

# UAHU STATE BOARD MEETING

January 14, 2020, 3:00-4:00 PM, Dental Select



UTAH ASSOCIATION  
OF  
HEALTH UNDERWRITERS

**In Attendance:** Crystal Cowley, Trenton Olson, Carl Roestenburg, Heather Bennett, Jon Clark, Ettie Gorecki, Justin Bendler, Josh Schreiber, Paula Taylor, Carol Dana, Jennine Ashley, Myka Smith, Shane Skeen, Viraj Gupta, Lenny Scroggins, Lynn Strate, Amy Despain, Karen Leonardi

**Excused:** Mike Sonntag, Tina Davis, Tracie Smith, Casey Bangerter, Geoff Cotti

## WELCOME by President, Crystal Cowley

- Anti-Trust Statement read by Crystal
- Minutes: Crystal made a motion to approve Oct. minutes, and Amy seconded/Jon third.  
Note: We did not have a general board meeting in November or December 2019.

Discussion Items:

## Upcoming Activities –

- Day on the Hill (January 29, 2020) –
  - The target for attendance is 50-60 brokers. We are working on carrier sponsors.
  - Talking points: Mike, Myka & Shane to put together talking points (transparency, balance billing, etc.) for brokers and for Tracie to file for CE
  - Heather will need help setting up (signs & centerpiece)
  - Heather to work with Mail Chimp to finalize email list and send additional announcements
  - Crystal will reach out to brokerages directly
- CE Lunch (February 12, 2020) – Ameritas is speaking on Dental
- Cap Conference (February 24-26<sup>th</sup>) Attending from the board: Crystal, Carl, Jon, Heather, Myka, Shane
- March 11, 2020, Ethics Seminar – not getting much traction, need help with topics/reach out to Tracie. Josh suggested only two hours of ethics and save the other hour for sales congress.

## Chair Updates –

- **Legislative – Shane, Myka:** Shane suggested having a few of us attend the event at Doty coming up in Jan.

**Saturday, January 25, 2020**  
9:00 – 10:30 a.m.

**Intermountain Medical Center**  
Doty Education Center Auditorium  
(Building 6 – West side of campus)

5121 S. Cottonwood St., Murray, UT

Come engage with state legislators prior to the 2020 legislative session and hear about issues important to you. Breakfast will be served.

*Please contact Kris Beldin with any questions:  
801.507.2806*

- **Membership/Retention - Paula, Carol, Viraj:**
  - In May 2019, we were at 300 members. We are down to 276. Paula & Carol have called the members who dropped off.
  - Each board member needs to bring in two people. Members do not need to be licensed.

- **Health Policy - Amy:** No Updates
- **Professional Development - Tracie:** Board to reach out to Tracie with CE ideas
- **Communications - Tina, Josh:**
  - Josh will send a newsletter this month to include a president's message from Crystal
  - Josh still needs the correct Linked in Credentials to post about Day on the Hill
- **HUPAC - Justin:** Donations have dropped off, and Justin has started reaching out to brokers
- **Public Service - Jennine, Justin:**
  - 4<sup>th</sup> street check was delivered (\$2,500/it was doubled)
  - Heather to update Jennine on Mail Chimp so Jennine can get the next campaign email sent. Carl would also like a list of members and agents from Mail Chimp.
- **Treasurer - Lynn:**
  - The fiscal year starts on July 1. We are in a slow period.
  - At this time last year, we already had sponsorship money from Day on the Hill and Sales Congress
  - TDA needs to pay the Sircon invoice (UAHU pays first, and then TDA reimburses us)
- **Northern Chapter - Karen:** They are trying to get things back together. It will take time to gain traction
- **Sales Congress - Carl:** Date - 05/20/2020 | 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
  - Sponsors: Carl will start reaching out to carriers. We are not changing the sponsorship pricing
  - Save the date email will go out this week
  - Opticare sent a check - Heather will make sure it was received
  - Discussed having a Breakout for Medicare

## Adjourn

### Action Items/Assignments

- Legislative - Mike, Myka & Shane to put together talking points for Day on the Hill (for brokers and CE filing)
- Heather to finalize email list and send additional announcements for Day on the Hill
- Crystal to reach out to brokerages directly regarding attending Day on the Hill
- Heather to send membership and agent email list to Carl (from Mail Chimp)
- Josh to send out January newsletter (need to send to Crystal first for a president's message)
- Heather to send Josh Linked In Credentials
- Josh to post Day on the Hill on Linked in/other social media sites
- Heather/Jennine to send the next campaign email through Mail Chimp
- Heather/Carl to send a save the date email for Sales Congress
- Carl to reach out to carriers regarding sponsorships for Sales Congress
- Heather to make sure we received Opticare's sponsorship check for Sales Congress
- Board to reach out to Tracie with topics for Ethics seminar in March
- Board to recruit two new members and reach out to Carol & Paula with membership ideas

**Next Meeting: Tuesday, February 11<sup>th</sup>, 2020 3:00 PM-4:00 PM**  
**Dental Select - 75 W Towne Ridge Parkway Tower 2, Suite 500**