



Membership Committee

The purpose of the NAHU membership team is to support and strengthen NAHU's mission by increasing membership through recruitment and retention efforts. The Membership team also plays an advisory role in assisting the RVPs with the development of new chapters and partnerships and will develop projects and programs judged of value to the state & local chapters.

NAHU National Membership Committee Call

Monday, December 20, 2010
3 p.m. Eastern

Call in number: 1-877-886-2640 Pin 61196892#

National Attendance:

Membership Chair	Heather Harte
Vice Chair	Carol Matznick – not in attendance
CEO	Janet Trautwein – not in attendance
CFO	Jennifer Murphy
SVP of Mktg & Development	Illana Maze
Director of Membership	Melanie Gibson
BOT Liaison	Thomas Harte

Regional Attendance:

Membership Chairs

Region 1 and 2

Membership Chair: David Cagliola

Region 3

Membership Chair: John Gaglione – not in attendance

Region 4 and 7

Membership Chair:

Region 5

Membership Chair: Lisa Wetherton – not in attendance

Region 6

Membership Chair: Jennifer Toups

Region 8

Membership Chair: Ken Doyle

Regional Vice Presidents

Region 1

Norman Joseph Michaels

Region 2

James Stenger

Region 3

Michael Embry

Region 4

Kathryn Beals

Region 5

Christopher Harrison

Region 6

Michael Rivera

Region 7

Ruthann Laswick

Region 8

Donald Goldman

Guests: Brooke Willson, VP of Leadership Services

Agenda/Discussion:

I. Roll Call of Attendees ~ Melanie

II. November Membership Report ~ Heather

- Membership fell below 19,000. There was a net loss of members between October and November, which is the typical membership trend during this period of time.
- Discussed ideas on how to avoid future membership setbacks. The general consensus is that it will be very difficult to overcome as our members are typically very busy during this time of year and not as focused on NAHU.

III. Review calls made to state membership and retention chairs ~ Heather

- Region 8 has connected with most chairs and received positive reactions to the flyer and LinkedIn.
- Region 2 is hearing about significant carrier downsizing.
- Regions 4 and 7 reported that including the “Where Would you be Without NAHU” flyer got a lot of attention from the HIU insert.
- Region 6 had a regional call and encouraged the use of the flyer and to sign up for LinkedIn. Also heard that carriers are downsizing or not paying for membership dues.

IV. Feedback on marketing pieces ~ Heather

- “Where Would you be Without NAHU” flyer was rolled out in November and will continue to be focused on during the month of December.
- The “Why NAHU” flyer will be rolled out in January.

V. LinkedIn Membership Forum ~ Heather

- Encouraged committee members to send out invitations to state and local chairs in their regions.
- Important to keep discussions going on the forum.

VI. NAHU Staff holiday schedule ~ Melanie

- Office is closed on December 24th and 31st. The office will be covered at all other times.

VII. Dues increase – reminder to update forms ~ Heather

- Remind chapters to update their membership applications to reflect dues increase.

VIII. Additional items

- Discussed membership trends and considering industry events we are doing well.
- Possible membership committee meeting at Capitol Conference.

Next Call

Next Meeting: Tuesday, January 18 at 3:00 pm Eastern

NAHU Strategic Plan:

- #1- NAHU will exceed its members’ expectations.**
- #2- A significant number of health insurance professionals will be NAHU members.**
- #3- NAHU will be known as a leader in industry and public policy forums**