



## **NABIP Utah Board Meeting Minutes – Strategic Planning Meeting**

June 12<sup>th</sup>, 2024 10:00AM – 11:00AM

**Attendees:** Nicole Kuhni, Kortnie Lawrence, Erick Kuhni, Mike Starks, Bryce Goodman, Larry Long, Tamara Valenzuela, Andrew Theis

### **Anti-Trust Statement**

Associations are subject to strict scrutiny under antitrust laws because an association is by its nature, a group of competitors joined together for a common business purpose. The antitrust laws require companies to make certain decisions by themselves, not in conjunction with competitors. Therefore, associations and their members must proceed with extreme caution in certain areas of activity to insure against violation of antitrust laws. Discussions of current or future prices or commissions and refusing to deal with or boycotting any insurance carrier are among a number of areas specifically prohibited by the antitrust laws and will not be permitted in today's meetings.

### **Budget: 2024-2025 Meredith Levy (Via-Zoom)**

#### **In-depth Look at Upcoming Year**

- Medicare summit not planned this year
- CE's in person vs. virtual & cost for members vs. non members
- Sponsorships
- DOH: expenses
- Golf Tournament: expenses
- Sales Congress: expenses
- Future Leader Network: Created by NABIP Utah
- Website: Sponsored by StarMed – Larry Long
- CapCon: National convention, attendees, fees
- NABIP PAC
- Lobbyist
- Management Fees
- Member Appreciation Events
- Meals: Events, CE's, Meetings
- Office Costs: Quick books, meeting prints, event prints
- Awards
- Media & Promotional Costs

Association is currently running at a deficit - taking the 30K from investment account helped offset the low sponsorships received, however, we will need to increase donations

### **Chair Goals for New year: Review Past Goals & Planning New Goals**

- Sponsorships: being more direct (CE, website (new sponsor for Website - StarMed, events))
- Future Leaders Network:
  - Offering mentorship to younger brokers (20-35 years)
  - Meeting/events quarterly

- Goals: Bridge the gap between younger and older brokers. Educate the younger brokers for a better future.
- Plans to work with: past presidents, experienced consultants, experienced brokers, legislative members, lobbyist
- Utilize this as a way to find new members and increase value to existing members

-PAC Donations:

- Board participation - all members donate \$10 monthly
- Discussed ways to bring in more/new PAC donations
- Create a committee of members and Executive Committee members for PAC decisions and events

-Sales Congress: Moving forward, sponsorships, CE's, Keynote Speakers

-Best Practices Event: (Tamara Valenzuela)

- NABIP Utah Created: Best Practices event to educate those in the industry.
- Training for health insurance professionals to offer better business practices and better utilize in the industry
- Rough idea for event times/dates

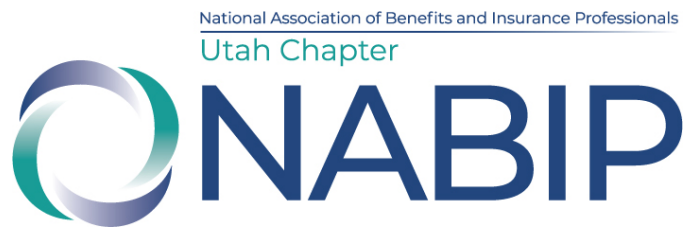
For next meeting:

Legislative goals, Charity goals, LPRT goals, Membership Goals, Media, Level Funding, Governance and PD.

Parking Lot:

- Best Practices Event
- Strategic Planning Meeting Continued June 20<sup>th</sup> – Via Zoom

Adjourn – By Nicole Kuhni



## **NABIP Utah Board Meeting Minutes – Strategic Planning Meeting**

June 20<sup>th</sup>, 2024 10:00AM – 11:00AM

**Attendees:** Nicole Kuhni, Kortnie Lawrence, Lynn Strate, Erick Kuhni, Bryce Goodman, Andrew Theis, Roya Hedlund, Mike Starks

### **Anti-Trust Statement** Read by: Kortnie Lawrence

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### **NABIP Utah Updates:**

- Ernie Sweat as PAC Chair 2024-2025
- Membership: 1 new in May, expected 5-7 in June
- Best practices: quick review & what's needed
- Future Leaders Network: goals & opportunities available to members

### **Upcoming Events:**

- Future Leaders Network: June 26<sup>th</sup>, 2024 at Boondocks with special guest: Representative Jim Dunnigan
- NABIP-UT Happy Hour: July 12<sup>th</sup>, 2024 at Keys on Main, 6-7pm
- Membership Appreciation – Pool Party: July 27<sup>th</sup>, 2024 at Murray Pool, 6-8pm
- UT-Consultant License Exam Prep: August 21<sup>st</sup>, 2024, 6:30 – 8pm
- Charity Event: Fall or Winter – possible Christmas Box House
- Charity Event: Spring – possible Toys for Tots or other support for children

### **Continued from Previous Meeting on 6.12.24**

#### **Review goals on strategic planning spreadsheet**

#### **Trade Show: Best Practices**

**Tamara Valenzuela** (team brainstorm)

- Rough Date: March 2025
- Times: 8am – 3pm, 8am – 4pm, or 10am – 6pm
- Cost: for members and non-members (rough idea: \$25 - entire industry)

#### **Rough Draft Rules/Guidelines: (1 year platform only)**

- Slots: (health care industry & product vendors - slots available with interview)
  - Available at gold or platinum buy-in
  - 1 hour time with full audience attention
  - Guidelines and restriction will be covered at the time of interview
    - No Sales pitches

- System/product walk through and tutorials
- Q&A on systems/products available
- Q&A Panel with 3 Industry Professionals (Topic: Emerging Trends)
  - Re-introduce Larger Firms (GA's)
  - Where is the industry heading
- Offer workspaces for brokers:
  - Lunch to be provided
  - Optional workspace and WiFi for any business needing to be taken care of by attendees
- Sponsorships
- MC's

### **Future Leaders Networking**

- Discussed first event on June 26<sup>th</sup>, 2024 with Representative Jim Dunnigan
- Attendance goals
- Board support/involvement
- Sponsorships – current status & future availability
- Future events, locations, and guests

### **Membership Goals:**

2 new members monthly

250 Members total

Fun event for new members

Spotlight new members monthly

### **Media:**

Cultivate relationships with media

Continue to post to all social media channels

Add Instagram?

### **PD:**

Monthly CE

Best Practices Day

REBC on social media

LPRT for all board members

### **Level Funding:**

Teach new producers at FLN event

### **Governance:**

Review vision statement

Update/review bylaws

Create P&P

**Public Service:**

Christmas Box House for Fall

**Parking Lot**

- Charity event details in the works
- Sales Congress – CE based possible changes to event schedule

**Adjourn** – By Nicole Kuhni



Cultivate relationship with media outlet  
Continue to post to all social media channels

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**Membership & Retention**

250 Members  
Spotlight new members each month  
"fun" event for new members (freshman orientation?)

July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
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**Treasurers Chairs**

**Professional Development**

Monthly Virtual CE  
Best Practices Day  
Promote REBC on Social Media quarterly  
LPRT For all Board Members

July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June
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**Public Service**

Christmas Box House - Nov. Increase participation to 45 members  
Kid related Spring event - 45 members

July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June

**Level Funding**

Teach new producers  
1-2 Events/Classes specific to Level Funding

July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June

**GOVERNANCE**

Review Vision Statement  
Update ByLaws  
Create P&P's

**Parking Lot**

Virtual Chapter

## NABIP UT Strategic Plan 2024-2025

Increase Attendance at CAP Conference

Increase Attendance at NABIP UT Day at the Capitol

Generate CE Presenters Database

Convert PAC Donations to Digital

Landmark Award

Website Award

Platinum Certification