

# UAHU STATE BOARD MEETING

February 11, 2020, 3:00-4:00 PM, Dental Select



UTAH ASSOCIATION  
OF  
HEALTH UNDERWRITERS

**In Attendance:** Trenton Olson, Carl Roestenburg, Heather Bennett, Jon Clark, Ettie Gorecki, Josh Schreiber, Carol Dana, Amy Despain, Tracie Smith, Casey Bangerter

**Excused:** Crystal Cowley, Lynn Strate, Shane Skeen, Lenny Scroggins, Justin Bendler, Paula Taylor, Tina Davis, Karen Leonardi, Mike Sonntag, Jennine Ashley, Myka Smith, Viraj Gupta, Geoff Cotti

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WELCOME by Incoming President, Carl Roestenburg

- Anti-Trust Statement read by Jon Clark.

Discussion Items:

**Upcoming Activities** – <https://uahu.org/events-calendar/>

- CE Lunch – February 12<sup>th</sup> – Ameritas speaking on Dental
  - We have 42 RSVP's
  - We need two \$25 gift cards for the speakers (Justin and Carolyn)
- March CE event from 9:00 AM to Noon (3 Hours Ethics) – we already have speakers
  - Doug Draper from Stonehill
  - Tracie will order a breakfast
- Cap Conference – February 24-26<sup>th</sup> – Attending: Carl, Jon, Heather, Myka, Shane, Scott Deru, Ryan Thorn

**Chair Updates** – Carl suggested reaching out to chair members ahead of time to let each chair know what we would like to hear at the next meeting

- **Legislative – Shane, Myka:**
  - Day on the Hill went very well. Every dinner table was filled up even though we didn't have as many brokers as the prior year. Trenton suggested encouraging brokers not to sit together. Instead, move around and meet with multiple people.
  - Carl suggested having the hand out card available to brokers that are there for the first time (pinpoint three items of discussion to focus on)
  - We had around \$6,000 support/sponsorship
  - The legislators love the feedback and dinner
- **Membership/Retention – Paula, Carol, Viraj:**
  - Membership fees have increased by \$8 to \$443 per year
  - We have lost almost 30 members
  - Heather suggested offering a free CE day to members who bring a non-member that joins NAHU
  - Carol handed out a sheet of members who did not renew. Board members should reach out to contacts they know and encourage them to renew.
- **Professional Development - Tracie:** All speakers are lined up for the upcoming CE events
- **Communications - Tina, Josh:**
  - Nothing was sent out regarding Day on the Hill. Josh asked Shane and Crystal for talking points.

- Heather to send Mail Chimp Login
  - Carl suggested a 'What are you doing to promote your association?' newsletter.
  - Next year at Day on the Hill, ask for a picture with your Legislator for the association to post on social media.
  - Add our social media sites to our Mail Chimp newsletters to gain more followers
- **Media - Casey Bangerter and Lenny:**
    - We need more followers on Linked In
      - Encouraged the board to share social media posts
      - Encourage attendees of our CE events to follow us on social media. Tracie suggested a drawing for people who follow us during the meeting.
      - We need to start sharing more pictures and what we are doing
    - Heather will send Lenny social media credentials
    - Media is no longer sending a letter to the editor
    - Lenny & Casey to report next month with progress
    - We need to post our calendar and events on Linked I
- **Sales Congress - Carl:** <https://uahu.org/events/2020-uahu-sales-congress/>
    - 5/20/2020 | *Time - 8:00 am - 3:00 pm* | Utah Cultural Celebration Center
    - Speakers: Janet with NAHU, Greg Mattis from IHC, Jim Dunnigan, Dan Lindquist with Pacifica, and a speaker from AZ
- **No updates from**
    - **HUPAC - Justin**
    - **Public Service - Jennine, Justin**
    - **Treasurer – Lynn**
    - **Health Policy - Amy**
    - **Northern Chapter – Karen**

## Adjourn

### Action Items/Assignments

- Tracie to order breakfast for March CE event
- Heather to work on name badges to identify board members for CE events
- Board to reach out to NAHU members who have not renewed their membership (see list Carol handed out)
- Board to add the NAHU and UAHU logo on your email when appropriate to help promote the association



**Next Meeting: Tuesday, March 10, 2020, 3:00 PM-4:00 PM**  
**Dental Select - 75 W Towne Ridge Parkway Tower 2, Suite 500**