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# Strategic Plan

## April 12, 2017

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## AGENDA

- 11:00am – Welcome – Cathy Little, President-Elect**  
**11:10am**
- 11:10am - YTD Recap of 2016-17 Year**  
**11:30am Phil Lee, President**  
**Janine Wilson, Treasurer**
- 11:30am - 2-minute Video: Servant Leadership – Ken Blanchard**  
**11:45am Open discussion: what is your leadership point of view**
- 11:45am - Awards Overview – Strengths and Weaknesses**  
**12:00pm Casey Stratmeyer, Awards Chair**
- Review Awards At A Glance
  - Identify Awards we want to achieve
  - Deadlines for Submission
  - Pacesetter Award
  - Chapter Certification: Gold vs Platinum
  - Legislative Award
  - Media Award
  - Presidential Citation Award
  - LPRT
- 12:00pm - Lunch Break**  
**12:30pm**
- 12:30pm - Strategic Plan – Cathy Little, President Elect**  
**3:00pm Theme: “Helping Brokers grow and retain clients”**
- Member Survey Results – what our members want
  - Strategic Plan – how are we going to deliver
  - Board Member Goals and Budgets
  - Schedule Leadership training



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### **Who We Are**

The Golden Gate Association of Health Underwriters (“GGAHU”) is an organization of insurance professionals committed to promoting the ethical interests of the industry by acting as a resource for both employers and consumers, and by providing continuing education, legislative advocacy and consumer education. Our chapter represents close to 200 licensed health insurance agents, brokers carriers, general agents and other benefits professionals in the greater Bay Area.

GGAHU members provide valuable services to both business and individual consumers of health care by improving their ability to access a variety of health care and related benefits plans, and by assisting them in getting the most value from these plans after they are implemented. Because our members practice in a complicated field that requires a significant amount of expertise, they benefit from participation in a professional association that will allow them to increase their knowledge and exposure to information and services in important areas. They additionally benefit from efforts made on their behalf to preserve and improve the industry in which they practice and to improve the ability of the public to access affordable financing for their health care needs.

Members agree to abide by NAHU’s code of ethics, which requires them to always make health care coverage recommendations with the customer’s best interest in mind.

### **NAHU Code of Ethics**

- To hold the selling, service, and administration of health insurance and related products and services as a professional and public trust and do all in my power to maintain its prestige.





### **NAHU Code of Ethics (continued)**

- To keep paramount the needs of those whom I serve.
- To give all service possible when service is needed.
- To present policies factually and accurately, providing all information necessary for the issuance of sound insurance coverage to the public I serve.
- To use no advertising which I know may be false or misleading.
- To consider the sale, service, and administration of health insurance and related products as a career, to know and abide by the laws of any jurisdiction federal and state in which I practice and seek constantly to increase my knowledge and improve my ability to meet the needs of my Clients.
- To be fair and just to my competitors and to engage in no practices which may reflect unfavorably on myself or my industry.
- To treat prospects, clients and companies fairly by submitting applications which reveal all available information pertinent to underwriting a policy.
- To extend honest and professional conduct to my clients, associates, fellow agents and brokers, and the company or companies whose products I represent.



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## **Our Vision:**

Every Employer and every Consumer deserves to have access to private sector solutions for health, financial and retirement security and the services of insurance professionals.

## **Our Mission:**

GGAHU strives to improve its members' ability to meet the health, financial and retirement security needs of all Americans through education, advocacy and professional development.

## **Our Goals:**

1. Promote the role of the agent/broker
2. Educate our Members
3. Provide tools to help our Members succeed
4. Represent Consumer interests to the highest standards
5. Influence legislation
6. Promote fair and ethical business practices

## **Theme:**

"Helping Brokers grow and retain clients"





## How will we accomplish our Goals?

### Education & Tools

- Legislative, Media and Communication Initiatives
- Compliance
- Technology Solutions
- New Growth Markets (e.g. Medicare Seniors)
- Agency Building

### Member Support

- Meetings (e.g. Seminars and CE events)
- Vendor Support Resources (e.g. Tech Initiative, discounts, sponsorship value)
- Carrier/GA Support Resources

### Action Plan:

- Follow NAHU Awards Guidelines (for each Board Chair)
- Provide Administrative Support & Resources for each Board Chair
- Staff Committees and Recruit new talent
- Solicit for Out of the Box new ideas to benefit members (e.g. for speakers, events, promotions, legislative action, etc.)



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### **2017-18 Board of Directors**

President *	Cathy Little	Essential Exchange Insurance
President Elect*	Sue Wakamoto-Lee	Limelight Health
Immediate Past President*	Phil Lee	Lee Insurance Services
Secretary *	John Fisher	Paylocity
Treasurer *	Janine Wilson	HealthEquity
Legislation	Phil Lee	Lee Insurance Services
PAC/HUPAC	Hazel Bright	HB Resources Insurance
Membership - New	Patrick Hennessy	Beere & Purves
Membership – Retention	Sue Wakamoto-Lee	Limelight Health
Foundation	Linda Rose Koehler	Herzog Insurance Agency
Communications	Jonathan Greer	Rockridge Health Insurance
Awards & Recognition	Casey Stratmeyer	Payroll Systems
Hospitality	Maria Leimbach	Word & Brown
Member-At-Large	Patrick Burns	Burns Employee Benefits

- *Executive Committee*

### **Vacancies to be filled:**

Professional Development Chair  
Membership Retention Chair  
Sponsorship Chair (NEW)

GGAHU's leadership will take a deliberate approach to filling board vacancies focusing on succession planning, forming committees, accountability and transparency. These objectives are all driven by our common purpose – to be advocates for our members and their clients, to be a valuable resource and to be a place of camaraderie for our members.

**Leg Committee:** Patrick Burns, Tim Cerimele, Hazel Bright, Chris Lee

**Professional Development Committee:** Cathy Little, Phil Lee, Sue Wakamoto-Lee, Pat Hennessy, Maria Leimbach, Jonathan Greer

**PAC Committee:** Hazel Bright, John Helms



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GGAHU - 2017-18 Strategic Plan Goals

Board Chair	Goal	Target Date to Accomplish Goal	Status
<b>President</b>	Achieve Presidential Citation Award		Jun-18 Pending
Cathy Little	Achieve Pacesetter Award		Apr-18 Pending
	Publish Annual Summary Report		Apr-18 Pending
	Get 100% of board qualified for Triple Crown Award		Apr-18
	Renew & recruit meeting Sponsors - Annual goal is \$35,000		Jan-18
<b>Immediate Past President</b>	Provide support for President & Events Chairs for Annual Golf, SS		
Phil Lee	Form Nominations Committee to identify future leaders		
	Attend CAHU and NAHU events wherever possible		
	Initiate 4 campaigns to encourage members to apply for LPRT		Apr-18
<b>President-Elect</b>	Recruit and fill any empty Board Positions		
Sue Wakamoto-Lee	Chair a major event		Sep-17 Golf Tournament
	Attend CapCon DC (2018) and CAHU Board Meetings		
<b>Treasurer</b>	Work with executive board to create a balanced budget		
Janine Wilson	Prepare a monthly financial report to the board each month		
	Approve all budget requests within 48 hours of receipt		
	Lead committee to update Chapter ByLaws and P&Ps		Apr-18
<b>Secretary</b>	Attend all board meetings and member meetings		
John Fisher	Serve on committees as needed		
	Take accurate minutes and distribute to BOD within 24 hours		
	Attend at least one NAHU or CAHU convention		
	Become a monthly supporter of PAC and HUPAC		
<b>Legislative</b>	Recruite and develop Legislative Committee w/ future leaders		
	Meet with State legislators and engage in dialogue on issues		Apr-18
Phil Lee	Work in CAHU to defeat harmful legislation (AB 562)		
	Help PAC/HUPAC chair to raise funds to defeat AB 562		
	Work with communications chair on media outreach		
	Achieve Legislative Excellence Award		
<b>Awards</b>	Achieve Gold but strive for Platinum Chapter Certification		
Casey Stratmever	Achieve Pacesetter		Apr-18
	Implement a new Awards program committee		
	Proactively identify members for Award Nominations		
<b>Membership</b>	Achieve 10% net growth, add 35 new members, achieve 85% retention		Apr-18
New: Pat Hennessey	Plan and host 3 member recruit & retain events		
Ret: Sue Wakamoto-Lee	Collect guest/prospect list after each meeting and invite prospects to join		
	Target larger broker firms in the area and ask them to join		
	Create membership brochure and tool kit to promote value		
	Oversee NAHU/CAHU contests		
	Conduct quarterly Member Orientation meetings		
<b>PAC/HUPAC</b>	Continue to build momentum for members and non-members		
Hazel Bright	to raise money and aim for higher contributions to PAC and HUPAC		
	Get 20% of chapter membership contributing a minimum of \$50 to HUPAC		Apr-18
	Qualify for NAHU's 100% Board Contest		Apr-18
	Recognize contributors		
<b>Media/Communications</b>	Use social media to raise visibility of GGAHU in community		Apr-18
Jon Greer	Help market member meetings by creating visually stimulating communications		
	Communicate to the public about the value of working with agents		
	Implement new website with Channel Ready		
	Issue newsletters on schedule; update look and content of Newsletter		
<b>Professional Development</b>	Help develop 2018 professional development CE program & speakers		Dec-18
Kenneth Coker	Work with committee to host monthly member meetings		
<b>Foundation</b>	Secure gifts and manage ticket sales for charity fundraising		
Linda Rose Koehler	Provide support for President and board chairs		
	Serve on committees as needed		
<b>Hospitality</b>	Act as official hostess at GGAHU events; manage registration details		
Maria Leimbach	Create a welcoming atmosphere		
	Recruit at least two new members to GGAHU		
	Make arrangements with meeting venues for GGAHU events		
<b>Member-At-Large</b>	Train new legislative chair and participate on Leg committee		
Patrick Burns	Support PAC/HUPAC fundraising efforts; help coordinate and promote fundraising		
	Work with Media/Legislative chairs on messaging		





Strategic Planning:  
April 12, 2017



Report Prepared & Submitted by: Cathy Little, President-Elect

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9/7/17