

Name-Change Q&A

This document addresses the questions that have come up about the name change.



Why are we going through this exercise again? Haven't we done this before?

Over the years, our association has occasionally had motions at the House of Delegates (HOD) to change the name. Recently, there has been more reason to look at this due to the confusing term "underwriter" in the health insurance sector and the halls of government. This year, the Board of Trustees (BOT) formed a Task Force to review the pros and cons of a name change with overwhelming reason to move forward.

Won't we lose our influence in Washington DC if we change names?

This was certainly a big concern of the BOT. Our lobbying firm recently went through a name change and brought light to this very important question. They have seen little to no impact on their efforts with legislators or regulators in Washington DC. As well, a fresh name without use of the word underwriter could actually enhance our already strong efforts.

Why was this name chosen?

After receiving input from National, State and Local leaders across the country, the BOT scrutinized approximately 30 different names ultimately narrowing the many options down to seven. During this process, many versions were considered to make sure we addressed the various segments of our membership. In doing so, there was evidence the options available included iterations of National & America's; Benefits & Insurance; Advisors, Professionals & Specialists as well as the use of the word "health." The final version was the most inclusive and representative of our diverse membership.

Why was "health" left out of the final version of the new name? Why can't we be named "health insurance professionals"?

The inclusion of "health" in the name involved the most debate at both the Task Force and BOT level. Ultimately, it was not included in the name for a few reasons. Among the topics discussed were not just the use of health but also how that word would fit into an acronym (that usually becomes the trade name of an association). As you may be aware, AHIP is an acronym that identifies the insurance companies of America. With their brand identity, our association could be mistaken if our acronym sounded similar to this organization (AHIP vs. NAHIP). We would then have an uphill campaign to differentiate ourselves. We do have some cross-over membership, but in Washington DC there is definitely a different effort in our lobbying and grassroots action.

The word also excludes a good population of our members and supporters. Many of our peers work in disability and life, payroll arenas, benefit software, etc., where the inclusion of health would not accurately represent those members.

As well, using the term "health professionals" together could confuse our efforts with actual providers of medical, dental and vision care.

Our new name includes a tagline that emphasizes the term health and our forward-thinking goal to engage

Why is the word "and" in the name?

Again, in trying to represent all of our members, there was not one word that would adequately encompass everyone. Therefore, "and" was used to include brokers/agents and any other professional in the benefits and insurance market space.

What will the naming convention be for states and locals?

The name of the state or local will be underneath the new name, for example--National Association of Benefits and Insurance Professionals - Mississippi. The goal is to maintain a national brand with the states and locals designated afterward. This will eliminate any confusion of belonging to three different organizations and help promote the national brand to prospective members and legislators. As you know, tech analytics and SEO revolve around keywords. Utilizing a common name across the Internet will boost our visibility and potential traffic across all demographics and geographies.

Can my chapter accomplish a name change through a DBA?

No. There will be a public relations campaign that is based on the new name, so DBAs will only be allowed if one existed prior to June 28, 2022. The PR campaign will be dedicated to the new name after the House of Delegates.

What will the cost be to my chapter? Will NAHU assist with that cost in any way?

The costs to your chapter should be minimal for filing a new name. This will depend on the domicile state – research suggests anywhere from \$25 to \$150. NAHU will be providing new logos for your website and materials can be updated very efficiently and cost effectively. NAHU is putting together a “needs based” fund to assist chapters with financial resources. There will be an application process for financial assistance, but the national PR campaign and logo design will be paid for by NAHU.

What things will my chapter need to do to accomplish this? Will NAHU help?

NAHU will provide each chapter with a toolkit with a list of items that need to be changed. Examples include but are not limited to name-change documents with states and the IRS, bank accounts, collateral, websites, bylaws, etc. We have engaged a PR firm to assist with this process after the HOD approves the new name.

Will the chapters be given draft bylaws? Will NAHU have to approve them?

Yes, we will provide a draft bylaws document for chapters. Those draft bylaws will potentially need to be adjusted to satisfy your state’s laws (if necessary). The current NAHU bylaws require chapters of our federation to submit their bylaws to the Board of Trustees. This will not change with this new name. Our draft bylaws will certainly be adequate for approval at the national level and will basically be a change in name reference.

How long does my chapter have to change its name?

The amendment allows each chapter up to three years to go through the change. The Board of Trustees wanted to provide ample time for chapters to make the necessary change based on their bylaws and priorities. Although we don’t believe it will take three years to complete the change, each chapter can identify its timelines. As a national association, we will begin the PR campaign in 2023, so chapters may want to piggyback on the national campaign by adopting the change sooner rather than later.

What other issues were discussed when determining the new name?

Among the many factors analyzed in the surveys, Zooms and discussions, it became evident that utilizing the term underwriter was detrimental to attracting and retaining members at the local and state levels. As you know, the lifeblood of our local chapters revolves around membership. There were even projections made (thanks to the many chapter leaders across the country) that a name change could vastly increase our efforts in new and retained members. As a side note, only a couple hundred new members nationally added in one year will offset the cost of the PR campaign. We anticipate this amount will be easily attained and over the next decade locals and states will see significantly more membership growth and financial success.

For more information on our rebranding efforts, please [click here](#).