

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

August 9, 2013

Westin at the Domain, Austin, Texas

**I. CALL TO ORDER.**

President Mark Bellman called the meeting to order at 10:05am.

**A. Roll Call.**

Executive committee members present: Mark Bellman, President; Jacqueline St. Hilaire, President-Elect; Joe Phifer, First Vice President; Cheryl Clark, Second Vice President; Mike Avery, Treasurer; Nicole Scott, Secretary.

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

Voting committee chairs, local chapter presidents and trustees present: Joanna Antongiovanni, Jeff Bacot, Linda Behrens, Joe Bernal, Ernest Berry, Tonya Booth, Alicia Bowers, Beth Christensen, James Crook, Carolyn Goodwin, Andra Grava, Laura Hebert, Lonnie Klene, Danny Koch, Melissa Lopez, Toby Meason, Melissa Perry, Louanne Trebing.

Non-Voting Committee Chairs Present: Marty Budinsky, Tanya Haught.

Executive committee members absent: Kelly Fristoe, Immediate Past President.

Voting committee chairs, local chapter presidents and trustees absent: Alison Burkholder, Shayla Davenport, Karen Heller, Mike McLaughlin, Jan Petitt, Rusty Rice, Luann Yarberry.

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

Mark Bellman welcomed everyone to the meeting and thanked everyone for serving this year. He discussed the goals for this year and had the discussion with the chapter president meeting earlier. He asked all EC officers and chapter presidents to send two important goals for the strategic plan. The new board was installed but the passing of the gavel will take place when Kelly Fristoe is in attendance.

**III. APPROVE MINUTES MAY MEETING AND SUBSEQUENT TELECONFERENCES.**

Motion by Nicole Scott to accept the May board meeting minutes as presented. Second by Cheryl Clark. Motion passes. Motion by Nicole Scott to accept the June teleconference minutes. Second by Toby Meason. Motion passes. Motion by Laura Hebert to accept the July teleconference minutes. Second by Carolyn Goodwin. Jeff Bacot asked for a correction to his report that the member number should be 427. Minutes will be corrected. Motion passes.

#### **IV. REVIEW ACTION ITEM LIST AND TIMELINE.**

The action list was reviewed and the status is as follows: development of the SGS promotional material which will be completed as soon as the courses are updated and ready to roll out again. It was agreed that the SGS certificates will be printed and distributed as requested by the SGS Designation holder. The marketing brochure needs to be updated. It was agreed that a piece on the association accomplishments needs to be developed and distributed to the membership. Mike Avery said this is the intent of the bi-monthly message from the Executive Committee that he will be developing. The SGS survey results will be discussed by Tonya Booth during her report. The SGS 8 hour and 5 hour course updates are in process.

The timeline was reviewed and all is complete and on track except the following: We still need to email the updated document list to the EC, update the bank signature cards at Bank of America, complete the 2013-14 strategic plan, update the awards criteria on the website and change the TAHUPAC Treasurer on file with the TEC and the FEC. There will be no membership dues increase this year.

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

- A. Mark Bellman reported that he traveled to the Coastal Bend, Houston and San Antonio boards to install their officers during the last quarter. He also presented on healthcare reform at those chapters in addition to the Austin chapter.
- B. Mark reviewed the Conflict of Interest policy and non-disclosure form with board member. Everyone needs to review the policy and form, sign and return the signature page to Laura Firestone.

#### **VII. TREASURER REPORT.**

Mike Avery reviewed the financial report as of June 30, 2013. Motion by Mike Avery to approve the financial report as of 06/30/13. Second by Jacqueline St. Hilaire. There were a few questions regarding the investment account and Laura Firestone briefly summarized the account activity and key areas of the financial statements. Carolyn Goodwin asked about expenses payable and that account includes bills expected but not yet received as of the end June such as management fees, travel reimbursements, newsletter, etc. Motion passes.

- A. Newsletter Chair, Tiffany Kaiser, is working on the Fall Issue of the TAHU News and chapter bragging reports and key articles are still needed. She will send out another reminder email. Target distribution date is mid- to late September.
- B. ENews Chair, Becky Allaire, will be preparing the ENews quarterly and it will focus mainly on chapter events to include Professional Development content as well as other non-CE presentations. Laura Firestone will send out a revised email regarding clarification of information needed from the chapters.

- C. Marketing Chair, Tanya Haught, reported she will be updating the marketing brochure within the next few weeks. The sponsor for today's meeting is Colonial and Chris Della Sala will be making a presentation during lunch. She will also begin soliciting advertising for the 2014-15 Membership Directory. Laura Firestone will send out an email to the membership about updating their information on the website. Tanya will also be developing a marketing piece on TAHU's accomplishments and will be asking the EC and Lee Manross for their assistance. Bravarro will also assist with that. The piece will be ready for review at the October board meeting.
- D. Mike Avery reported that Industry Relations will take a different focus this year in light of all the upcoming changes and requirements as a result of the implementation of Obamacare.

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

- A. Jacqueline St. Hilaire reported that the awards criteria are being reviewed. Nedra Clingan is serving as co-chair and will be working on submitting the Presidential Citation and Landmark awards. Alison Burkholder is serving as the chair and will be focusing on the state awards. They will be holding a conference call with the chapter award chairs.
- B. Mary Lou Hudman, Care Chair, has been busy sending out cards to various people. Jimmy Cobb, AAHU Past President, passed away in June. Des Taylor, NAIFA Executive Director, is doing better and able to get up and about to a limited extent.

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

- A. Joe Phifer reported that the monthly legislative conference call will continue on the second Wednesday of each month and the next one is scheduled for August 14 at 9am. An email will be sent to the Legislative Council, Chapter Legislative Chairs and Presidents. He also reported that Tom Wilson will be working hard on legislative fundraising and everyone should be contributing. This is also to be reported on the chapter presidents' reports on a quarterly basis. Joe also reported that there may be a PPACA training offered in January before Legislative Day but the details still need to be worked out. It was reported by some of the chapter presidents that Janet Trautwein has already scheduled the training at several of the larger chapters and they plan to move forward with that. Perhaps a solution may be to have it in January to provide for the smaller chapters.
- B. Marty Budinsky, Director of Legislative Activities, reported that he, Mark Bellman, Lee Manross and Marsha Williams (Senator Williams' spouse) will be meeting with the new TDI commissioner, Julia Rathgeber. She has a heavy government background and is well known around the Capitol. Marty would like to invite her or someone from her office to speak at the 2014 Legislative Day. This year's event will not be a joint

meeting with NAIFA because it is a non-legislative year. He will ask for everyone's help to put together a good event and hopefully have the event make a little bit of money.

- C. Lee Manross, Lobbyist, summarized the activities of the 83<sup>rd</sup> Legislative Session. He also reported on the article in The Texas Tribune regarding enforcement of insurance reforms. Texas is one of six states that will not enforce new health insurance reforms. This creates many issues. This is a subject that will be closely monitored. A full report is included in the minute book.
- D. Tonya Booth, Professional Development, reported that she worked with Jackie Spragins and Carolyn Goodwin to update the Ethics course. She and a committee are also in the process of updating the 5 hour SGS renewal course and the target completion date is August 30 and then it'll need to be re-filed through TDI for approval if it turns out that the content changes by more than 25%. The SGS survey was sent out to current designation holders. There was a good response and the majority of the responders still see value in the SGS. However, she will report on the official results after more responses are received and have the board determine if they want to continue with the program. There is a question of whether TDI will be updating the state insurance code with regard to healthcare reform and whether the SGS will still be effective. We'll have to wait and see what happens. The course instructor list will be reviewed and updated.
- E. Technology, Chad Burnett, has been working with the Yourmembership.com to update the website and it should be ready to roll out for the October board meeting. It will be more user friendly and have better, updated information.

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

- A. Cheryl Clark reported on the media call held with chapter media chairs and 7 of the chapters participated. A few press releases have gone out but not many of the chapters were aware of them. There continues to be a lot of activity with media flurry. Tim Conger has been very instrumental in increasing the association's visibility.
- B. Melissa Perryman, Media/PR Chair, reported that she and Cheryl and two chapters participated on a conference call regarding the protocol for sending out press releases. Tim Conger likes to have follow up and track how well we are doing. She would like to have updated information on the website to keep the membership aware of media activity. The media team will try to set a regular monthly conference call with the chapter chairs. Jeff Bacot suggested that we record these calls so chapter chairs not present can go to the recording to refer to the information. Talking points may also be helpful. It's important to communicate with the members as well.

- C. Membership Chair, Alicia Bowers, reported total membership has grown from May to June from 1685 to 1730. There were four local membership chairs who attended the Region VI meeting and will receive a travel stipend up to \$300. She distributed a flyer regarding compliance benefits where members can contact NAHU with questions. This flyer should be distributed to all members. She also distributed a PPACA training flyer. She also distributed two flyers on two membership recruitment contests one at the national and the other at the state level. Cheryl Clark reported that Carol Yarbrough, AAHU member, was granted lifetime membership status during the last quarter. The qualifications to attain that status per P&P #32 are that the member must have been a member for 10 consecutive years, have reached 65 and retired or have become disabled. The member has to make the request to NAHU, TAHU and their local chapter.
- D. Linda Behrens, Membership Retention Chair, reported on the lapsed members report and gave reasons for their lapsing. She asked for chapters again to help in contacting lapsing members on a monthly basis.

#### **XI. SECRETARY'S REPORT.**

- A. Lonnie Klene, Convention Chair, reported the convention committee has come together and there are still a few chapter marketing positions available. The convention logo is currently being developed. She is still hoping for a 25% attendance commitment from each chapter aside from Houston who is targeting a 50% commitment. They are planning to hold the SGS 8 hour and 5 hour courses on Wednesday before convention and a Wednesday night mixer with a Texas Hold 'Em tournament.
- B. Carolyn Goodwin, Hollis Roberson Liaison, reported their committee wants to be more active in promoting the convention. She distributed the information on the Hollis Roberson Scholarship and hopes that there will be more applications. The committee has also been discussing the cost to attend the Hollis Dinner and proposes that the registration fee include the ticket for the Hollis Dinner and check off on the registration form whether or not they will be attending the dinner. This model will affect the chapter budgets as many of the chapters will be paying for their board members to attend the convention. The convention committee will evaluate this and consult with the chapter presidents.

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

- A. Louanne Trebing, Trustee, had no report.
- B. Rusty Rice, Trustee, was absent and had no report.
- C. Joanna Antongiovanni, Trustee, included a report of her speaking engagements and travels during the last quarter. A full report is attached in the minute book.

#### **V. CHAPTER PRESIDENTS REPORTS.**

- A. Austin, James Crook, reported the chapter hosted a Happy Hour the night before for the TAHU Board and local chapter members. Roger Abramson presented CE presentations on ERISA and Wellness in July.
  - B. Coastal Bend, Laura Hebert, reported their chapter will be hosting the PPACA training with Janet Trautwein.
  - C. Dallas, Andra Grava, reported their July luncheon was very well attended, with 116 attendees with Kelly Fristoe installing their officers. In August they will hold their annual Legislative Day with Rep Pete Sessions, Senator Ken Paxton and Tan Parker.
  - D. East Texas, Karen Heller, was absent.
  - E. El Paso, Joe Bernal, reported they are working hard to build up their chapter and are receiving a lot of support from TAHU Board members. Rusty Rice will be presenting a CE on Healthcare Reform in September.
  - F. Fort Worth, Beth Christensen, reported the chapter started the year off well with CE presentations by Eric Johnson and Niels Christiansen.
  - G. Heart of Texas, Shayla Davenport, was absent.
  - H. Houston, Jeff Bacot, reported they too will be hosting the PPACA training certification course with Janet Trautwein. They are working hard on membership recruitment and promoting the TAHUPAC and HUPAC fundraising efforts.
  - I. Lubbock, Ernest Berry, reported they continue to increase membership and their luncheon attendance has improved. In July they had a speaker on Office Email Security.
  - J. Panhandle, Toby Meason, reported they have some struggles with membership but are holding steady with luncheon attendance. In August they will be holding a CE presentation on Medicare.
  - K. San Angelo, Jan Petitt, was absent.
  - L. San Antonio, Melissa Lopez, reported their luncheon attendance continues to improve and they have some exciting upcoming programs in the Fall. Mike Smith spoke in July and there were over 100 in attendance.
  - M. Texoma, Luann Yarberry, was absent.
  - N. West Texas, Danny Koch, reported they had very good attendance at their July luncheon and Lee Manross spoke on ACA issues.
- Full reports are attached in the minute book.

### **XIII. OLD BUSINESS.**

- A. Laura Firestone distributed a summary of two proposals received from hotels available to host the 2015 convention. The Austin chapter would very much like to host the convention but it's been hard to find a hotel in Austin that either has the availability or is large enough to accommodate the association's requirements. Motion by Nicole Scott that if we cannot find a hotel in Austin by a reasonable date in August then we will default to the Westin La Cantera in San Antonio to be able to sign the contract by August 30. Second by Cheryl Clark. It was advised to change the timeline to search for convention

venues 3 years in advance and begin looking at 2016 from now. Motion passes.

#### **XIV. NEW BUSINESS.**

- A. Mike Avery presented the following individuals to serve on the 2013-14 Finance Committee: Mark Bellman, Jacqueline St. Hilaire, Mike Avery, Louanne Trebing and James Crook. Motion by Mike Avery to accept the appointments to the committee. Second by Laura Hebert. Motion passes.
- B. Joe Phifer presented the following individuals to serve on the 2013-14 TAHUPAC Board: Joe Phifer, Mike McLaughlin, Tom Wilson, James Crook and Joanna Antongiovanni. Motion by Carolyn Goodwin to accept the committee appointments. Second by Beth Christensen. Motion passes.
- C. The P&P #26 on TAHU Café was presented as part of the sunset review. Motion by Cheryl Clark to accept P&P #26 on the TAHU Cafe as is and part of the sunset review. Second by Nicole Scott. Joanna discussed some of the concerns regarding how the café works right now and one of the key recommendations was to make it a member-only forum. However, there should be some exceptions to allow legislative and other industry partners to participate. With the website upgrade, there will be some more sophisticated capabilities to improve it and make it a members-only forum. It was agreed to leave the café as is and leave the P&P in place and make recommendations for its changes in accordance with the website upgrade and present at the October board meeting. An informal show of hands showed that the majority of board members agree it should be a members-only forum. All board members approved the motion except for Laura Hebert and Lonnie Klene who opposed. Motion passes.
- D. The proposed 2013-14 budget was distributed for discussion and approval. The proposed bottom line loss of \$22,788 is less than the losses incurred in the last two years and includes unusual expenses that have been approved in the previous fiscal year: Addition of \$6000 to Bravarro's contract for marketing services, \$9000 for the performance of an outside review of the books, \$1500 for legal fees and \$2500 in the lobbyist expense budget. Motion by Carolyn Goodwin to approve the budget as presented. Second by Cheryl Clark. Carolyn Goodwin asked the question of increasing the membership growth and whether it could wipe out the deficit and it would but the EC was conservative in estimating the growth. Andra Grava suggested we might want to increase sponsorships and push for that. James Crook asked about the \$1000 budgeted for NAHU Elections which represents money to be used to help Rusty Rice run for NAHU Secretary in a contested race with Mike Embry. Friendly amendment by Laura Hebert to increase the NAHU Elections budget to \$5000. Second by Tonya Booth. Amendment accepted by Carolyn Goodwin and Cheryl Clark. Motion passes.

- E. Mark Bellman reported that Bravarro is suggesting a new initiative to come up with a website to take on questions from the consumer and refer them to members in their area. The estimated cost for this would be about \$5000. We'll continue to consider it as we see how the market progresses with the implementation of reform.
- F. Lee Manross reported to the board that the EC has agreed to allow the TAHUPAC website registration responsibilities to be transferred from Lee Manross to TAHUPAC.

**XV. NAHU REGION VI VICE PRESIDENT'S REPORT.**

Rusty Rice was absent and there was no report.

**XVI. 2013-14 STRATEGIC PLANNING GOALS.**

Mark Bellman asked all EC officers and committee chairs come up with two important goals to complete the strategic plan. The plan will be reviewed in October.

**XVII. NEXT MEETING DATES.**

September 24, 2013 – Board Conference Call, 9am.

October 17, 2013 – Executive Committee Meeting, 1pm

October 18, 2013 – Chapter Presidents Meeting, 9am

Full Board Meeting, 10am, Westin at the Domain, Austin, TX

November 26, 2013 – Board Conference Call, 9am

December 17, 2013 – Board Conference Call, 9am

**XVIII. ADJOURNMENT.**

Meeting was adjourned at 2:30 pm.

**ACTIONS TAKEN OUTSIDE THE EC AND BOARD MEETINGS IN MAY.**

None.