



### 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, July 18, 2011  
3 p.m. Eastern

Call in number: 1-877-886-2640 Pin 36204909#

### National Attendance:

Membership Chair	Carol Matznick
Vice Chair	Susan Burdette
Regional Membership Manager	Louis Reginelli
CEO	Janet Trautwein – not in attendance
SVP of Mktg & Development	Illana Maze
Director of Membership	Melanie Gibson
BOT Liaison	Ryan Thorn

### Regional Attendance:

#### Membership Chairs

##### Region 1

Membership Chair: Rock Schneider

##### Region 2

Membership Chair: David Cagliola

##### Region 3

Membership Chair: Michele Katz

##### Region 4

Membership Chair: Joseph Evans

##### Region 5

Membership Chair: Blake Watts

##### Region 6

Membership Chair: Jennifer Toups – not in attendance

##### Region 7

Membership Chair: Linda Krueger

##### Region 8

Membership Chair: Ken Doyle

#### Regional Vice Presidents

##### Region 1

Julie Jennings

##### Region 2

James Stenger

##### Region 3

Michael Embry

##### Region 4

Kathryn Beals

##### Region 5

Rick Bailey

##### Region 6

Michael Rivera

##### Region 7

Chad Schneider

##### Region 8

Marsha Tellesbo

**Guests:** Brooke Willson, VP of Leadership Services; Mel Schlesinger, BOT President; Ed Oleksiak, Legislative Council; Mike Embry, RVP Region 3; Jeanne Filchock, Michigan State Membership Chair

## **Agenda/Discussion:**

### **I. Roll Call of Attendees ~ Melanie**

### **II. Welcome and General Overview ~ Carol**

- **Monthly Membership Committee Call is the 3<sup>rd</sup> Monday of each month at 3 pm eastern.**
- **Regional Calls ~ Melanie will assist with setting up regional calls and a list of current leaders will be sent so you can contact them. Regional calls are an expectation of membership committee members.**
- **Chapter Development – the membership committee will work closely with the chapter development committee. Our goal is to turn our members into “raving fans”. Erica Grimm is the chapter development chair and Juna Penney is the vice chair. Membership is the marketing side and chapter development is the operational side.**
- **Louis Reginelli – his role as regional membership manager is to assist the membership committee chairs with any questions or issues. Most importantly, Louis will be working with each committee chair on plans to ensure that information is reaching state and local leaders.**
- **Membership committee chairs should reach out to their RVPS with the goal of keeping information flowing.**

### **III. Membership Report ~ Melanie**

- **The reports are posted on the 15<sup>th</sup> of each month and are broken down by region, state and local chapter. Use the reports for tracking membership numbers.**
- **National membership number for June is 18,224 we brought in 136 new members and lapsed 495 members. National retention is at 79.33%. 52 local chapters haven't had a new member join since May 1.**

### **IV. Member get a member campaign ~ Melanie**

- **The campaign has been promoted by an all member email.**
- **80 people have signed up for the campaign and our first winner will be announced this week.**
- **The campaign will continue to be promoted through all marketing outlets.**

### **V. Corporate Partnership ~ Illana**

- **Reviewed the dues structure, discounts are given based on the number of members and company must use the list bill structure.**
- **Corporate partnership information will be included in the president's email, NAHU news, etc.**
- **Working on a marketing piece.**
- **NAHU will be reaching out to current list bill companies and promoting the program.**

### **VI. Associate Members ~ Carol**

- **Associate members should join directly with their local chapters. Chapters are responsible for tracking their associate members.**

### **VII. eCommerce Training ~ Melanie**

- **Three eCommerce training sessions are scheduled for the following three Tuesdays at 3 pm eastern. The sessions are broken down by beginner, intermediate and advanced.**

## **Next Call**

**Next Meeting: Monday, August 15<sup>th</sup> at 3 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**