

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

July 13, 2012

Blue Cross Blue Shield Offices, Richardson, Texas

I. CALL TO ORDER.

President Kelly Fristoe called the meeting to order at 10:11am.

A. Roll Call.

Executive committee members present: Kelly Fristoe, President; Joanna Antongiovanni, Immediate Past President; Mark Bellman, President-Elect; Jacqueline St. Hilaire, First Vice President; Joe Phifer, Second Vice President; Cheryl Clark, Treasurer.

Executive committee members absent: Mike Avery, Secretary.

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

Voting committee chairs, local chapter presidents and trustees present: Lynn Alexander, Linda Behrens, Linda Bogan, Alicia Bowers, Ron Buffum, Alison Burkholder, Jimmy Cobb, Tom Cottar, Shayla Davenport, Brenda Davis, Briscoe Dunn, Elsie Gaertner, Tiffany Kaiser, D'Ann Miller, Floyd Petitt, Rusty Rice, Nicole Scott, Craig Splawn, Louanne Trebing, Doris Waller, Luann Yarberry and Krista Zimpel.

Non-voting committee chairs present: Marty Budinsky, Carolyn Goodwin.

Committee chairs, local chapter presidents and trustees absent: Patsy Hernandez, Richard Walton.

Staff Absent: Shirley Hutzler, Governmental Affairs Consultant.

II. PRESIDENT'S OPENING REMARKS.

Kelly Fristoe welcomed everyone to the meeting and led the invocation. The gavel was passed from Joanna Antongiovanni to Kelly Fristoe. The 2012-13 board was installed.

III. APPROVE MINUTES APRIL MEETING AND SUBSEQUENT TELECONFERENCES.

Motion by Rusty Rice to accept the April board meeting minutes as presented. Second by Ron Buffum. Motion passes. Motion by Rusty Rice to accept the May 24 teleconference minutes. Second by Ron Buffum. Motion passes. Motion by Rusty Rice to accept the June 21 teleconference minutes. Second by Ron Buffum. Motion passes.

IV. REVIEW ACTION ITEM LIST AND TIMELINE.

The action list was reviewed and all items were completed except for the SGS Designation promotional material and Marketing will be taking that over; P&P23 has been tabled until the next meeting; the 2014 convention structure needs to be discussed in order to complete the RFP to send out to hotels. The timeline was reviewed and items still needing to be done: fill the Newsletter chair; receive the El Paso Chapter Board roster; finalize the locations for October board meeting and the January dates and location; letters to GRIP contributors still need to be distributed; the convention committee will be finalized by August 1; website updates still needed; bank signature cards need to be updated; email updated document list to EC.

V. PRESIDENT'S REPORT.

- A. Kelly Fristoe reported on his activities during the last quarter. He traveled to the Fort Worth chapter to speak on TAHU activities. He interviewed with Pamela Yipp at the Dallas Morning News over the course of July 9-11, 2012 and he did a TV interview with KFDX in Wichita Falls on July 6 regarding the SCOTUS decision. He interviewed with the San Angelo Standard Times and Justin Zanudio on June 28. He interviewed with Laura Toups with the American Agent and Broker on June 28. He interviewed with Brian Garr and Austin American Statesman on June 28. He interviewed with Jonathan Block with HealthPlan Week in NY on June 28 for an article. He interviewed with the Dallas Business Journal on June 28. He participated on the McAllen KUVR 710 radio show on June 29. Rusty Rice interviewed with the Austin American Statesman on July 10 and did a radio interview with KRLD today, July 13; Joanna Antongiovanni did an interview with McAllen radio Davis Rankin on June 29. Kelly Fristoe interviewed with the Houston Chronicle on June 28. Kelly also has plans to attend the Houston chapter luncheon on September 20.
- B. Kelly Fristoe distributed the conflict of interest and non-disclosure agreement to the board members for their signatures. Laura Firestone will provide a copy of the signed disclosure to each board member.
- C. Kelly reported on Care Chair, Mary Lou Hudman's activities during the last quarter. She sent out condolences to the family of Jim Anderson who was employed at BenefitMall and who passed away suddenly and unexpectedly. Nicole Scott reminded board members that a memoriam is done at each convention and pictures and notes can be emailed to the convention chair or Alison Burkholder. A full report is attached in the minute book.
- D. Nicole Scott, Convention Chair, provided preliminary information on the 2013 Convention scheduled for May 2-3 at the Hilton Hotel in downtown Fort Worth. It is TAHU's 25th annual convention and there will be many special events. She asked anyone who is interested to volunteer on the committee to let her know. She also asked for pictures and information to be submitted to her.

- E. Briscoe Dunn, Hollis Roberson Liaison, reported the Hollis Roberson committee has not yet met this fiscal year and will be reviewing the award criteria to see if anything needs to be changed. The Hollis committee wants to have a member be represented on the Honorees board to discuss the Hollis Scholarship and Laura Firestone reported that in the past, a Hollis member has served as the chair of the scholarship committee and is not necessarily a board member. Briscoe will pass that on to them.

VI. TREASURER REPORT.

Cheryl Clark reviewed the financial report as of June 30, 2012. Laura Firestone pointed out these financials are preliminary and the highlighted categories still need to be finalized. Motion by Joanna Antongiovanni to approve the preliminary financial report as of 06/30/12. Second by Alison Burkholder. Motion passes. She also reported on the status of the investment accounts and reported there was an overall increase in the investment accounts during the last quarter ending March 31 of 5.2%. The quarterly statements as of June 30 were just received and will be updated during the next reporting period.

- A. Awards Chair, Alison Burkholder, reported that the revised award criteria for 2012 will be updated on the website soon. TAHU and members were honored with numerous awards at the NAHU Convention in Las Vegas. She has finalized a template for the Chapter of the Year award similar to what NAHU provides for both the Landmark and Pacesetter awards. A full report is in the minute book.
- B. Cheryl Clark reported that Marketing Chair, Tanya Haught, will be responsible for promoting the value of membership to the members during this next fiscal year. She will also be promoting the SGS Designation to the members and working closely with Professional Development on that. She will also be updating the marketing brochure and working on soliciting website sponsors. There will also be bundling packages for potential sponsors.

VII. PRESIDENT-ELECT'S REPORT.

- A. Tom Cottar, Director of Legislative Affairs, reported on the Legislative Council activities and future goals. Mark Bellman briefly discussed some of the goals that came out of the strategic planning meeting. The council will be working on global positions over the next few months and will be communicating with the chapters on a regular basis.
- B. Marty Budinsky, Director of Legislative Activities, reported that he would like to improve the key contacts program and have more visits to the district offices. He'll be working closer on future initiatives and planning in the joint effort with NAIFA on Day at the Capitol.
- C. Lee Manross, Lobbyist, reported on recent activities regarding the exchanges and the Governor's position. He reiterated the importance of the runoff election scheduled for July 31. There are about 35 new

members of the House and that is a prime opportunity for agents to be able to relay the TAHU story. A full report is attached in the minute book.

VIII. FIRST VICE PRESIDENT'S REPORT.

- A. Jacqueline St. Hilaire reported on Industry Relations Chair, Tamela Southan's goals for this year which include having regular meetings with carrier reps to promote the SGS Designation and discuss and promote more educational, marketing and legislative activities. A full report is attached in the minute book.
- B. D'Ann Miller, Professional Development Chair, included a summary report of the CE presented at each of the chapters. She is coordinating with Laura Firestone to create a quarterly conference call schedule with the chapter professional development chair. Tanya Haught will help to market the SGS Designation program. A full report is in the minute book.
- C. Sandy Johnson, SysOp, included a report of the various TAHU email groups. A full report is in the minute book.

IX. SECOND VICE PRESIDENT'S REPORT.

- A. Luann Yarberry, Media/PR Chair, reported that all interviews and articles need to be included in the minutes. She included a report of all the activity since January. Many of the media activities were discussed above in the President's report. She receives a regular report from EMG of all the activity and she recommended that we send out a media blast every other week outlining the media activity with a link to any articles, etc. A full report is attached in the minute book.
- B. The Newsletter Chair position is still vacant and Joe Phifer will be handling things until the position is filled. He sent out an email yesterday reminding chapter presidents of their deadlines.
- C. Becky Allaire, ENews Chair, has sent out an email with the schedule for this next fiscal year.
- D. Chad Burnett, Technology Chair, will be working on enhancing the look and content in the website. He will also be making updates needed for the start of this new fiscal year.

X. SECRETARY'S REPORT.

- A. Alicia Bowers, Membership Chair, reminded board members their help is needed in helping to retain lapsing members. She was very complimentary of the chapter presidents and their hard work in trying to retain lapsing members. If they need assistance, they should contact her. It's important that the membership chairs take the lapsing report and make some phone calls to get members renewed and report back to the state retention chair. Susan Burdette has agreed to fill that position. A full report is attached in the minute book.

XI. IMMEDIATE PAST PRESIDENT'S REPORT.

- A. Ron Buffum, Trustee, had no report.
- B. Louanne Trebing, Trustee, had no report.
- C. Rusty Rice, Trustee and TAHU Honorees President, reported that an initial conference call with the Honorees Board needs to be set up to take care of housekeeping items and scholarship application setup for the 2012-13 school year.

XII. OLD BUSINESS.

- A. Revisions were presented to the following P&Ps which are attached in the minute book: Motion by Cheryl Clark to accept the proposed revisions to P&P #3. Second by Luann Yarberry. Motion passes. Motion by Jacqueline St. Hilaire to accept the proposed revisions to P&P #9. Second by Tom Cottar. Motion passes. Motion by Elsie Gaertner to accept the proposed revisions to P&P #20 and taking out the Executive Committee in the last sentence of the Purpose paragraph. Second by Cheryl Clark. Motion passes. Motion by Briscoe Dunn to accept the proposed revisions to P&P #31. Second by Floyd Petitt. Motion passes.
- B. Alison Burkholder presented a proposed revision to the Awards P&P #18, adding sentence #7 clarifying when criteria changes would take effect. Motion by Jacqueline St. Hilaire to accept the proposed revision to P&P #18. Second by Briscoe Dunn. Motion passes.
- C. P&P #23, Convention Revenue Chapter Share was tabled for further review.
- D. The proposed P&P on Anti Bullying was tabled for further review and discussion with the insurance carrier.
- E. The EMG contract will include a specified annual amount for the term written in. Motion by Rusty Rice to accept the EMG contract renewal. Second by Luann Yarberry. Motion passes.
- F. The 2014 Convention location was tabled to enable further discussion of its format to be included in the RFPs.

XIII. NEW BUSINESS.

- A. There were two guests in attendance at today's meeting during the lunch hour: Martha Rodriguez with HHS was presented with a certificate of appreciation for her efforts with the CHIP program in coordination with TAHU members. In addition, Tim Conger, with Bravarro Communications, presented a proposal for media and legislative outreach services to the board. Kelly Fristoe asked that a committee be formed to explore the proposal and compare and contrast services to those of EMG to figure out how we can improve in this area. Cheryl Clark, Luann Yarberry, Tom Cottar, Floyd Petitt and Craig Splawn will serve on a committee to review the proposal from Bravarro and be ready to make a recommendation on how to proceed on the August conference call.
- B. Motion by Rusty Rice to accept the 2012-13 TAHUPAC Board Appointments - Mark Bellman, Ron Buffum, Carolyn Goodwin, Lynn Alexander, Tom

Cottar. Second by Jacqueline St. Hilaire. Motion passes. Ron Buffum will notify Carolyn Goodwin to see if she is willing to serve as the TAHUPAC Treasurer for the TEC and FEC since Mark Bellman has a conflict in doing so.

- C. P&P #30 was reviewed for sunset. Motion by Rusty Rice to accept the sunset review of P&P #30. Second by Jacqueline St. Hilaire. Motion passes.
- D. Motion by Rusty Rice to accept the 2012-13 Finance Committee Appointments – Cheryl Clark, Mark Bellman, Doris Waller, Louanne Trebing, Kelly Fristoe and Laura Firestone. Second by Jacqueline St. Hilaire. Motion passes.
- E. The proposed 2012-13 budget was presented to the board for review and discussion. There were lengthy discussions on legislative, convention and PAC areas but nothing was changed. Motion by Rusty Rice to approve the 2012-13 budget as presented. Second by Ron Buffum. Motion passes.

XIV. CHAPTER PRESIDENTS REPORTS.

- A. Austin, Jimmy Cobb.
 - B. Coastal Bend, Elsie Gaertner.
 - C. Dallas, Doris Waller.
 - D. East Texas, Brenda Davis.
 - E. El Paso, Vacant.
 - F. Fort Worth, Tiffany Kaiser.
 - G. Heart of Texas, Shayla Davenport, left early and there was no report.
 - H. Houston, Craig Splawn.
 - I. Lubbock, Lynn Alexander.
 - J. Panhandle, Richard Walton, was absent and there was no report.
 - K. San Angelo, Floyd Petitt.
 - L. San Antonio, Linda Behrens.
 - M. Texoma, Krista Zimpel.
 - N. West Texas, Linda Bogan.
- Full reports are attached in the minute book.

XV. NAHU REGION VI VICE PRESIDENT'S REPORT.

Rusty Rice distributed the information on the Region VI meeting in St. Louis on August 3-4, 2012. He briefly summarized the agenda. He reminded chapter presidents to provide him with their chapter HUPAC chairs.

XVI. 2012-13 STRATEGIC PLANNING GOALS.

Kelly briefly summarized the strategic planning session on Thursday, mainly for the chapter presidents' benefit who were absent. The goals spreadsheet will be updated and reviewed again at the October board meeting. Jacqueline St. Hilaire reiterated the importance of the SGS Designation and reminded presidents to focus a lot of their energy in that area to try to meet those budgets. It's also a revenue producer for the chapter as well. Mark Bellman reiterated convention attendance and hopes chapters will focus on that as well.

XVII. NEXT MEETING DATES.

August 3-4, 2012 – Region VI, Hyatt Hotel, St. Louis MO
August 23, 2012 – Board Teleconference, 9am
September 27, 2012 – Board Teleconference, 9am
October 18, 2012 – Executive Committee, 1:00pm, BCBS Office, Richardson
October 19, 2012 – Chapter Presidents and Full Board, BCBS Office, Richardson
November 15, 2012 – Board Teleconference, 9am
December 20, 2012 – Board Teleconference, 9am
January 21, 2013 – Executive Committee, 1:00pm, Sheraton Austin
January 22, 2013 – Day at the Capitol in Conjunction with NAIFA, Sheraton Austin (8am-1pm)
January 22, 2013 – Strategic Planning, 2pm-5pm, Sheraton Austin
January 23, 2013 - Chapter Presidents (9am) and Full Board (10am), Sheraton Austin
February 25-27, 2013 – NAHU Capitol Conference, Hyatt Regency, DC
February 28, 2013 – Board Teleconference, 9am
March 28, 2013 - Board Teleconference, 9am
April 25, 2013 - Board Teleconference, 9am
May 1-3, 2013 – TAHU Board Meetings and Convention, Hilton Downtown, Fort Worth, TX
June 20, 2013 - Board Teleconference, 9am
June 23-26, 2013 – NAHU Convention, Hyatt Regency, Atlanta, GA

XVIII. ADJOURNMENT.

Meeting was adjourned at 3:25pm.

ACTIONS TAKEN OUTSIDE THE EC AND BOARD MEETINGS IN APRIL.

None.