

**TEXAS ASSOCIATION OF HEALTH UNDERWRITERS  
STRATEGIC PLANNING MEETING**

June 25, 2011

Sonterra Country Club, San Antonio, Texas

**I. CALL TO ORDER.**

President-Elect Joanna Antongiovanni called the meeting to order at 10:00am.

**A. Roll Call.**

Executive committee members present: Louanne Trebing, President; Rusty Rice, Immediate Past President; Joanna Antongiovanni, President-Elect; Misty Baker, First Vice President; Kelly Fristoe, Second Vice President; Mark Bellman, Secretary; Joe Phifer, Incoming Secretary.

TAHU board members/members present: Tonya Booth, Ron Buffum, Susan Burdette, Alison Burkholder, Nedra Clingan, Jennifer Davault, Carolyn Goodwin, Polly Harris, Tanya Haught, Danielle Kunkle, Rachele Posey, Terrell Rogers, Nicole Scott, Tamela Southan, Jacqueline St. Hilaire, Diane Vickers, Denise Villagran, Tom Wilson, Luann Yarberry.

Staff Present: Laura Firestone, Executive Director; Lee Manross, Lobbyist.

Guests Present: Steve Selinsky, NAHU President; Mel Schlesinger, NAHU President-Elect; Mike Rivera, Region VI VP.

**II. OPENING REMARKS.**

President-Elect Joanna Antongiovanni welcomed everyone to the meeting. She thanked all incoming board members for serving with her over the next year. Past presidents were recognized. Attendees made introductions about themselves.

**III. WORKING PACKET.**

Joanna went over the binders, distributed to attendees, which included a TAHU leadership commitment form, job descriptions, strategic planning worksheets, bylaws, policies and procedures and HUPAC and TAHUPAC contribution forms.

**IV. NAHU STRATEGIC PLANNING IN 2015**

A. Steve Selinsky, NAHU President discussed NAHU's strategic plan. Looked at developing a 5 year plan. What has changed for NAHU and the membership? Exchanges; agents still remain strong for the most part.

B. How health insurance has changed – who pays? Requirement to have insurance; employers continue as primary payer; greater transparency.

C. New requirements will bring change. Cost of coverage has increased.

D. NAHU in 2015. Membership required for licensing; professional development and compliance education a critical element of activities; legislative regulatory activities remains our primary function; exemplary

service and communication; go-to virtual place on the web for agents/brokers; membership will become international.

- E. Chapters, Meetings and Structure in 2015. Number of local associations has increased; business is more virtual; convention both more motivational and educational; local and state chapters better prepared to work with the changing characteristics of members; provide important funding and services.
- F. Our Members in 2015. 90% will be agents and brokers (currently at 70%); actively engaged and aware and grateful for services; increase to 50000; growth targeted and planned – high population areas; corporate agencies through new corporate membership; volume discounts to bring in more members from single locations; increased membership from senior market specialists.
- G. How we are viewed by others. Industry and policymakers look at us as thought leaders; public will know the role of the employee benefit broker/agent; NAHU brand will be recognized; Capitol Hill presence with DC offices; impact on legislative/regulatory landscape with strong lobbying efforts.
- H. How our board functions in 2015. Staff will be doing the P&Ps in place of the BOT; new bot members know roles; spend major amount of time looking at big picture; doing more marketing of ourselves and profession outside of NAHU to reach general public; more efficient at communicating from top down; perceived a team; more engaged in providing position.
- I. How We Communicate. Through website; have one pagers be delivered on benefits available to members; through mass emails; calls.
- J. Meetings structure. Task force reviewing to make more productive.

**V. 2011-2012 GOALS BY AREA.**

- A. Board chairs broke into groups by EC officer over each area and determined goals for the next fiscal year. The goals were summarized into a table with deadlines and will be reviewed at each board meeting.

**VI. ADJOURNMENT.**

Meeting was adjourned at 3:05pm.