

SACRAMENTO ASSOCIATION OF HEALTH UNDERWRITERS

Board of Directors Meeting

January 21, 2015

10:00 AM

Citrus Heights Community Center

6300 Fountain Square Drive, Citrus Heights, CA 95621

Agenda

Attending: Lauren Bayha; Chris Bender; Brad Davis; Alexis DeVorss; Jeff Irvine; Cerrina Jensen; Carolyn Lewis; Marcy McCulloch; Lorraine Olivotto; Helen Ornellas; Sam Rumbaugh; Ned Schaut; Penelope Yanez; Shannon Zajec

Absent: Dave Fear, Sr

Staff: Jeannie Bruins

The meeting was called to order at 10:00 a.m. and a quorum was established

President's Report – Cerrina Jensen

- Cerrina read the CAHU Anti-trust Compliance Policy and discussion followed about SAHU's mission and the fact that SAHU fully complies with the policy. It was m/s/c (Davis, Bender) to read the policy at the following general meeting on March 18th, to post it at the registration table at all meetings, and on the website.
- The November and December minutes were presented for approval. Jeannie noted that the December minutes had to be recreated due to a laptop failure. She had sent the December minutes via email for edits and received one from Sam Rumbaugh. She also needed the motion and second authors for acceptance of the November financials presented with the December board packet. Shannon reported that she had moved the item and Penelope reported that she carried the second. It was m/s/c (Lewis, Ornellas) to approve the November and December minutes.
- Marcy McCulloch announced she has resigned from her position at Kaiser Permanente and will join Rogers Benefit Group on February 2nd. She was congratulated by the board.

Treasurer's Report – Brad Davis

- The financial report for December was given. It was m/s/c (Bender, Lewis) to accept report

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

EXECUTIVE COMMITTEE – Cerrina Jensen

A Written report was distributed in advance and there were no questions about the report

COMMUNITY RELATIONS – Sam Rumbaugh

- Sam reported on the blanket project. She learned the project requires using sewing machines. Nonprofit Keaton Rafael will supply the material for the blankets for kids with cancer. Sam will allocate some funds from the charitable budget to cover the cost of the material and she will advise the date for the sewing project. Jeannie will check to see if the community center would donate a room for the project.
- It was discovered, when looking at the P&L, that the River Oaks Center for Children didn't receive a check in December as planned, so \$500 will be sent to them, leaving up to \$500 available for the blanket project.

MEDIA – Carolyn Lewis

- Carolyn distributed a brief report. She reported the Business Journal responded to her press release regarding the 40 hour work week. They plan to do a full article, including an interview with Legislative Chair Chris Bender.
- Carolyn distributed information about a NAHU contest for submitting stories
- The NAHU promotion, Brokers Making a Difference, was introduced and will be featured in this Friday's Weekly Bulletin

AWARDS & RECOGNITION – Helen Ornellas

1. Pacesetter qualification activity is stepping up and she needs the items by Feb 27 to meet the NAHU deadline. She will also apply for the Presidential Citation, Media Relations Award, Website Award and the Robert W. Osler Award.

PROGRAMS & PROFESSIONAL DEVELOPMENT– Ned Schaut, Alexis DeVorss

- A report was submitted in advance.
- Favorable comments were received concerning speaker Lillian Shapiro at today's breakfast meeting.
- There will be no February meeting due to the crab feed on Feb 6th
- The March lunch will feature John Kabateck from NFIB as the program speaker
- Alexis spoke with Don Goldmann regarding teaching the ethics class, but he spoke within the last 2 years so she reached out to Joe Navarro for the April ethics class. There was discussion about the scheduling of the ethics class, wrapping it into the Professional Development Day and it was decided to keep them as two separate events. The Professional Development Day will be held in May - date to be determined

LEGISLATIVE – Chris Bender

- Chris reported that next Wed is the pre-conference lunch at Brookfield's Restaurant. Once talking points have been determined, the team meeting with legislative representatives have a very short time to get the information relayed. The pre-conference lunch meeting gives members an opportunity for input and helps formulate the message to the legislators.
- The 40 hour week is expected to pass and then be vetoed by President Obama
- The CAHU Capitol Summit 5/19-5/20 at the Sheraton in downtown Sacramento. Everyone is urged to attend.

PAC - Brad Davis

- Brad stated he had no report.
- Cerrina noted that SAHU could lose Platinum status if the entire board doesn't contribute at least \$10 per month or \$150 one time contribution to HUPAC. Brad will run the report this week and get the information to the board. It was noted that NAHU doesn't communicate the status well to the membership

MEMBERSHIP –Shannon Zajec, Lorraine Olivotto

- Shannon will bring the January membership report next month to be reviewed and initialed by the board
- The membership committee report was distributed with a request for an amendment to the 2014-15 budget to provide funding to the membership committee. The request was for \$4150 to support member services, materials for seeking new and supporting existing members. After discussion, the amount requested was pared down to \$1500. It was m/s/c (Rumbaugh, Bender) to provide \$1500 for membership support.
 - Cerrina noted the \$2000 proposal to fund a telemarketer to recruit members. She isn't in favor of it because CAHU uses them and their results show the telemarketers are just recapturing

lapsed members. Other lists were discussed and Jeannie suggested using the NAHU lapsed list; She will download the list from the NAHU website and provide it to the membership co-chairs.

- Lorraine announced the membership blitz at be held at benefitsCONNECT on January30 at 8AM. Prizes will be provided for recruiting efforts.

COMMUNICATION – Jeff Irvine

Jeff noted his efforts are focused on keeping the web site current

Jeannie will draft the Friday Bulletin and include the Brokers Making a Difference announcement from Carolyn's earlier email.

VANGUARD COUNCIL – Lauren Bayha

The January mixer was postponed to February due to the last minute speaker cancellation. The date will be announced and the venue will be at Hoppy's as previously planned. Western Health Advantage will sponsor beer and appetizers. The next mixer will be April 9 at Cooper's Craft House, featuring Helen Ornellas as the speaker, with JT Tackett sponsoring appetizers and first round of drinks. Jeannie noted SAHU can provide the drink tickets

EXECUTIVE DIRECTOR REPORT - Jeannie Bruins

The report was provided in advance of the meeting.

- The calendar was reviewed
Past Events within last 30 days include:
 - 1- December 17 Chili Cook Off & Community Giving
 - 2- January 21, 2015 BreakfastFuture Events within the next 60 days
 - 1- February 6 Crab Feed;
 - 2- February Vanguard Mixer at Hoppy's – date to be determined
 - 3- March 18 Lunch
- Status Updates
 - 1- Crab Feed: the sponsorships are sold out and the live auction gifts are all committed. The committee continues to seek additional raffle prizes. Ticket sales are at 267, which is low. Jeannie will create a ticket flyer for distribution and ask the board and membership to redistribute it.
 - 2- 2015 Corporate Sponsorship Package - \$36,000 has been committed so far vs \$37,000 in 2014. Movements of various sponsors to lower levels of support were discussed.

NEW BUSINESS

The February board meeting date and venue will be established by Cerrina and she will advise the board.

ACTION ITEMS

- 1- all board members get information for the Pacesetter Award to Helen by 2/27
- 2- Jeannie will revise the calendar and distribute it to board. Jeff will upload it to the website.
- 3- Jeannie will get the lapsed member list from NAHU

Cerrina reminded the board to get written reports submitted by the deadline, which will shorten the board meetings.

No further business. Meeting adjourned at 11:55 a.m.

Respectfully Submitted,

Jeannie Bruins
Recorder