

# SAHU Board Winter Retreat

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Christ the King Retreat Center  
6520 Van Maren Lane  
Citrus Heights, CA 95621

**Attending:** Ned Schaut, Ben Brabender, Jennifer Mason, Liz Mack, Sam Siders, Lauren Bayha, Brad Davis, Sam Rumbaugh, Helen Ornellas, Cerrina Jensen, Carolyn Lewis, Marcy McCulloch, Lorraine Holly, Alexis DeVorss

**Absent:** Teri Blake, Lisa Hutchison

**Staff:** Jeannie Bruins

**Guest:** David Fear, Sr.

The meeting began at 9:30 a.m.

President Marcy McCulloch introduced David Fear, Sr. who led the Board in a strategic planning session. After the session was completed, Dave announced the homework assignment, which is to be ready to affirm/update the strategic goals by the February board meeting. Each board member is charged to complete the SWOT analysis. It was suggested to do a full SWOT Analysis at the July board retreat.

Marcy led a discussion on using DropBox for board reports. She logged in to the program and demonstrated how it works.

Marcy asked the board members for any committee chair updates. She plans to get a member survey out before February. Jennifer noted her contact with reporter Kathy Robertson who stated she is concerned about comments made that businesses were dropping coverage, but can't identify any. Brad will contact her and give her the information she needs.

The Sales Symposium discussion began. It will be held June 16th as an all-day event.

Discussion highlights:

- Goal is attendance of 300.
- Brad will contact CPA firm Moss Adams to speak.
- Jeannie will verify food prices for breakfast and lunch
- Pricing was discussed. After much discussion, it was agreed that nonmembers should pay more than members, but not necessarily double for this event. Also, a table purchased would get further price considerations, regardless of who would sit at that table.
  - Example: \$40-50 per member; \$75 per nonmember; \$300 per table of 8.
  - Further discussion on pricing to follow.
- Incentives to join SAHU at the event were discussed. The suggestion to give \$50 cash to the first 10 people to join received a favorable response.
- Discussion on content:
  - Helen's presentation content includes bringing additional revenue to the brokers through ancillary benefits. She also suggested bringing in a business planning attorney.
  - Other ideas included panels, tech component, motivational speaker.
  - Further ideas are to go to Alexis and she will vet it with her committee.

- Marketing was discussed
  - Ask all carriers reps and GAs to eblast 4 times or serve on the committee.

Those present at the retreat created a video for the PAC challenge.

Helen gave an overview of the Pacesetter Award progress. Marcy distributed Pacesetter criteria.

- Invite members to participate in strategic planning at the end of the February board meeting,

Other awards -

- Emerging Leader – nominate Sam Siders
- Helen will have awards committee address the other awards
- LPRT - Cerrina will head that award
- Media Relations – nominate Jennifer Mason
- Presidential – nominate Marcy McCulloch
- Professional Development - nominate SAHU

Helen will recap the awards discussion and email it to the board

- Marcy announced SAHU will be Gold Certified for 2015. We missed Platinum Certification due to the lack of membership growth; but if, during the year, SAHU reaches a net growth NAHU will upgrade SAHU to Platinum. SAHU recertifies every February.

Lauren reminded the board that the membership blitz is Friday, January 22 at 1PM. Ned noted that most agents don't work on Friday afternoons and that another day would be better for future blitzes.

Marcy reminded the board about contributing to the Friday Weekly Bulletin.

2PM adjourned.