

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

February 5, 2016

DoubleTree Hotel

Austin, Texas

**I. CALL TO ORDER.**

President Joe Phifer called the meeting to order at 8:30am.

**A. Roll Call.**

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

Staff Present: Kellie Merritt, Executive Director; Lee Manross, Lobbyist

Voting committee chairs, local chapter presidents and trustees present: Mark Bellman, Linda Behrens, Alicia Bowers, Cherrie Bradberry, Wendy Vanderwater Bratteli, Nedra Clingan, Kelly Fristoe, Polly Harris, Rachel Horton, Pete Jaramillo, Michael Ledgerwood, Don McCormick, Donna McCright, Melissa Perryman, Rusty Rice, Mike Rivera, Judith Robinson, Jackie Spragins, Beverly Stiba, Clifton Stubbs, Audra Sullivan, Jessica Watts, Bob Whitt,

Non-Voting Committee Chairs and other Members Present: Denise Villagran

Voting committee chairs, local chapter presidents and trustees absent: Joanna Antongiovanni, Mike Gwin, Julie Hulsey, Amanda Potter, Mindy Seahorn,

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

Joe Phifer welcomed everyone and thanked them for attending. Joe asked the attendees to continue to work on completing your strategic planning goals. Reminded everyone to start thinking about what committee or board position you would like to hold for the 2016 – 2017 year and let Cheryl Clark know.

Joe reviewed the outline for today's meeting. The first hour will focus on leadership training by Rusty Rice and Kelly Fristoe.

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

Motion by Cheryl Clark to accept the October 23, 2015 board meeting minutes as presented. Second by Alicia Bowers. Motion passes. Motion by Donna McCright to accept the November 17, 2015 teleconference minutes. Second by Nicole Scott. Motion passes. Motion by Donna McCright to accept the December 15, 2015 teleconference minutes. Second by Cheryl Clark. Motion passes.

Motion by Pete Jaramillo to accept the January 19, 2016 teleconference minutes. Second by Donna McCright. Motion passes.

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

The action list was reviewed and everything has been completed.

The timeline was reviewed and the following items are outstanding: mailing of grip notices to general membership, member needs survey, notice to members to update information for membership directory.

**V. OLD BUSINESS.**

Joe Phifer reported the financial review has been completed and TAHU is in compliance with the generally accepted accounting principles.

**VI. NEW BUSINESS.**

**A. Sunset Review of P&P's.**

P&P #7 - Jacqueline St. Hilaire reported due to recent changes in the law, a convenience fee can no longer be charged for using credit cards. The suggested change to P&P #7 – TAHU Credit Card Processing: Policy: last sentence to read “A 3.5% convenience fee will be added to all charges processed for local chapters. Discussion took place and the following motion was made. Motion by Tonya Booth to accept the suggested change. Second by Toby Meason. Motion passes.

P&P #20 – TAHU Meeting Expense Reimbursement – Jacqueline St. Hilaire suggested the following changes: Policy – change the word June strategic planning meeting to “annual”; add the following paragraph: “Board members that are required to attend the annual awards judging meeting can request additional reimbursement up to \$250 if they have exceeded their annual budgeted amount”. Discussion took place and the following motion was made. Motion by Cherrie Bradberry to accept the suggested change. Second by Don McCormick. Motion Passes.

**B. Contract Renewal – Executive Director, Kellie Merritt**

Kellie Merritt proposed an increase of \$400 to her existing contracted rate of \$4000, beginning July 1, 2016 thru June 30, 2017. This is based on actual hours tracked on a monthly basis since her original contract date of October 2014. Current contract state 90 hours per month, actual hours average 110. Joe Phifer asked Kellie Merritt and Lee Manross to exit the room so discussion could take place. The following motion was made with an amendment to extend the contract period through June of 2018. Kellie Merritt accepted the terms of the suggested amendment. Motion by Jacqueline St. Hilaire to approve the monthly rate of \$4400.00 beginning July 1, 2016 through June 30, 2018. Second by Cheryl Clark. Motion passes.

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

Joe Phifer reported he has not attended any local chapter meetings since the 2<sup>nd</sup> quarter board meeting. He has attended multiple conference calls. A detailed list was provided and is attached to these minutes.

## **VIII. SECRETARY'S REPORT.**

Toby Meason reported membership is down and encourage everyone to reach out to members who are in danger of lapsing. He also suggested that members consider having dues drafted from your bank account, the persistency is much better. Toby encouraged the attendees to consider applying for Triple Crown. The qualifications are as follows: Contribute to HUPAC, recruit 2 new members and participate in 3 Operation Shouts.

A. Membership Growth – Alicia Bowers reported the new member recruitment contest winners will be announced soon. Houston AHU will qualify for the 100% Board Recruitment Contest; this award will be presented at the NAHU convention. As of 12-31-15 membership is 1693.

The following members have qualified for Triple Crown: 1<sup>st</sup> Qtr. - Krista Palmer, Michael Ledgerwood; 2<sup>nd</sup> Qtr. - Carolyn Goodwin, Audra Sullivan; 3<sup>rd</sup> Qtr. – Alicia Bowers, Crystal Hoffman, Dale Mason, Elizabeth Christensen, Stacy Cochran.

Gain Report Standing: Texas is 2<sup>nd</sup> in New Members and 5<sup>th</sup> in Growth in Large State Chapters; East Texas is 4<sup>th</sup> in New Members In Small Local Chapters; Houston is ranked 4<sup>th</sup> and Dallas 6<sup>th</sup> respectively in Large Local Chapters. Alicia provided a detailed report which is attached to these minutes.

B. Membership Retention – Linda Behrens reported a conference call was held on November 18<sup>th</sup> for all TAHU Membership Chairs. NAHU held a Membership conference call on January 20<sup>th</sup> and a retention contest was announced. The period is January 1 through April 30. A \$400 cash prize will be awarded to the state that has the highest percentage of growth of their membership on bank draft or monthly credit card drafts. TAHU is currently at 83.35% in retention. Local Chapters – San Antonio has the highest retention rate 86.7% for large chapters; Texoma currently is at 93.33% for small chapters.

C. Awards – Jackie Spragins reminded everyone the deadline to submit TAHU Awards is February 12<sup>th</sup>, NAHU Awards are due April 3<sup>rd</sup>. Jackie will be sending emails to local awards chairs for information needed for our state submission, please respond to the emails in a timely manner.

Hollis Roberson Nominations are due by February 26<sup>th</sup>. Current board members and past Hollis Recipients are eligible to submit nominations.

## **IX. TREASURER'S REPORT.**

Tonya Booth encouraged everyone to consider increasing your donation to the TAHUPAC or Lege Fund and asked those who are not currently contributing to consider doing so.

A. Financial reports were provided as of 12-31-15. Motion by Rusty Rice to approve the reports as submitted. Second by Cheryl Clark. Motion passes.

B. Director of Federal Affairs – Rusty Rice reported 45 members from Texas are currently registered for Cap Conference. Appointments with Senators Cornyn and Cruz have been scheduled. Please let Rusty know when you have your appointments scheduled with your local representatives. A schedule of events is posted on the NAHU website.

C. Director of Legislative Affairs – Jessica Watts – provided a detailed report of activities over the last quarter. The following points were highlighted: Monthly leg calls are the 2<sup>nd</sup> Tuesday of each month at 9:00am and are open to all members.

Monthly leg calls were held on the following dates: 4/21/15, 5/19/15, 6/9/15, 8/11/15, 9/8/15, 10/31/15, 11/10/15, 12/8/15, 1/12/16.

D. Director of Legislative Fundraising – Wendy Vanderwater Bratteli reported that

discussion is taking place on how to increase donations to the PAC and leg fund, only 8 – 9% of members are currently contributing. Letters will be going out to past contributors and thank you letters to those who currently contributing.

E. Lobbyist – Lee Manross provided a detailed report. Some of the highlights are as follows: Sen. Kelly Hancock of North Richland Hills (Tarrant Co.) will replace the retiring Sen. Kevin Eltife as chairman of the Senate Business & Commerce Committee. Hancock has been a valuable friend of TAHU since he was sworn in as a member of the House of Representatives in 2006.

TDI Rules – Works in Progress:

Small Employer Rule Revision – TDI has been working for several months on a major revision to reflect new laws that have been added in recent legislative sessions and updating references and other legal citations. A formal proposed revision will be forthcoming.

PEO Self-Funded Plan Rule – TDI has finally proposed a rule regulating PEO's self-funded plans after more than two years of drafting and re-drafting. The proposal focuses on a great deal of PEO solvency and finances, and examination on reporting requirements.

## **X. PRESIDENT ELECT.**

Cheryl Clark encouraged attendees to consider running for the position of Secretary for the 2016 – 2017 board year, nominations are due by February 19<sup>th</sup>.

A. Convention Chair – Rachel Horton reminded everyone to save the date May 5-6. We have two very exciting keynote speakers, Shilo Harris, wounded warrior and author of Steel Will and Dan O'Brien, Olympic Gold Medalist. We have 55 available booths/sponsorship available, please reach out to people you know and encourage them to participate.

B. Hollis Roberson Liaison – Mike Rivera reminded everyone that board members and past recipients can nominate an individual for the Hollis Roberson Award. The nomination forms are due by February 26, 2016. The form will be emailed to the board. Mike reminded everyone that the cost to attend the Hollis Award Dinner will be included in the cost of registration for the 2017 convention.

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

Mike Avery reminded everyone the 2016 – 2017 Membership Directory in the works. Be sure to update your information on the NAHU website. Email reminders

will be sent to the TAHU membership over the next few weeks.

A. Professional Development – Audra Sullivan she presented CE at El Paso and Panhandle AHU. A conference call was held with Tonya Booth and Kellie Merritt to discuss the SGS designation and renewal of the SGS Certification and renewal course. Audra will be attending Cap Conference.

B. Chapter Support – Denise Villagran – South Texas AHU hosted their first ever Sales Symposium last quarter. It was very well attended. The chapter also held their first quarterly meeting and also has a day of education planned which will offer several hours of continuing education. Denise plans to work with the West Chapter on a membership recruitment program.

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

Nicole Scott reminded board members to submit your articles for the upcoming TAHU News. This edition will focus on convention and needs to be mailed in a timely fashion. The Winter issue was mailed January 22.

A. Media/PR – Melissa Perryman and Joe Phifer participated in a conference call with EMG to discuss planning for the 2016 – 2017 board year. Melissa reminded everyone if you or any of your chapter members are quoted in the media, please forward this information to Melissa. Jackie Spragins reminded everyone to be sure to ask the media sources to list your name and chapter in their article. NAHU's website has tools for chapters to use for help with the media.

B. TAHU eNews – Nicole Scott reported the eNews was emailed in December.

C. Technology – Nicole Scott reported the website continues to be updated.

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

A. Trustee reports – N/A

B. Honorees Report – Jackie Spragins reported the Hollis Roberson Scholarship award has been updated and will be emailed to the membership. This award will be presented at the 2016 Convention. Please let Jackie know if you have any questions.

D. LPRT and Blue Ribbon – Jacqueline St. Hilaire reported all state chapters are up to date on Blue Ribbon status. Jacqueline encouraged everyone to review the requirements for LPRT. This is an industry designation based on production and allows you discounts at NAHU events.

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

Kelly Fristoe reported the Region VI meeting was not as well attended as he'd hoped for. Membership in Region VI is good, however only 12% of the membership is contributing to the PAC, Kelly encourage everyone to participate.

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

- A.** Austin - Bob Whitt – attendance at monthly luncheons has increase, currently working on getting the 2016 – 2017 board in place.
- B.** Coastal Bend – Polly Harris – luncheon attendance is good and membership remains consistent.
- C.** Dallas – Donna McCright – expressed concerns that luncheon attendance has dropped. Asked for suggestions on ways increase attendance.
- D.** East Texas – Judith Robinson – luncheon attendance is up, reached their goal of 8 new members. She reported their members attend for content and not just CE.
- E.** El Paso – Don McCormick – membership is flat, did not have a board meeting during the last quarter. The November meeting did feature CE and Audra Sullivan is scheduled for the January meeting which will also offer CE.
- F.** Fort Worth – Clifton Stubbs – held the NAHU Wellness Certification in January. Janet Trautwein will speak at the Legislative day in March, April 7<sup>th</sup> is the Annual Golf Tournament. Experiencing challenges with membership retention.
- G.** Heart of Texas - Beverly Stiba – membership is currently at 24. Expressed concerns over communications issues with their local board. Will be reaching out to state board members for help with improving communication with the local board.
- H.** Houston – Michael Ledgerwood – currently 2<sup>nd</sup> in the nation for HUPAC contributions; held the Holiday Bash and Membership meeting in December; Annual golf tournament is scheduled for April 28<sup>th</sup>; Education day is to be scheduled in May; continues to struggle with retention of members.
- I.** Lubbock – Mike Gwin – not in attendance.
- J.** Panhandle – Julie Hulsey – not in attendance.
- K.** San Angelo – Mindy Seahorn - not in attendance.
- L.** San Antonio – Nedra Clingan – Public Service continues to do a great job; membership retention is great; plans to submit an award application for every available TAHU award; Symposium is scheduled for April 5<sup>th</sup>.
- M.** South Texas – Pete Jaramillo – thanked everyone for the assistance TAHU has provided. Currently has 30 members. Hoping to provide financial assistance to 3 board members to attend convention. Day of Education is scheduled for April 22. Will continue as president during the next board year.
- N.** Texoma – Cherrie Bradberry – no meetings were held in November, December or January. Membership is holding steady at 28 members.
- O.** West Texas – Amanda McCann Potter – not in attendance.

**XVI. 2015-16 STRATEGIC PLANNING GOALS.**

The goals for the strategic plan were reviewed at the Strategic Planning meeting on February 3<sup>rd</sup>. An update is attached to the minutes.

**XVII. NEXT MEETING DATES.**

March 22, 2016 – Board Conference Call, 9:00am

April 19, 2016 – Board Conference Call, 9:00am

May 4 – 6, 2016 – EC/Board Meeting/2016 Convention, Dallas, Texas

**XIII. ADJOURNMENT.**

Meeting was adjourned at 2:30pm.

**ACTIONS TAKEN OUTSIDE THE EC AND BOARD MEETINGS IN OCTOBER  
AND CONFERENCE CALLS IN NOVEMBER, DECEMBER AND JANUARY.**

None.