



The purpose of an industry trade association is to represent the interests of its members. It provides the mechanism necessary to make the voice of the industry known in the law-making process.

The National Association of Health Underwriters was founded and chartered on June 5, 1930. **For the past 89 years, NAHU has served to protect and advance the role of the professional health insurance agent, broker, consultant and benefits professional.**

What we do for a living matters! Consumers and businesses rely on the important and valuable role of the professional health insurance agent, broker, consultant and benefits professional; providing expertise in risk assessment, the delivery of meaningful and appropriate insurance products, developing insurance planning strategies and risk mitigating solutions and, deploying services that best meet specific and unique individualized needs. **We serve a virtuous and noble purpose.**

Imagine, if you will, a U.S. or state-based health care/insurance system without access to the services we provide to our clients and the community? **The Association of Health Underwriters works tirelessly, diligently and strategically of behalf of its members, to protect and improve the private sector insurance marketplace and ensure the services of insurance professionals.** This is why NAHU membership is so critically important. Financial support through individual and company membership and corporate partners (sponsors) finance our great federation, professional lobbyists and association management staff.

Whether you are an independent agent or agency, General Agency, insurance company or similarly related service provider; or, if you specialize in the individual, employer-based, Medicare or long-term care market, **the “why” is the same.**

NAHU and CAHU are highly respected and sought out on a regular basis by lawmakers, regulators, think tanks, consumer groups and policy wonks for our unbiased and impartial expertise and credibility. We testify before Congress and in State Houses on an ongoing basis. We continue to work alongside our vast network of coalition partners, and have produced profound results, influencing positive legislation for decades. Our longstanding relationship with CMS (Centers for Medicare and Medicaid Services) has created a meaningful and positive impact on the services we provide to seniors. **NAHU membership makes this all possible.**

As the nation’s largest and most reputable trade group representing agents, brokers, consultants and benefits professionals, your association dues;

- **Finance our lobbying efforts in Washington, DC and in Sacramento.**
- Provide association management staff to support advocacy and member services.

- Advance and promote the role of our members through print, broadcast and electronic media.
- Deliver real-time and on-demand information, news, podcasts and communications impacting our members.
- Support high-value professional development and industry leadership resources in the form of compliance guidance, continuing education, industry certifications, professional designations and business advancement opportunities.
- NAHU membership demonstrates professionalism, commitment, leadership, engagement and credibility to the clients and community we serve.
- NAHU is our extended family providing networking, collaboration, mentorship and the development of life-long friendships.

Think of NAHU membership as an insurance policy, in its own right. We all purchase coverages to protect our home, auto, property, health, life and business. We purchase liability coverages, income protection and cyber security. We develop strategies for personal and business continuation planning and disaster planning. Personally, I like to view NAHU membership as *Career Insurance!* The annual premium is Priceless.

I am deeply proud to be a member of our great association and of NAHU's rich history and culture of exceptionalism. I am humbled by the noble work we do as insurance professionals, in service to our community. Please let me know if you would like to get active in CAHU. You will be so very glad you did!

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has the moral right to withhold his support from an organization that is striving to improve conditions with his sphere" Theodore Roosevelt

Wishing you and your families a very happy, healthy and joyous holiday season!

Sincerely,

Bruce Benton, RHU, REBC
CAHU President, 2019-2020