

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

October 24, 2014

Blue Cross Blue Shield Offices, Dallas, Texas

I. CALL TO ORDER.

President Jacqueline St. Hilaire called the meeting to order at 10:10am.

A. Roll Call.

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

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

Voting committee chairs, local chapter presidents and trustees present: Carla Adams, Joanna Antongiovanni, Linda Behrens, Alicia Bowers, Ron Buffum, Alison Burkholder, Nedra Clingan, Kelly Fristoe, Carolyn Goodwin, Donna McCright, Toby Meason, John Merrifield, Jo Middleton, Melissa Perryman, Albert Pomales, Amanda McCann Potter, Cynthia Swanson, Louanne Trebing, Stuart Wade, Jessica Watts.

Non-Voting Committee Chairs and other Members Present: Bobby Clark, Krista Palmer.

Voting committee chairs, local chapter presidents and trustees absent: Alan Carl, Bob Corrigan, Shawn LaQuey, Melissa Lopez, Jan Petitt, Beverly Stiba.

II. PRESIDENT'S OPENING REMARKS.

Jacqueline St. Hilaire welcomed everyone to the meeting. She thanked the board for all of their participation over the last quarter. Mark Bellman officially passed the gavel to Jacqueline and Mark was presented with his 2013-14 plaque.

III. APPROVE MINUTES JULY MEETING AND SUBSEQUENT TELECONFERENCES.

Motion by Cheryl Clark to accept the July board meeting minutes as presented. Second by Ron Buffum. Motion passes. Motion by Nicole Scott to accept the August teleconference minutes. Second by Cheryl Clark. Motion passes. Motion by Cheryl Clark to approve the September teleconference minutes. Second by Ron Buffum. Motion passes. Motion by Cheryl Clark to approve the October 6 teleconference minutes. Second by Nicole Scott. Motion passes. Motion by Nedra Clingan to approve the October 15 teleconference minutes. Second by Joanna Antongiovanni. Carla Adams requested a correction be made to count her

as having attended the call. She joined later. Motion passed with correction to the minutes.

IV. REVIEW ACTION ITEM LIST AND TIMELINE.

The action list was reviewed and the status is as follows: the SGS promotional flyer and training of additional SGS instructors will be tabled so Nicole Scott and Tonya Booth can meet with Misty Baker and TDI to determine the future of the SGS certification due to outdated content within the code; the social media P&P will be discussed under old business; the legislative flyer has not been developed but it is no longer included in the Bravarro contract and it will be tabled until the 4th quarter; the search for a hotel for Day at the Capitol is still in process – more hotels around the river and around IH-35 and Hwy 290 will be contacted.

Everything is on the track with the timeline except for website update of the new board information; some updated documents; email the updated document listing to the EC; bank signature card update which will occur upon the hire of the new executive director; notification of GRIP notices to past contributors. Convention and Day at the Capitol registration information is in process.

V. PRESIDENT'S REPORT.

Jacqueline St. Hilaire reported the search for the Executive Director is now complete and Kellie Merritt has been hired. Jacqueline visited McAllen earlier this month to re-visit opening a chapter in the Valley area.

VI. TREASURER REPORT.

Laura Firestone reviewed the financial report as of September 30, 2014. Motion by Tonya Booth to approve the financial report as of 09/30/14. Second by Alicia Bowers. Motion passes.

- A. The target distribution date for the winter issue of the TAHUNews is December 15 and Nicole Scott has begun sending out reminder emails to the board requesting their articles and pictures be sent to tahunews@tahu.org. Nicole has asked that articles be written in word and pictures not be embedded in the articles or emails. Pictures should be in a high resolution format and there should be captions of who is included in the pictures.
- B. The next ENews will be scheduled for November 1 distribution and 13 out of the 14 chapters have responded. It will include information for November, December and January.
- C. Melissa Lopez, Marketing, will be helping the convention committee with marketing efforts.
- D. Rusty Rice has been working with Lee Manross on establishing coalition partners and meeting with other group lobbyists. He has also been monitoring café communication for questions on various issues, etc. Donna McCright recommended that we send out an email to the membership discussing Rusty's role which may also help in key contacts, networking, etc.

- E. Nicole Scott discussed the status of the website and unfortunately, it has not been updated. She recommended that the Board consider hiring an outside tech person to maintain the website. It is getting more and more difficult for a volunteer to keep up with it. She will forward some recommendations for consideration. In the meantime, Joe Phifer will reach out to Chad Burnett, last year's tech chair, and see if he can help with the updates, etc.

VII. PRESIDENT-ELECT'S REPORT.

- A. Melissa Perryman, Media Chair, reported they had held a conference call with chapter media chairs in September. The call was recorded for the benefit of those who could not attend. The scope of Bravarro's contract has been reduced and there will not be as many calls this year or there will be calls without Bravarro. The number of press releases will be reduced. She has been sending out emails and tracking reports which is something that Bravarro had done in the past. Two press releases have gone out since August and there has been recognition from NAHU. Travis Middleton did an interview after the first press release and was quoted in the article clearly endorsing the use of an agent. A full report is attached to these minutes.
- B. Alicia Bowers, Membership, reported that there was very good participation on the Ecommerce training calls with 12 of the 14 chapters being represented. Membership has become concerning because of the high number of lapsing members. She recommends that we need to start keeping data on the reasons for lapses, etc. Chapters need to reach out to their members on a regular basis. We are losing 53% of members during the first two years of membership. Encourage bank drafts for members to help them financially. She has found that more people are responding to text messages and including cell phone information on applications will be a plus. A full report is attached to these minutes.
- C. Linda Behrens, Membership Retention, added that we need to think outside the box. Out of 90 lapsed members since June, only 9 were out of the industry. She praised the Michigan membership efforts and she will email that information to the chapter presidents. A full report is attached to these minutes.

VIII. FIRST VICE PRESIDENT'S REPORT.

- A. Jessica Watts, Director of Legislative Affairs, distributed a report on both federal and state issues. She talked about the same-sex rulings which in Texas the constitution defines marriage as between a man and a woman. The Supreme Court is rejecting to consider the issues. She also talked about the SHOP issue. A full report is attached to these minutes.
- B. Day at the Capitol is scheduled for April 1, 2015.
- C. Lee Manross, Lobbyist, reported on some key items in process: TDI is requesting comments from the public for improving access to coverage. He will be asking for feedback on providing HSA plans for state

employees. There have been many changes in the political makeup of the Senate and many changes in committee makeup. A full report is attached to these minutes.

- D. Mary Lou Hudman, Care Chair, continues to send out many sympathy, get well and congratulatory cards to various members throughout the state.
- E. Sandy Johnson, SysOp, is reporting about 400 spam emails per week and it holds up the emails. She is having to review them and release the ones that are legitimate.

IX. SECOND VICE PRESIDENT'S REPORT.

- A. Krista Palmer, Awards Co-Chair, reported that all the award submission forms are updated and just waiting to be updated to the website. Nedra sent out an invite to the drop-box to all the chapter award chairs and will hold a call on training. Nedra Clingan, Awards Chair, included criteria on the Landmark award in her written report so everyone could follow the information needed for award submission. A full report is attached to these minutes.
- B. Donna McCright, Professional Development Chair, reported that most of the large chapters have conducted the 5 hour SGS class. She recommended that it be conducted as a webinar but it has to be filed as a webinar course. Nicole reiterated that a meeting with TDI needs to be held to discuss the future of the certification due to the outdated material in the code as a result of new ACA guidelines. She discussed the CHRS certification/designation which is something that we might want to consider holding that course to members in conjunction with the convention. A full report is attached to these minutes.

X. SECRETARY'S REPORT.

- A. Alison Burkholder, Convention Chair, presented a general agenda of the convention activities, May 6-8, 2015 at La Cantera in San Antonio. The convention committee is almost filled except for the Exhibitor/Sponsor and Facilities chairs. She would like to have people from across the state help with the Exhibitor/Sponsor position and to market the convention. She will be working on the theme, logo and agenda with the rest of the committee and have the registration ready to go within the next two months. A full report is attached to these minutes.
- B. Ron Buffum, Hollis Roberson Liaison, reminded board members to begin thinking about nominations for the 2015 Hollis Roberson award. Nominations will be due by February 27, 2015. The forms will be emailed to the board and past recipients in December.
- C. Denise Villagran, Chapter Support/Public Outreach Chair, is working on possibly re-establishing the chapter in the Valley.

XI. IMMEDIATE PAST PRESIDENT'S REPORT.

- A. Louanne Trebing, Trustee, had no report.
- B. Joanna Antongiovanni, Trustee, had no report.
- C. Kelly Fristoe, Trustee, discussed the social media P&P and that it needs to be created. There is no other P&P out there among other chapters or NAHU. He suggests that we all just use common sense as we do in our personal social media interactions. It'll be removed from the action list.
- D. Louanne Trebing, Trustee, had no report.
- E. Ron Buffum discussed the TAHU Honorees Corporation, its purpose, its funds, etc. He was elected President of their board. He will be holding another conference call to discuss marketing, etc. He will also be contributing an article to the next TAHUNews. All of the scholarships should be reviewed and a plan be put in place to market the scholarships.
- F. Mark Bellman reminded board members that the 2015-16 officer nomination forms will be distributed to the membership in December and included in the next TAHUNews.

XII. CHAPTER PRESIDENTS REPORTS.

- A. Austin, Albert Pomales, reported that Mark Bellman was the speaker at their last meeting and it was very well attended. Composite rating has been a hot issue.
- B. Coastal Bend, Bob Corrigan, was absent.
- C. Dallas, Carolyn Goodwin, reported that a CMS representative will be speaking at their November luncheon. The timing is great because of open enrollment. Janet Trautwein will be at the December luncheon. Their compliance day will be in January. Membership has been steady. A full report is attached to these minutes.
- D. East Texas, Cynthia Swanson, reported membership is steady. Congressman Louis Gohmert was a speaker at their last luncheon which was for members-only. Carolyn Goodwin will be the speaker at the November luncheon. A full report is attached to these minutes.
- E. El Paso, Alan Carl, was absent but emailed that their monthly luncheon attendance has increased to 30 since they moved their location.
- F. Fort Worth, John Merrifield, reported their membership has increased by 7% this year. The CE for their November luncheon is "ACA-It's Not As Ugly As Your Christmas Sweater" and it has been filed with TDI. Janet Trautwein will be coming in December. Some members met with Kay Granger this week.
- G. Heart of Texas, Beverly Stiba, was absent and there was no report. Janet Trautwein will be visiting them in December.
- H. Houston, Jo Middleton, reported there were about 140 attending their symposium in September. The COBRA/Erisa seminar has been rescheduled to March 2015. In November they will have a speaker on strategies for the self-employed. They continue to solicit for HUPAC and TAHUPAC. They made a contribution to both funds. A full report is attached to these minutes.

- I. Lubbock, Shawn LaQuey, was absent and Bobby Clark reported on his behalf. The chapter delivered a PAC check to Charles Perry. The chapter now has 66 members. Carolyn Goodwin will be speaking at their November luncheon on ERISA.
- J. Panhandle, Toby Meason, reported their membership is growing. He has new board members in charge of programs and their attendance at luncheons has improved. A full report is attached to these minutes.
- K. San Angelo, Jan Petitt, was absent and there was no report.
- L. San Antonio, Carla Adams, reported membership is remaining steady. Their President-Elect asked to step back due to changes in his life and Nedra Clingan has stepped in as interim. They have partnered with a local football association to raise funds providing an opportunity to recruit members and network. They held the Self-Funded certification course last month with 63 in attendance. They also purchased 28 PSA spots on the local television station. In addition, Joanna Antongiovanni had an article published earlier this month. A full report is attached to these minutes.
- M. Texoma, Stuart Wade, reported they've had some member recruitment issues. Their chapter will be involved in the open enrollment process at the local hospital. Their luncheon attendance has been low which has been mainly due to the fact that many of the agents are grandfathered and don't need the CE.
- N. West Texas, Amanda McCann, reported Congressman Conaway spoke at their last meeting and the TDI Commissioner will be speaking at the November luncheon. A full report is attached to these minutes.

XIII. OLD BUSINESS.

- A. The P&P on Social Media was discussed under Kelly Fristoe's report and will be removed from the action list.

XIV. NEW BUSINESS.

- A. Cheryl Clark presented the global positions to the board for approval. Motion by Carolyn Goodwin to approve the global positions. Second by Ron Buffum. Cheryl said the risk pool initiatives were removed and there was the addition of navigators. Motion passes.
- B. Cheryl Clark distributed a proposition for consideration on the rating methodology permitted by regulations of the ACA stated as follows: TAHU recommends that the Texas Department of Insurance request the US Centers for Medicare and Medicaid Services at the US Department of Health & Human Services add to the federal rule that an issuer may use on an optional basis a 4-tier composite premium methodology that results in rates being averaged and displayed in these tiers: employee only, employee plus spouse, employee plus children and employee plus family. Motion by Carolyn Goodwin to approve the proposition as presented. Second by Ron Buffum. Mike Avery explained that this is good for members and the consumer. It preserves the choice for the consumer. Motion passes. In conjunction with the adoption of the proposition, a draft of letter to TDI was presented

confirming the recommendation of the above proposition and TAHU's position on the matter. The proposed letter was distributed with proposed modifications in red which the EC had recommended on their last conference call. The legislative council chose not to accept the proposed modifications simply because brevity is key and the officials at TDI know the logistics of the issue and the letter should not get bogged down in too much detail. Mark Bellman recommended that it should be made clear that the letter promote the 4-tier over the 2-tier system. After much discussion and going back and forth on what the letter should or should not include, it was agreed that the proposition previously voted on should be the only thing in the letter. Motion by Donna McCright to put the proposition on letterhead and deliver it to TDI. Second by Donna McCright. Motion passes. Lee Manross will handle the delivery of the letter.

- C. The deadline for submitting nominations to the NAHU 2015-16 board of trustees is January 9. We may have one person interested in running but that is not for sure yet. There is an individual from Massachusetts who has already declared he will be running for Secretary.
- D. The EC discussed the attendees to Capitol Conference and they will be Jacqueline St. Hilaire, Joe Phifer and Cheryl Clark for sure. Jessica Watts is already serving on a panel and NAHU is paying her expenses. Mike Avery would be next in line and will check his calendar to see if he can attend. Jacqueline will check with Charles Parker to make sure he will be able to attend.
- E. The EC asked Laura Firestone to continue on a consulting basis for a limited time to assist with questions from the new ED and continue with the PAC filings. She would also continue to do the association 990. She will prepare a contract for board review on the November conference call.
- F. Two P&Ps have come up for sunset review and Mark Bellman had no proposed changes. Motion by Mark Bellman to approve P&P #8 as is for another 3 years. Second by Joe Phifer. Motion passes. Motion by Mark Bellman to approve P&P #15 as is for another 3 years. Second by Cheryl Clark. Motion passes.

XV. NAHU REGION VI VICE PRESIDENT'S REPORT.

Kelly Fristoe attended the NAHU budgeting session and there were many cuts to various areas. The travel budget was cut by 50%. He also has the idea of possibly consolidating the regional training meeting with the NAHU convention or having it in cities easy to get to. Emily Bremmer from Missouri was invited to speak at the White House and perhaps Marcy Buckner and Janet Trautwein would go with her with regard to the SHOP issue.

XVI. 2014-15 STRATEGIC PLANNING GOALS.

Jacqueline and board chairs reviewed the strategic plan for this past quarter to determine where things stand. A copy of the plan is attached to these minutes.

XVII. NEXT MEETING DATES.

November 18, 2014 – Board Conference Call, 9am
December 16, 2014 – Board Conference Call, 9am
January 7-9, 2015 – TPPF Annual Conference, Sheraton Hotel, Austin, TX
January 22-23, 2015 – EC/Strategic Planning/Board, Viverae Offices, Dallas, TX
February 18, 2015 – Board Conference Call, 9am
February 23-25, 2015 – NAHU Capitol Conference, Washington DC
March 24, 2015 – Board Conference Call, 9am
April 1, 2015 – TAHU Day at the Capitol, 7:30am, Austin TX
April 28, 2015 – Board Conference Call, 9am
May 6, 2015 – EC Meeting, 10am; Board Meeting, 2pm; La Cantera, San Antonio
May 7-8, 2015 – TAHU 27th Annual Convention, La Cantera, San Antonio
June 23, 2015 – Board Conference Call, 9am
June 28-July 1, 2015 – NAHU Convention, Hyatt Regency, New Orleans

XIII. ADJOURNMENT.

Meeting was adjourned at 3:20pm.

**ACTIONS TAKEN OUTSIDE THE EC AND BOARD MEETINGS IN JULY AND
CONFERENCE CALLS IN AUGUST, SEPTEMBER AND OCTOBER.** None.