

# SACRAMENTO ASSOCIATION OF HEALTH UNDERWRITERS

Board of Directors Meeting

March 18, 2015

9:30 AM

Citrus Heights Community Center

6300 Fountain Square Drive, Citrus Heights, CA 95621

## MINUTES

Attending: Cerrina Jensen, Lauren Bayha, Ned Schaut, Marcy McCulloch, Penelope Yanez, Helen Ornellas, Jeff Irvine, Lorraine Olivotto, Shannon Zajec, Bred Davis, Alexis DeVorss, Chris Bender

Absent: Sam Rumbaugh, Carolyn Lewis

Staff: Jeannie Bruins

The meeting was called to order at 9:38 a.m. and a quorum was established

### President's Report – Cerrina Jensen

The February minutes were presented for approval. It was m/s/c (McCulloch, Ornellas) to approve the minutes

### Treasurer's Report – Brad Davis

- The financial report for February was given. It was m/s/c (Ornellas, Zajec) to accept the report
- Jeannie led a discussion about deferred revenue reporting, explaining that she had met with Brad and then with SAHU's accountant to determine the best way to report the income from deferred revenue corporate sponsors for 'soft' income that is tied to acknowledgments and advertising, without jeopardizing the profitability of programs and events. The way to resolve this would be to amend the budget each year once the sponsorship revenue is received to reflect the soft income in the budget, so it matches the actual income received. It was m/s/c (Davis, Bayha) to amend the budgets to reflect sponsorship ad money as noted above.

Committee Reports – Votes or decisions to be made, with some committee reports provided in advance of the board meeting

### EXECUTIVE COMMITTEE – Cerrina Jensen

- Cerrina and Marcy attended the CAHU board meeting yesterday. Lengthy discussion took place about the antitrust issue that has been discussed throughout the national association. The discussion ended with acknowledgment that the NAHU organization is not a union, and cannot address commission reductions from the carriers to the agents. The SAHU board offered thoughts about if and how to address this situation because it appears to be a growing discussion throughout the national membership. It was suggested that the antitrust dialogue be openly acknowledged to the membership, information shared, and to give SAHU members an opportunity to weigh in with the SAHU board. A survey is a viable tool for this.
- Cerrina reported the current member survey has been out just three days and already has over 40 responses.

### COMMUNITY RELATIONS – Sam Rumbaugh

No report due to absence.

Cerrina reported that several SAHU members joined together to perform a service project to make cuddle blankets for the Keaton Raphael Foundation, which gives these blankets to children being treated for cancer. Shannon shared a blanket with the board

### MEDIA – Carolyn Lewis

No report due to absence

Lauren reported that SAHU & Carolyn received a big write up in the Business Journal with a full page article interviewing Carolyn on the 40 hour bill. She distributed the article to the board.

## AWARDS & RECOGNITION – Helen Ornellas

- Helen is presently working on the Pacesetter Award. Once completed, she will address the media, website, education and Presidential Citation awards. Helen announced she will be awards chair again in 2015-16 and offered to mentor the 2016-17 awards chair during next term, including having her staff person, who Helen is training, work with Helen's successor.
- Shannon reintroduced the mentor program and stated she will do a 30 minute webinar by 3-31-15. Jeannie noted she still has a supply of mentor brochures and will send one to Shannon

## PROGRAMS & PROFESSIONAL DEVELOPMENT– Ned Schaut, Alexis DeVorss

- Alexis reported on the progress of the Professional Development Day being held April 29<sup>th</sup>
- Ned reported he is working with Brad on the May Capitol Summit luncheon.
- Ned is also working on the July and August meeting speakers

## LEGISLATIVE – Chris Bender

- Chris reported that all legislators but Congressman Bera have had a follow up contact since returning from the Capitol Conference in Washington DC. Brad noted that he will follow up with Congressman Bera
- The MLR bill, HR 815, was discussed and Chris expressed his feeling that legislators are beginning to understand the importance of the agent. They also spent time discussing Section 1332 of the ACA with Congressional staff members.
- The Capitol Summit is May 19-20 at the Sheraton Grand Hotel. The agenda is still being finalized.

## PAC - Brad Davis

- The HUPAC meeting is tomorrow. The number of HUPAC contributors is down but the dollar amount given is up.
- Only 4% of SAHU's membership contribute to CAHU PAC but the amount contributed has increased by 150%. There is a lot of room for growth. Penelope suggested putting a PAC page on the website

## MEMBERSHIP –Shannon Zajec, Lorraine Olivotto

- Seven new members joined during February and one lapsed
- Shannon reviewed the new member packets.
- Member calls are going out to members due to renew in 90 days, to billed and not paid and to lapsed members
- The membership report was distributed for review and action

## COMMUNICATION – Jeff Irvine

- Jeff is working with Helen to be sure the website is current for the Pacesetter awards
- The open rate on the weekly bulletin is much higher this year.
- Jeff offered to update the website to support membership; ie testimonials and info re: membership, with a link from the eblast. Shannon suggested a link for testimonials

## VANGUARD COUNCIL – Lauren Bayha

- Lauren reported that the February Vanguard mixer had 20 people attending. The attendance is growing and the speaker content was excellent.
- The next mixer is April 9 with Paradigm sponsoring
- Executive Director's Report - Jeannie Bruins  
The Calendar was reviewed
  - Past Events within last 30 days
    - March 5 Vanguard Mixer
    - March 6 Community Service Sewing Project
    - March 12 New Member Orientation Webinar
    - March 18 Luncheon

- Future Events within next 60 days
  - April 9 Vanguard Mixer
  - April 17 The Great Grape Escape
  - April 23 Ethics Course
  - April 29 Professional Development Day
  - May 19-20 Capitol Summit & lunch
- Status Updates
  - The Crab Feed results were reviewed and commendations were given to the crab feed committee for their outstanding work. A post event meeting was held to review what worked and what needs improvement. Helen made some observations as follows:
    - The butter was late being served. Jeannie responded that the cook wanted to handle the distribution of butter this year and it didn't work as well. Next year it will be handled differently.
    - Volunteers are needed to float throughout the evening to be sure they can address any needs
    - Suggestions were made to tip the servers better as some people didn't tip at all.
    - There was a question whether or not someone could pay extra to become a VIP table. Jeannie will make a note for the first crab feed meeting for 2016.

### NEW BUSINESS

Cerrina will be in touch with the board to determine the board meeting time and place for April and May

No further business. Meeting was adjourned at 11:14.

Respectfully Submitted,

Jeannie Bruins  
Recorder