

SACRAMENTO ASSOCIATION OF HEALTH UNDERWRITERS

Board of Directors Meeting

February 17, 2016

9:00 AM

Slate Creek Corporate Center

3400 Douglas Blvd, Suite 215, Roseville, CA 95661

MINUTES

Attending: Teri Blake; Brad Davis; Alexis DeVorss; Lisa Hutcherson; Cerrina Jensen; Carolyn Lewis; Liz Mack; Jennifer Mason; Marcy McCulloch; Sam Rumbaugh; Ned Schaut; Samantha Siders

Absent: Lauren Bayha; David Brabender; Lorraine Holly, Helen Ornellas

Staff: Jeannie Bruins

The meeting was called to order at 9:00 a.m. and a quorum was established

President's Report – Cerrina Jensen

- The December 2015 minutes were presented. It was m/s/c (Davis, Lewis) to approve the minutes.
- Marcy gave a 2016 Partnership update. The total is \$49,200, second highest ever pledged.
- Marcy noted that Ned is working to fill his 2016-2017 board.

Treasurer's Report - Brad Davis

- The financial report for January was given. It was m/s/c (Rumbaugh, Olivotto) to accept the report.
- A preliminary profit for the crab feed was reported. The final report will be given at the March board meeting.

Committee Reports – Votes or Decisions to be made. Some committee reports were provided in advance of the board meeting

- **Executive –Mary McCulloch** – see president's report above
- **Membership –Lisa Hutcherson**
 - Lisa announced the mentor program assignments
 - A report was given on the January membership blitz
 - A discussion was introduced about new member incentives at the Ethics lunch and the Sales Symposium. It was decided to give up to 10 \$50 incentives on the spot for new member sign ups at these events
 - A member needs survey is being developed and is scheduled to be sent to the membership in 2 weeks
 - The membership reports were distributed for review and board initials
- **Legislative – David Brabender**
 - Brad and Marcy reported on behalf of Dave, who was absent.
 - Appointments are being scheduled for the Capitol Conference in Washington DC
 - CAHU is working with a consultant to create a white paper to evaluate ACA and make Covered CA more competitive
 - The Pre-Capitol Conference lunch hasn't been scheduled. Due to the late date, it was decided to have a post event briefing instead.
- **PAC – Carolyn Lewis**
 - Carolyn thanks the board for 100% participated in HUPAC

- There was an article in the last Bulletin about PAC
- Carolyn plans to learn how to increase PAC contributions while in Washington DC
- **Programs & Professional Development–Alexis DeVorss, Sam Rumbaugh**
 - Plans for the April lunch are set
 - The May Capitol Summit lunch was mentioned. Alexis advised she will look into it
- **Media – Jennifer Mason**
 - Jennifer conducted the NAHU Media Training module and pointed out the many NAHU media tools available
 - She stressed the importance of speaking with one voice when working with the media. This is on all levels – SAHU, CAHU, & NAHU
 - Jennifer distributed interview tips to the board
 - Published articles and media kits were reviewed.
- **Community Relations – Liz Mack**
 - The professional clothing drive is upcoming in March and April, to include both women and men’s clothing. The women’s program is Dress for Success and the men’s program is still being sought
 - The Wine Tour is pending and more information will follow
 - Fashion show – an ongoing but undeveloped idea
- **Awards & Recognition – Helen Ornellas**
 - Helen urged the board members to get the documentation in now. She needs it all by March 1.
- **Communication – Teri Blake**
 - Teri distributed the Bulletin op report
 - She is working on social media
 - Mar4cy requested Teri visit the NAU website to see if NAHU has communication call meetings. CAHU does not.
- **Executive Director’s Report - Jeannie Bruins**
 - A written report was submitted
 - Work on the website is ongoing.
 - The calendar was reviewed by Marcy
- **Vanguard Council – Lorraine Holly**
 - No report due to absence
- **Future Events within next 60 days include:**
 - March 5 Vanguard Mixer
 - March 18 Luncheon Meeting
 - April 17 The Great Grape Escape Wine Trip
 - April 23 Ethics Class
 - April 29 Professional Development Day
- **New Business**
 - Marcy asked board members to respond to her Strategic Plan Review request if not already done
 - Discussion about the June 16 Sales Symposium ensued.
 - Alexis is looking for CE cards to be hosted.

- Pricing was reviews and consensus was reached - \$55 for members; \$75 for guests; \$400 for a table for 8
- The caterer has been secured
- The event sponsor is Word and Brown
- The program agenda is set in place
- It was decided to change the name to the 2016 Business Development Expo to more closely identify with the event.
- Jeannie will check to see if the additional 1/3 hall is available. .
- It was decided there would be no passport.
- The budget will be revised to reflect the event.
- Sponsor levels were discussed. It was decided to remove CE sponsors, and to add a Badge lanyard sponsor at \$1000 and a program sponsor at \$1200
- The various sponsorship levels and benefits packages were fleshed out.

Action Items

Adjourn 11:00 AM

Next board meeting will be prior to the lunch meeting on March 16th, starting at 9:30, at the Citrus Heights Community Center at 6300 Fountain Square Drive, Citrus Heights.