



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, August 15, 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 – not in attendance

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; Jim Stenger, RVP Region II; Erica Grimm, Chapter Development Chair; Juna Penney, Chapter Development Vice Chair; Jennifer Murphy, CFO

Agenda/Discussion:

I. Roll Call of Attendees ~ Melanie

II. Communication Between Membership and Chapter Development Chairs ~ Carol

- Membership and chapter development committee will basically function like one committee.
- Regional representatives from each committee should communicate with each other on a regular basis.
- Will send the membership committee chairs the regional chairs sitting on the chapter development committee.

III. Membership Report ~ Melanie

- National membership number for July is 18,251. This includes 142 new members who were brought on with the merger of Connecticut Benefit Brokers with the Connecticut Chapter.
- National retention rate is 79.54%.

IV. Member get a member campaign ~ Melanie

- Continue promoting the membership campaign.
- Just over 230 members have signed up and 30 people have recruited a new member.
- Requested the committee to assist with promoting the campaign in their regions.

V. Regional Reports

- Region II – Joint call with regional presidents, which occurs the 2nd Tuesday of each month at 11 am eastern.
- Region III – Had their first regional call and had 100% participation. Established goals for each state and promoted the bank draft.
- Region IV – Met with 3 out of 5 chairs on Tuesday. ND and SD do not have representation.
- Region V – First call was in July. eCommerce training was promoted. GA, FL and SC are struggling with membership growth.
- Region VII – Having monthly individual calls rather than a regional call. Region 7 held a meeting last week.

VI. Corporate Partnership ~ Illana

- A new promotional piece has been developed for the corporate partnership program.
- Will be contacting existing list bill companies and promoting the corporate partnership program.
- Corporate partnership webinar is scheduled for September 14th at 3 pm eastern. The webinar will be recorded and posted to the website.

VII. Chapter Development Update ~ Erica and Juna

- The first chapter development call was held. The call was an introduction call and focused on guidelines and expectations.
- Lou volunteered to work with chapter development and to sit on regional calls.

VIII. Legislative Update ~ Ed

- Creating PPACA CE course – should be available this Fall.
- National conference of Insurance Legislators gave a nice endorsement for brokers and agents to be included in house bill 1206.
- A mid-year report will be sent out in August.

Next Call

Next Meeting: Monday, September 19 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