



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, May 17, 2010
3 p.m. Eastern**

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

National Attendance:

Membership Chair	Carolynne Muldoon
Retention Co-Chair	Heather Roberts Harte – not in attendance
CEO	Janet Trautwein – not in attendance
CFO	Jennifer Murphy
SVP of Mktg & Development	Illana Maze
Director of Membership	Melanie Gibson- not in attendance
BOT Liaison	Mel Schlesinger

Regional Attendance:

Membership & Retention Chairs

Regional Vice Presidents

Region 1

Membership Chair: Michele Gasparre - **not in attendance**
Retention Chair: Charles Gartlan - **not in attendance**

Region 1

Norman Joseph Michaels

Region 2

Membership Chair: Megan Luther - **not in attendance**
Retention Chair: David Cagliola

Region 2

James Stenger

Region 3

Membership Chair: Michele Katz - **not in attendance**
Co-Retention Chairs: Dawn Edwards
Co-Retention Chairs: Sharon Edwards

Region 3

Linda Erlenbach

Region 4

Membership Chair: Colleen Gransee - **not in attendance**
Retention Chair:

Region 4

Kathryn Beals

Region 5

Membership Chair: Timothy Walsh
Retention Chair: David Sherrill

Region 5

Christopher Harrison

Region 6

Membership Chair: Helen Todd
Retention Chair: Rebecca Connel

Region 6

Colleen Pruitt

Region 7

Membership Chair: Nathan Tooley - **not in attendance**
Retention Chair: Raymond Magnuson - **not in attendance**

Region 7

Ruthann Laswick

Region 8

Membership Chair: Dwight Mazzone - **not in attendance**
Retention Chair: Peggy Maas

Region 8

Donald Goldman

Guests:

Agenda/Discussion:

I. Roll Call of Attendees ~ Illana

II. Welcome - Introductions ~ Carolynne

- Welcomed all to the call.

III. End of GAIN ~ Carolynne

- Final results closed till the awards ceremony at Convention.
- Numbers are looking good.

IV. National Convention ~ Carolynne

- Membership Committee Meeting – Saturday, June 26th - 3 – 4:30pm
- Membership Leadership Forum – Sunday, June 27th – 8 – 10am – chapter leaders have been notified twice about this forum.

V. Update from NAHU ~ Illana

- Reports Sent – Monthly – lapsed members; bad email; renewals; new member retention campaign emails; tip of the month; phone calls from national. Bi-weekly – welcome email for new members. Suggestion from the committee to list this information on the FAQ's.
- National membership staff also make monthly phone calls to renewing members.
- Reinstatement or Membership Cancellation – national sends our various reinstatement offers on a monthly basis through email. December – reinstatement offer to those who dropped in the January – September 2009 offering a free webinar coupon if they rejoin. National also sent out a reinstatement postcard to over 3,700 folks back in October 2009.
- Members who cancel their membership will fall in to national's reinstatement campaign.
- Request from the committee to create a "What has NAHU done for me lately" piece to be used for renewing members.

IX. Issues/Concerns – please give details, who, what, when ~ Carolynne

- Region II – region really concentrating on leg information right now.
- Region III – wrapping up the year. Dawn has been asked to be her state membership chair.
- Region V – FL Annual Symposium is coming up. Waiting till Convention to see how the region did.
- Region VI – Tulsa chapter did Wellness Training and got 8 new members from it.
- Region VIII – CAHU just had their Day at the Capitol in which Janet spoke. Was very exciting and they kept the information for members only.

X. Closing Remarks: Thanked everyone for their dedication to NAHU and we hope to see you in Chicago.

Next Call

Next Meeting: Monday, June 21 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