



## **CAHIP 2022-2023 Strategic Planning**

**July 19, 2022**

**CAHIP Strategic Planning – July 19, 2022**

**Location: Sheraton Universal Hotel**

**333 Universal Hollywood Dr**

**Universal City, CA 91608**

**Time: 12:30 am – 2:30 pm**

**Present**

President, Sue Wakamoto-Lee

President Elect, Tim Kanter

VP Membership, Irma Romero

VP Communications, Kristie Scavarda

VP Professional Development, Jack Holder

VP Public Affairs, Charlotte McPherson

VP Legislation, Dawn McFarland

VP Corporate Affairs, Samantha Siders

VP PAC, Dede Kennedy-Simington

VP Community Outreach, Vanessa Ignacio

Chair Awards, Patricia Stiffler

Co-Chair Medicare (Southern CA), David Garcia

Medicare Co-Chair (Northern CA), Rosamaria Marrujo

Chair Vanguard, Heather Siems

CAHIP Executive Director, Nathan Carlson

Legislation/Lobbyist, Faith Borges

**Not Present**

Immediate Past President, Brad Davis

VP Finance, Cathy Little

**President – Sue Wakamoto-Lee**

- Keep monthly Board Meetings to one hour
- Get 100 percent participation of chapters in Board Meetings by end-of-year

**President Elect – Tim Kanter**

- Launch virtual chapter
- Identify struggling chapters and populate their boards with 2-3 people
- Conduct RFP ED/CAMS

### **Immediate Past President - Maggie Stedt**

- Conduct RFP ED/CAMS
- Work on the virtual chapter
- Manage the Governance Committee

### **VP of Finance - Cathy Little**

- Manage Finance Committee
- Create monthly financial summary

### **VP Communications – Kristie Scavarda**

- Change the name of CAHP e-newsletter
- Promote/emphasize social media presence
- Chapter toolkits

### **VP of Membership – Irma Romero**

- Review membership resources with Committee
- Each monthly meeting invite a guest to share best practices
- New licensed agents list – turnkey for chapters to utilize by 12/31/2022
- Identify groups for collaboration

### **VP of Public Affairs – Charlotte McPherson**

- Keep Westbound Communications on track
- External publication once a quarter
- Consumer facing page (insurance basics)

### **VP Legislation – Dawn McFarland**

- Succession training – create a process
- News ways for name recognition
- Quarterly virtual legislation update

### **VP Corporate Affairs – Samantha Siders**

- Revamp sponsor structure by October 31, 2022
- Grow annual sponsorships by 20 percent by end of year

### **VP PAC – Dede Kennedy-Simington**

- Increase PAC to \$250,000
- 75 percent PAC Chairs call participation
- PAC communications piece by 8/31/22

### **VP of Community Outreach – Vanessa Ignacio**

- Three-to-five-year strategic plan
- Standard process for mentor/mentee intake
- Expand mentorship program by 50 percent

### **VP of Professional Development – Jack Holder**

- 90 percent attendance at the monthly PD meetings
- Add PD Vice Chair
- Plan next Engage 2023
- CE update by 1/1/2023

### **Chair Awards - Patricia Stiffler**

- Apply for landmark, website, media, president citation plus any additional awards
- Fill award chair positions at the local chapters
- Work with chapters to apply for awards

### **Co-Chairs Medicare – Rosamaria Marrujo and David Garcia**

- Continue CAHIP Annual Medicare Summit Virtual
- Create new Medicare CE classes
- Medicare NAHU Cert Information
- Continue to have committee meetings

### **Chair Vanguard – Heather Siems**

- Work to have chapter boards have a vanguard chair
- Plan one in-person fun connecting event for their chapter
- Work with Region VIII vanguard chair and secretary to identify and define vanguard brand

### **Executive Director – Nathan Carlson**

- Support board and committee members to attain their strategic goals
- Increase membership by 10 percent
- Continue to create value for members with high quality events