

# UAHU State Board Meeting

2/13/18

Craig Paulson, Todd Valentine, Martine Smith, Rob Sautter, Trenton Olson, Steve Nielsen, Justin Bendler, Crystal Cowley, Brian Christiansen, Tracie Smith, Beverly Holloway, Mike Sonntag, Adriana Piziak, Lynn Strate, Shane Skeen, Bart Tapp, Carolynn Badger

Excused – Beverly, Adriana, Mike, Brian, Steve, and Shane

Meeting Notes:

- Anti-Trust Statement read by Craig
- Review and Approval of Minutes from 1/9/18 – approved by Craig, 2<sup>nd</sup> by Rob

## Treasurer – Lynn

- Everything seems to be on track for the budget.

## Sales Congress – Trenton

- On track. Good feedback from some key sponsors already.
- Still looking for Keynote Speaker for Lunch time.
- Breakout sessions are coming together (Task, Stampin' Up, DOI, Jim Dunnigan, Mike Emery)
- Discussion on fairness with Sponsors and visibility
- Reviewed sponsor list of those that have not yet committed
- Coordinated efforts to personally invite specific brokers to the event
  - o Past presidents (UAHU)
  - o Board members
  - o Emails directly from Carriers
    - Ask some of the sponsors to use tickets for specific agents

## Awards – Beverly / Adriana

- Need to complete New member sponsors
- Review list of items and assignments given from Beverly's email list
- Meeting notes email to Adriana, Martine, and Craig. Future meeting notes and other documentation to be held on Website's new document library.

## Communication – Tina

- Board approved moving forward on Website updates
- Tina to follow-up with Web designers. Site to be completed by March 15<sup>th</sup>
- Sales Congress to be promoted in Newsletters
- Goal to add more members

## Prof. Development - Tracie

- Review of Feb 14<sup>th</sup> CE event. Everything is set.
- March (3HR) CE - Ethics
  - o Location change due to conflicts and IHC Doty Training center
    - HSA Health Plans to sponsor location

- Jeff Peterson and Quinn McKay – Speakers
- Still trying to finalize final speaker

### HUPAC – Justin

- Lots of lapsed accounts. Working to contact membership to reinstate
  - Martine to help coordinate contact with the lapse list
- Martine to provide info on data as to where funds go w/ HUPAC
  - Info to be used for marketing letters.

### Legislative – Steve, Mike, Shane

- No update.

### Media – Bart

- Operation Engage starts tomorrow – Feb 14 through April 1
  - 4<sup>th</sup> Street Clinic is the partner. Goal of \$10,000
- Crystal to Update flyer for 4<sup>th</sup> street clinic to include 30 year anniversary.
  - Encourage everyone to donate \$30 for 30 years.
- Bart presented NAHU Media Presentation (PowerPoint)
  - Role of Media Chair
  - Purpose
  - Approach
  - Tools
  - Ways to communicate
    - Press release
    - Media Advisory
    - Letters to Editor
    - Op-Ed (Opinion Pieces)
  - Reviewed recent Medial Releases

### Membership – Brian

- No report

### Retention – Carolynn

- New memberships needs sponsors – reviewed new member list
- Email to Lapsed membership sent out

### Northern Chapter – Karen

- No report

### Southern Chapter – Audra

- Requested suggestions on how to improve participation