

**TEXAS ASSOCIATION OF HEALTH UNDERWRITERS  
FULL BOARD MEETING MINUTES**

February 19, 2007

Omni Downtown Hotel, Austin, Texas

**I. CALL TO ORDER.**

President Mike Rivera called the meeting to order at 10:15am.

**A. Roll Call.**

Executive committee members present: Mike Rivera, President; Colleen Pruitt, Immediate Past President; Carolyn Goodwin, President-Elect; Ron Buffum, First Vice President; Rusty Rice, Second Vice President; Louanne Trebing, Treasurer; Joanna Antongiovanni, Secretary.

Staff Present: Laura Firestone, Executive Director.

Committee chairs, local chapter presidents and trustees present: Jerry Araiza, Misty Baker, Cheryl Clark, RoseMary Deininger, Kelly Fristoe, Ron Graves, Laura Hebert, Eric Johnson, Sandy Johnson, Ben Keel, Lonnie Klene, Bob Lay, Sandy Longacre, Kellie Merritt, Linda New, Rick Ott, Joe Phifer, Chaliene Rippey, Jacqueline St. Hilaire, Audra Sullivan, Denise Villagran, Gary Waldron, Tammy Winn and Luann Yarberry.

Committee chairs, local chapter presidents and trustees absent: Shelley Dunbar, Ila Galloway, Neil Horn, Gary Waldron and Trei Wild.

Staff Absent: Shirley Hutzler, Government Affairs Consultant.

**II. PRESIDENT'S OPENING REMARKS.**

Mike Rivera welcomed all board members to the meeting. He announced that the meeting was sponsored by myBasicGuru and Bret Spinks would be in before lunch to give some information on his company and products.

**III. APPROVE MINUTES OCTOBER MEETING.**

Motion by Rusty Rice to accept the October meeting minutes. Second by Misty Baker. Motion passes.

**IV. REVIEW TIMELINE, ACTION ITEM LIST AND GOALS.**

Mike Rivera reviewed the timeline and action item list from the last board meeting. All the action items have been completed or are in progress and will be discussed under the officer reports below.

**V. TREASURER REPORT.**

Laura Firestone reviewed the financial report as of January 31, 2007 with the board. Motion by Tammy Winn to approve the financial report. Second by Joanna Antongiovanni. Motion passes.

- A. Laura Hebert, Awards Chair, provided a list of some of the areas that were lacking in NAHU award submissions last year and hopes that the chapter chairs have been collecting information throughout the year and submissions will be more complete this year. The award submissions must be received by NAHU no later than April 5, 2007. The state award submissions will be reviewed in the next few weeks once a location is determined. A copy of the report is attached in the minute book.
- B. Denise Villagran, Newsletter Chair, reported on the winter issue which focused on Legislative issues and Day at the Capitol. The spring issue will be focused on convention and should be complete by March 15. The deadline for article submission for the summer issue is May 3, the next board meeting and that issue will focus on the convention recap, award winners, etc.
- C. Eric Johnson, Marketing Chair, is working on a carrier resource option to have available on the website where members and nonmembers can put in search criteria to find a specific carrier with specific products, location, etc. The majority of the board agreed that this option should be available to members only. Eric also suggested the resource option be as complete and accurate as possible and include access to all carriers and include their home office contact information as well as the individual members from those carriers. Bob Lay suggested a committee be formed to explore the options of providing as detailed a link as possible and one that is practical. Eric will continue to work on this with Ron Buffum and will ask for volunteers to assist.
- D. Louanne Trebing has taken over the Education chair position, replacing Kathy Phillips who resigned due to job conflicts. Louanne discussed the criteria for two new awards/contests that were in progress through March 31: 1) Dedication to Education Award and 2) Chapter recognition. One makes an education chair eligible and a chapter eligible.

#### **VI. PRESIDENT'S REPORT.**

Mike Rivera reminded board members that TAHU does have a Care Chair, Ila Galloway from Houston. He asked people to contact her for any needs regarding sympathy, get well, congratulatory or special occasions. Her contact information is included in the board roster and listed on the website in the board of director section.

#### **VII. PRESIDENT-ELECT'S REPORT.**

- A. Kellie Merritt, Convention Chair, distributed a convention registration form and tentative agenda detailing the events and CE at this year's convention. The CE will be plenty and on a variety of topics to include a 3 hour CE on consumer awareness for Saturday morning, similar to the one done in Fort Worth last Fall. The Thursday night event involves gambling at Mario's on the Seawall. The Hollis Roberson Dinner band will be NiteBeat, the same band that played in Sugar Land two years ago. More information will be going out to the membership. A full report is attached in the minute book.
- B. Trei Wild, Hollis Roberson Committee Chair, was absent. Laura Firestone reminded everyone of the nomination deadline of February 28, 2007. The nomination form is available in the awards section on the website.

#### **VIII. FIRST VICE PRESIDENT'S REPORT.**

- A. Lonnie Klene, Media/PR Chair, reported on the press release that was sent out regarding the legislative issues and Day at the Capitol. She advised the board that she can put events on InsuranceNet and asked chapter presidents to forward information to publicize their events. She reported that Jackie Spragins plans to host a media luncheon and has requested 50% reimbursement from TAHU. Motion by Ron Buffum to revise the media P&P to include reimbursement of media-related functions of 50% up to a maximum of \$500. Second by Rusty Rice. Friendly amendment by Carolyn Goodwin to take out the \$ maximum and replace "as determined by the approved budget". Friendly amendment by Bob Lay to make sure that media functions go through the same process as press releases. Laura Firestone will modify the verbage in the P&P to include media-related functions in addition to press releases. Motion passes.
- B. Sandy Johnson, Sysop, reported that Affiniscape can blacklist an abuser of the rules on the café. Ron Buffum recommended that TAHU develop an agreement for all subscribers to the café to either accept or decline in order to participate on the café. Colleen Pruitt will draft a P&P on the café usage and guidelines and a requirement to accept the guidelines will be required in order to subscribe to the café with the assistance of Ron Buffum and Sandy Johnson.
- C. Ron Buffum reported that TAHU working on a system where there will be a TDI link to our membership database to assist the consumer in finding an agent based on specific criteria. Affiniscape is correcting a technical difficulty with the field value of the field that will allow the member to opt in or out to the link. It should be fixed this week and a blast email will go out to the membership shortly thereafter.

#### **IX. OLD BUSINESS.**

- A. Mike Rivera reported that there is a current Coastal Bend chapter member who lives in the Valley and is interested in becoming the Valley chapter president. There is also someone else interested in serving as an officer. Mike Rivera, Colleen Pruitt and Joanna Antongiovanni have plans to visit

with her and try to revitalize the chapter. Mike Avery, a West Texas chapter member, attended an Aetna meeting in West Texas and received a lot of support from agents and Aetna about revitalizing the West Texas chapter. He said he would like to get serious about it and will try to schedule a meeting. Mike Rivera and Colleen Pruitt plan to attend that chapter meeting.

- B. The law firm contract has been signed and has been given the first task of reviewing the association bylaws.

## **X. NEW BUSINESS.**

- A. Colleen Pruitt will draft a P&P on legal directives which will include having the association president initiate action after agreement by the Executive Committee which are in line with the approved budgeted expense for legal expenses.
- B. The TAHU nominations are in. All current officers are running again and Misty Baker has been nominated for Secretary. Election ballots will be mailed no later than the first week of March.
- C. The TAHU Honorees board will have two vacancies on their board effective July 1. Colleen Pruitt has agreed to be nominated for one of the vacancies. Mike asked board members to think about who might be the other nomination and be prepared to discuss at the May board meeting.
- D. The NAHU delegates for the 2007 NAHU Convention will include the current executive committee officers and the incoming secretary. It was suggested that if a chapter does not have anyone to send, that a past president be sent and consideration for reimbursement be taken into account. Lonnie Klene suggested that we make consideration for reimbursement to that chapter's president to be able to attend. Both suggestions will be discussed as part of the strategic planning meeting and budget for the next fiscal year.
- E. The board agreed not to take a formal position on partnering with myBasicGuru at this time until more familiarity with the product can take place.
- F. Louanne has researched three options for improving the ENews: Affiniscape, Magnet Media and Constant Contact. Affiniscape has a template that can be customized for our use at an hourly rate without any monthly fees. The EC recommended we stay with the current format through the rest of this fiscal year and change to a new format for the next fiscal year.
- G. The Shirley Hutzler Excellence in Legislation award will be presented at the Day at the Capitol. The board voted to approve the criteria via email.
- H. Lee Manross made the recommendation to have the board approve additional monies be made available to reimburse Shirley Hutzler to attend the NAHU Convention. Motion by Misty Baker to make monies available for reimbursement, not to exceed \$1500, to send Shirley Hutzler to the NAHU Convention in Denver. Second by RoseMary Deininger. Motion passes.

- I. RoseMary Deininger explained that BenefitSelling Expo is working closely with the Dallas chapter to promote its annual expo in Dallas on March 21. They are offering all TAHU members a discount to attend. In return, they will help to promote the annual convention in Galveston. The board agreed this was a good idea and supported the effort.

## **XI. SECOND VICE PRESIDENT'S REPORT.**

- A. Misty Baker, Director of Legislative Affairs, reported on the issues that the legislative council has been working on during the last quarter. She summarized the results of the SB 23 survey that was sent out to the membership. Article 3 of SB 23 will be removed from the bill which is a good thing for agents. She advised that the legislative council will be reviewing all filed bills in more detail via several conference calls and giving recommendations on TAHU positions. A full report is attached in the minute book.
- B. Gary Waldron, Director of Federal Affairs, was absent and Rusty summarized the federal legislative priorities that were discussed at Capitol Conference. A full report is in the minute book.
- C. Jacqueline St. Hilaire, Director of Legislative Activities, reported there are 60 TAHU members registered for the Freshman Reception and 111 attendees registered for the Day at the Capitol. She is excited about the speakers for Day at the Capitol and the entire event.
- D. Kelly Fristoe, Director of Fund Raising, reported that 24% of the Day at the Capitol registrants are currently not PAC contributors. He provided a list by chapter of the number of members contributing from each chapter. He plans to work the registration desk and solicit contributions from those not contributing. Laura Firestone is in the process of finalizing a letter to be sent to past contributors.
- E. Joe Phifer, Director of Legislative Operations, will have a current key contact list at Day at the Capitol.
- F. Lee Manross, Lobbyist, reiterated how important our relationship-building efforts with legislators are and contributing to the PAC is crucial. He distributed a current list of filed bills and highlighted some of the more important ones that TAHU will be watching. A full report is attached in the minute book.
- G. Sandy Longacre, TAHUPAC, reported there has been no activity since the start of the legislative session.

## **XII. SECRETARY'S REPORT.**

- A. Audra Sullivan, Membership Growth, reminded chapter presidents and board members of the membership blitz taking place during February. She also summarized the other contests in place. Since May 1, 2006 there has been about a 12% increase in members.
- B. Sandy Johnson, Membership Retention, reported that Texas has the lowest retention rate in the region, with a retention rate of 82.16%, well below the

NAHU guideline of 88%. She reiterated the importance of contacting those lapsed members and personally inviting them to every event.

- C. Colleen Pruitt, Chapter Support, had nothing else to report.
- D. Mike Rivera conducted the drawing for the board member recruitment contests: the board member who recruited the most members and those board members who recruited at least one new member during the preceding quarter. Sandy Johnson was the winner of both contests at this meeting.

### **XIII. IMMEDIATE PAST PRESIDENT'S REPORT.**

#### **A. Trustee Reports.**

- 1. Bob Lay presented the TAHU Honorees brochure which provides good information on each of the funds. Laura Firestone distributed many brochures to each chapter to make available at their local events on a regular basis.
- 2. Sandy Longacre had nothing to report.
- 3. Linda New had nothing to report.

### **XIV. NAHU REGION VI VICE PRESIDENT'S REPORT.**

Denny Ebersole was absent and there was no report.

### **XV. CHAPTER PRESIDENTS REPORTS.**

- A. Austin, Tammy Winn.
  - B. Coastal Bend, Rick Ott.
  - C. Dallas, RoseMary Deininger.
  - D. East Texas, Joe Phifer.
  - E. El Paso, Jerry Araiza.
  - F. Ft. Worth, Chaliessie Rippey.
  - G. Heart of Texas, Shelley Dunbar, was absent and there was no report.
  - H. Houston, Ben Keel.
  - I. Lubbock, Cheryl Clark.
  - J. Panhandle, Neil Horn was absent and there was no report.
  - K. San Antonio, Ron Graves.
  - L. Texoma, Luann Yarberry.
  - M. Valley, not present and no report.
  - N. West Texas, not present and no report.
- Full reports are attached in the minute book.

### **XVI. NEXT MEETING DATES.**

TAHU Convention & Board Meetings – May 3-5, 2007, Galveston Hilton & CC  
NAHU Convention – June 24-27, 2007, Hyatt Denver CC, Denver CO

### **XVII. ADJOURNMENT.**

Meeting was adjourned at 2:45pm.

### **ACTIONS TAKEN OUTSIDE THE EC AND BOARD MEETINGS IN OCTOBER.**

January 23, 2007. Motion made to the full board via email by Rusty Rice to approve the Shirley Hutzler Excellence in Legislation Award criteria as presented. Second by Carolyn Goodwin. Motion passes.