but more hostile. The topics were interesting, conversation being directed more towards universal coverage as opposed to single payer. States who have programs were interesting, but state wide systems are nearly impossible without federal cooperation. Hawaii has ERISA exemption, but that wouldn't apply in CA. Universal coverage would be aimed at less than 7% who do not currently have coverage. Can send out recording if anyone is interested. Committee did say they would have a hearing in January and then one in February. Jim asked about a bill covered in the media to cover undocumented – Faith said no specific bill was shared at that committee hearing. Jim thanked Faith and Dawn and others who were involved in the process. Faith noted that nurses were in the room, but dwindling compared to Sacramento. Other lobbyists who were there, but CAHU was only group with comments against single payer (but in support of universal).

SB 17 is being challenged by pharmaceutical industry, bill requires plans to report prescription drug prices and also requires drug manufacturers to provide 90 day notice for cost increases for high price drugs. Pharmaceuticals are suing that it is infringing on their freedom of speech. Seen as warning shot to bury state in legal fees if AB 587 (requires state agencies to participate in bulk purchasing, and would authorize piggy backing if other agencies desired) passes. Will track and report as developments happen. Have lost some moderate democrats through resignations. Jim noted that in the SB 17 lawsuit that one of the premises is that the bill ignores other players in the market and targets pharmaceutical companies. Secure Choice program is aimed at insuring that employees who do not have pensions through their employer will be mandated to establish a direct deposit system. SC board meeting was yesterday, dialogue does not seem close to resolving issues in regards to implementation, but discussed need to regroup to discuss the premise around employee threshold (5), and ERISA laws.

Juan – on call with CNA to rally folks to volunteer, led by Knock on Every Door, mission is to target every legislative seat that does not agree with SB 562, and to run candidates against incumbents who do not agree with SB 562.

9:00 a.m.

VII.

Executive Board Reports

Executive Board

- Rick Coburn – Nominations Committee
First call for committee was on December 6th – no nominations at this point. Have an official report due January 15th, but nominations close April 9th so there is still time. Rick also announced his own retirement at end of January, but will continue with CAHU. Cerrina suggested using template for VP to use as a basis for power point for Academy, should have draft end of January/early February.
- Patrick Burns – Foundation
Foundation Board met earlier in December, budget for Gala is attached to the board packet, and a one page outline of Foundation goals, sponsorship information. Looked at the total budget with income/expense. Patrick is

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asking for \$15,000 to sign contract, make any hotel payments and to purchase items for the Foundation. Anticipate making \$40,000-\$50,000 from gala, the goal is to build out Foundation to make it self sufficient and to eventually generate enough revenue to support CAHU to do things like hiring writers/consultants. Motion is to give CAHU Foundation a loan of \$15,000, Bruce moved, Dawn seconded. Juan asked if Foundation had its own account. Foundation board did pass a resolution to open a checking account, and will be building an event page for the Gala. Juan clarified that that CAHU motion was only for the loan, and that the Foundation would have its own account and would pay back CAHU after the Gala. Patrick discussed the goals of the Foundation (jobs training, independent research, industry designation, provide consumer information). Stephanie Berger called for vote – aye votes carried.

- Cerrina Jensen – PAC Report
Thanked Faith for helping at event in Sacramento last week. PAC seems to be moving in the right direction, the contest is still ongoing, standings will be in next email. Chapters – please do a double check on contributions to make sure they are what they are supposed to be. Two chapters had PAC resignations (CCAHU and GGAHU).
- Maggie Stedt – Membership Report
CAHU is treading water, final balance of Zenefits, so down 88 people from last month. Should be turning the corner, but AETNA has a small group layoff happening, so there could be member loss in other chapters. Chapters have been working diligently – 28 new members, but lapsed 27. Anticipate chapters starting out strong in first quarter with activities and new member drive. Not had good participation in 4th quarter on calls, but will be reminding people to get on the calls. NAHU is looking very strictly at attending meetings – if members are not participating on calls, chapters should not be paying for attendance at conferences. Cathy Little – appreciate comment and that attendance is included. Would be helpful if committees could forward attendance.
- Dave Fear Jr – Item 1) hotel has been identified for HCS 18, going to Hilton San Diego Bayfront near Petco park, and also plan to change dates to August 7-9. Jenny asked for approval to sign contract and move forward with venue. Venue will require deposit in amount of \$10,300 by the middle of February. Motion board accept the proposal and make the deposit by mid February, Rick seconded. Juan did note that the HCS has historically been done later in the fall to influence legislation, but that the date change might help registration. Cathy Little – Medicare summit is held in August as well. Dave noted that he asked Maggie and she had targeted mid september, so were trying to get HCR ahead of the summits. Maggie noted that no dates have been set, Yolanda noted they were looking at end of August. Dave noted that Region 8 meeting may be a conflict as well, but this is a big event for CAHU. Patrick noted that those are the same dates as Region 8. Juan asked if Region 8 could change their dates, but Dave noted that we need to do what is best for CAHU. Helen noted that not as many go to Region 8 – new board members, etc. Sue – aren't quite a few of the trainers who would normally be at Region 8 be there

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instead of the summit? Maggie noted she will not be there, and Cerrina noted that CA has a candidate for next RVP of the region. Rick noted that there shouldn't be a direct conflict as we are looking at a Tuesday-Thursday summit, and region 8 is usually fri-sun. Stephanie called for a vote, motion carries to approve the hotel contract. Stephanie asked that Dave let region 8 know today. Juan asked that we wait on the deposit til last date. Item 2) Suggested bylaw and policy and procedure changes – finished yesterday and will be sent out after the board meeting today. Highlighting some of the bylaws and policies and procedure changes that board should be more aware of. Will discuss at January meeting. Main changes – change to election process, amount of time allowed for campaigning. Highlights -election process for clarity.

- Dawn McFarland – Communications Committee met in December, will be doing social media campaign end of January/beginning of February. Working on getting members engaged. In DC – CAHU Vanguard Council goes to Georgetown – scavenger hunt throughout Georgetown, looking for clues and visiting historical landmarks. Great way to engage members who will be attending. \$30 per person cost, covers the app used to do scavenger hunt. Other NAHU members can participate as well. Deadline is January 31, but need minimum of 10. Sent out email to board, Kimi will re-send in January.
- Ryan Neace – Professional Development – working with Rick on Academy and power point about chapter structure and timeframes. CE course renewals are progressing, Ryan ensures that there is good content in CE, and that courses are relevant. Adam – question about power point – what will it contain? Rick – power point is for the Academy, but will have a focus on VP.
- Bruce Benton – Public Affairs – created management team for Public Affairs. President, President Elect, Legislative Chair, Juli, Faith, Communications VP, Brad Davis and Bruce on call. Group meets on a regular basis and as needed, coordinates with Dawn and works on communications to membership. Juli has been writing documents for distribution. Committee is high level, Juli brings research and detail to documents. Committee has been instrumental in working on speaking with one voice and on talking points.

Bruce asked Faith, Mike and Jenny to excuse themselves from call. Bruce noted that there are upcoming legislative challenges that are critical (SB 562) and that Juli will not be with Cal Advocates after December. Bruce proposed hiring Juli as an independent contractor beginning in January, as long as she is not actively involved in advocacy work. Proposal is \$2,000 a month for first quarter to continue work with Public Affairs Management Team group, and other tasks. Bruce noted that her job would be to continue to craft health care reform updates, reactions and implications, create press releases on bi-monthly basis for message management, monitor media and social media, crafting op eds where necessary, assisting President in crafting membership content, work with the PAMT and Communications committee to craft messaging, and on white paper on fees. Bruce moved, Rick seconded. Juan expressed support for the motion, but has concerns around cash flow, asked

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board to assist with sponsorships to help cover the cost. Adam inquired as to whether the first quarter is a hard stop? Bruce noted that the board will re-examine and will re-authorize if needed. Should have a better sense after February. Bobbi asked about whether this amount of funding will cover what we are asking her to do? Bruce had to balance budget considerations and time, \$2,000 is a good place to start for the first quarter. Rick discussed how the timing is critical. Patrick mentioned that the issue of not having someone on staff to just do writing is a long term issue, and has resulted in asking President/communications chair/media chair to spend extra time writing. Need to recognize need of having someone do this task as its very important. Rick noted that the board has talked about this for a few years – need to look at spending money to increase footprint. If we are able to use Juli, that will get magnified with the output and establish CAHU as more of a player. Need to look at this as a long term issue and look at this systemically. Stephanie called for a vote – yes votes carried.

- 9:45 a.m. VIII. Chapter Reports Chapter Presidents
- IEAHU – Yolanda reported that IEAHU had a Holiday Luncheon and toy drive, had about 90 in attendance.
 - CCAHU – Adam reported that their holiday party is this evening and had a new sponsor, January meeting is January 19.
 - VCAHU – Korey reported charity event was this past weekend, has been reaching out to members regarding the fires, but so far folks have not been looking for assistance. January 9th will have a TPA open house.
 - SAHU – Alexis – chili cook off is coming up, first of the year they will be focusing on membership
 - LAAHU – Bobbi – holiday party is tonight, about 115 registered to attend, Ronald Mcdonald is attending. January 25 health insurance awareness event.
 - SVAHU – Michael – holiday party provided toys to Sheriff and funds to local charity
 - DCAHU – Sandra – holiday luncheon on Thursday
 - NVAHU – Leanne – did get website updated and live, will be working on rebuilding membership in January
 - OCAHU – Juan – holiday lunch last week, over 50 in attendance, all toys donated went to CHOC (Childrens Hospital of OC), getting ready to mobilize for 2018
 - GGAHU – Cathy – launched new website with Channel Ready. Recruiting for a few board positions, about halfway to annual goal for sponsorships, membership is holding steady, have 6 confirmed attending Cap Con in February.
 - SBAHU – challenges b/c of fires – had to reschedule charity event for January 17 due to air quality. Took toys and funds to childrens pediatric unit, but hospital might be evacuating so they could not accept them at this time.
- 10:00 a.m. X. Task Force Updates
- Medicare – Craig – no new business, but ready to plan for 2018
 - Vanguard – Korey – starting to research ideas for Sacramento in May, any interested in planning would be appreciated.

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10:15 a.m. XI. Old Business President
No old business

10:25 a.m. XII. New Business President
Dawn – received request from Small Business Bureau to distribute information, they appreciate the agents and would like to become a sponsor. Is there a conflict in developing a sponsorship for partners who have supportive/business interests. Will set up call with SBB, Juan and Brad.

Stephanie notified the board that HealthNet will be sponsoring the February board meeting in Sacramento, will have more information in January.

10:00 a.m. XIII. Adjourn motion and seconded (dawn)

2017-2018 Board Meetings & Events:

Month	Date	Start	End	Location	
Jan	16	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	Connect/Engage Membership
Feb	20	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Legislative Issues
March	20	10am	3pm	Board Meeting: Dickerson Employee Benefits (Southern)	General Fundraising
April	17	10am	3pm	Board Meeting: CA New Car Dealers Assn (Northern - Sacramento)	Professional Development Ideas
May	21	1pm	5pm	Board Meeting: Sheraton Grand Hotel, Sacramento (Northern)	PAC Fundraising
May	22	8am	5pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
May	23	8am	12pm	Capitol Summit & Expo Sheraton Grand Hotel, Sacramento	
June	19	10am	3pm	Board Meeting - Tsakopoulos Library Galleria (Northern-Sacramento)	Social Media Engagement

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