



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 19, 2011
3 p.m. Eastern

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

National Attendance:

Membership Chair	Carol Matznick
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 – not in attendance

Region 6

Membership Chair: Jennifer Toups – not in attendance

Region 7

Membership Chair: Linda Krueger

Region 8

Membership Chair: Bradford Backlund

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: Mel Schlesinger, BOT President; Ed Oleksiak, Legislative Council; Erica Grimm, Chair Chapter Development; Brooke Willson, VP of Leadership Services; Juna Penney, Vice Chair Chapter Development

Agenda/Discussion:

I. Roll Call of Attendees ~ Melanie

II. Membership Report ~ Melanie

- National membership number is 18,069 and retention is 79.93%. 154 new members joined and we had 305 lapsed members. The retention rate for the October report was miscalculated and the number was inflated. The retention rate for October is more in line with the November rate.

III. 6-month recap – what is working/not working and future strategy ~ Carol

- Region IV – membership is down. Blue Cross in Nebraska is joining as a corporate partner and bringing in 20 new members. Marsh in Iowa is bringing in 15-20 new members. Promoting legislative efforts.
- Region II – consolidation is occurring in the region. Feels that 2012 will be a good growing year. The region is very involved legislatively. Will continue to focus on getting people involved, having good meetings, reach out to people via email and conference calls. Currently attends the monthly regional leadership call and most attendees are state presidents.
- Region III – regional calls are good and most people attend every call. Information is getting to locals. Has limited call to state membership chairs and it is working great.
- Region VII – holding a conference call next month for membership chairs. Since it is an election year hoping that this will transfer into more people being interested in NAHU. Focusing on value.
- Region VIII – Had one call and it was poorly attended. Has more success with one on one contact. Sending out an email by week end about CAP Conference and the Leadership Forum.
- Region I – Has had 2 conference calls and both were poorly attended. The November call was productive. Reached out to membership chairs last week and will start calls mid-January.
- National Membership Campaign – ideas and suggestions: regional contest, point contest. Reach out to individual recruiters and have them tell their stories. Discounts for joining.

IV. Chapter Development ~ Erica

- Focusing on leadership program and sending promotional emails. 85 people are registered.

V. Legislative Update ~ Ed

- Focusing on MLR and moving forward legislatively.
- Essential health benefits – going to states for benchmarking.

Next Call

Next Meeting: Tuesday, January 17 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**