

## 2010 NAHU LANDMARK AWARD

**Description:** The Landmark Award honors state chapters for outstanding achievements and excellence in service to their members, the industry and the public. The recommended point threshold for this award is 2,480 points. Chapters applying for the Pacesetter Award are not eligible for the Landmark Award.

A total of nine Landmark Awards will be presented. One award for chapters with a membership of 149 or less, three awards for chapters with a membership of 150 to 399, three awards for chapters with a membership of 400 to 749, and two awards to chapters with a membership of 750 and greater.

The April 2010 Membership Count Report will determine the size category of your State for this award period. (Monthly membership reports are posted on NAHU's website: [www.nahu.org](http://www.nahu.org), in the Member's Area, Awards section, under Membership Reports & Competition.)

### **Summary of Criteria:**

1. Attendance at national and regional meetings
2. Chapter management
3. State meetings and events
4. Communications
5. Legislative activity
6. Membership activities and growth
7. Education and awards
8. Media relations efforts

**RULES, CLARIFICATION OF SPECIFIC AWARD CRITERIA, DOCUMENTATION REQUIREMENTS AND TIPS MAY BE FOUND IN THE AWARDS LEADERSHIP GUIDE ON NAHU'S WEBSITE:**

**<http://www.nahu.org/members/AW-LeadershipGuide.pdf>**

### **Send to:**

Please make a copy of everything you submit for your own records. Mail the original application form/score sheet and documentation to the **NAHU Awards Committee, 2000 N. 14th Street, Suite 450, Arlington, VA 22201.** Submissions received without an application will be disqualified.

### **Due date:**

**THE DEADLINE FOR RECEIPT OF SUBMISSION AND SUPPORTING DOCUMENTATION, REGARDLESS OF DELIVERY METHOD, IS APRIL 5.**

2010 NAHU LANDMARK AWARD

Association Name: \_\_\_\_\_

Submitted by: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

President's Name: \_\_\_\_\_

President's Signature: \_\_\_\_\_

\_\_\_\_\_ \$10 check enclosed to return this packet following the annual convention. If this chapter has submitted more than one award application, the \$10 fee applies to the return of up to three applications to a single address. There is a \$2 fee per additional application. (i.e. 5 applications to the same address will cost \$14.) Unclaimed submissions become the property of NAHU and will be destroyed.

Name and Address for returning application via UPS:

\_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_ **No. We do not wish to have our submission returned.**

The following criteria, except as noted otherwise, must be met during the period of April 1, 2009, through March 31, 2010. **THE POINT SCORING SECTION OF THIS APPLICATION/SCORE SHEET MUST BE COMPLETED.**

**(\*) indicates submit documentation with this form. No points are awarded without documentation.**

**SEE: Awards Leadership Guide for documentation requirements & definition of specific criteria**

**I. NAHU Events (these items will be verified by NAHU)**

- 1. Credentialed delegates at National Convention x 25 pts = \_\_\_\_\_ (max 75 pts)
- 2. Additional registered attendee(s) at Nat'l Convention \_\_\_\_\_ x 5 pts = \_\_\_\_\_ (max 50 pts)
- 3. Legislative Chair attending Capitol Conference 1 x 75 pts = \_\_\_\_\_
- 4. Additional registered attendee(s) at Cap Con. \_\_\_\_\_ x 5 pts = \_\_\_\_\_ (max 50 pts)
- 5. Registered attendees at Regional meeting \_\_\_\_\_ x 20 pts = \_\_\_\_\_ (max 120 pts)
- 6. Membership and Retention Chair at Regional meeting. 1 x 25 pts = \_\_\_\_\_
- 7. Membership and Retention Chairs at Annual Convention. 1 x 25 pts = \_\_\_\_\_
- 8. President-elect attendance at NAHU Leadership Program at CapCon. 1x 150 pts = \_\_\_\_\_

**II. Chapter Management**

- 1. Development/Publication of state bylaws\* 1 x 25 pts = \_\_\_\_\_
- 2. Development/Publication of state policies & procedures\* 1 x 25 pts = \_\_\_\_\_
- 3. Development/Publication of Strategic Plan to members\* 1 x 50 pts = \_\_\_\_\_

4. Published an Annual Summary Report of Chapter Activities & Accomplishments to members, demonstrating value of membership\* 1 x 50 pts = \_\_\_\_\_
5. IRS approved Tax-exempt status\* 1 x 25 pts = \_\_\_\_\_
6. Annual publication of approved state budget\* 1 x 25 pts = \_\_\_\_\_
7. Annual publication of approved state profit/loss financial statement\* 1 x 25 pts = \_\_\_\_\_
8. Incorporation papers\* 1 x 25 pts = \_\_\_\_\_
9. D & O liability insurance in force for state officers\* 1 x 25 pts = \_\_\_\_\_
10. Purchase of liability insurance for state events\* 1 x 25 pts = \_\_\_\_\_
11. 100% Board Recruitment Award (*verified by NAHU*) 1 x 100 pts = \_\_\_\_\_
12. Perpetual State Chapter Award program, honoring members and/or chapters achievement and outstanding service\* 1 x 100 pts = \_\_\_\_\_
13. Silver Seal Certification (*verified by NAHU*) 1 x 100 pts = \_\_\_\_\_
14. Develop/conduct New Agent Outreach Program involving local chapters – to mentor and recruit new agents into industry\* 1 x 100 pts = \_\_\_\_\_

### III. State Meetings/Events

1. Held a State Convention/Sales Congress\* 1 x 100 pts = \_\_\_\_\_
2. Held an annual State Leadership Conference\* 1 x 150 pts = \_\_\_\_\_
3. State Strategic Planning Sessions\* (*Select one*)
  - Annually 1 x 50 pts = \_\_\_\_\_
  - Two or more times a year 1 x 100 pts = \_\_\_\_\_
4. Regularly scheduled Board meetings\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 120 pts)

### IV. Communications

1. State Newsletter Publication\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 120 pts)
2. Maintain State Website\* 1 x 125 pts = \_\_\_\_\_  
 Website address: \_\_\_\_\_ (*required for points*)
3. Current E-mail or FAX distribution to chapter membership\* (*Select one only*)
  - Fax 1 x 25 pts = \_\_\_\_\_
  - Email 1 x 50 pts = \_\_\_\_\_
4. Conducted a Member Needs Survey. (Separate from event evaluation) 1 x 50 pts = \_\_\_\_\_

### V. Legislative Activity

1. Regular legislative communications piece sent to all chapter members\* 1 x 50 pts = \_\_\_\_\_
2. Managing an active Legislative Committee\* 1 x 150 pts = \_\_\_\_\_
3. Full or Part-time AHU State Lobbyist Program\* 1 x 125 pts = \_\_\_\_\_

4. Membership participation in State PAC\* (for period 01/01-12/31) (Verified by NAHU) (Select one only)

- 10% to 20% 1 x 10 pts = \_\_\_\_\_
- 21% to 40% 1 x 20 pts = \_\_\_\_\_
- 41% to 60% 1 x 30 pts = \_\_\_\_\_
- 61% to 80% 1 x 40 pts = \_\_\_\_\_
- 81% or more 1 x 50 pts = \_\_\_\_\_

5. Membership support to HUPAC\* (for period 01/01-12/31) (Verified by NAHU) (Select one only)

- 5% 1 x 10 pts = \_\_\_\_\_
- 6% to 10% 1 x 20 pts = \_\_\_\_\_
- 11% to 20% 1 x 30 pts = \_\_\_\_\_
- 21% or more 1 x 50 pts = \_\_\_\_\_

**(Basis for above percentages will be the December 2008 membership report.)**

6. Meet with state DOI and/or other regulatory bodies\* \_\_\_\_\_ x 25 pts = \_\_\_\_\_ (max 50 pts)

7. Hold a state legislative conference or "Day with Legislators" 1 x 75 pts = \_\_\_\_\_

8. State-based Operation Shouts (for period 04/01 – 3/31) (Verified by NAHU) (Select one only)

- 1 state-based campaign 1 x 15 pts = \_\_\_\_\_
- 2 state-based campaigns 1 x 30 pts = \_\_\_\_\_
- 3 or more state-based campaigns 1 x 50 pts = \_\_\_\_\_

9. Hold/attend meetings with industry colleagues or coalition partners\* 1 x 25 pts = \_\_\_\_\_

**VI. Membership**

1. Chartering one or more local chapters during the award period 04/01 through 03/31\* (Select one only)

- 1 Chapter 1 x 100 pts = \_\_\_\_\_
- 2 Chapters 1 x 150 pts = \_\_\_\_\_
- 3 Chapters 1 x 200 pts = \_\_\_\_\_

2. Net State membership gain during the award period 04/01 through 03/31 (Verified by NAHU.)

(Select one only)

- 31% or more 1 x 250 pts = \_\_\_\_\_
- 26% to 30% 1 x 200 pts = \_\_\_\_\_
- 21% to 25% 1 x 150 pts = \_\_\_\_\_
- 11% to 20% 1 x 100 pts = \_\_\_\_\_
- 6% to 10% 1 x 50 pts = \_\_\_\_\_
- 1% to 5% 1 x 10 pts = \_\_\_\_\_

3. Having an active membership campaign\*

- One day blitz 1 x 25 pts = \_\_\_\_\_
- Ongoing membership campaign (3-6 months) 1 x 25 pts = \_\_\_\_\_
- Recruitment materials, flyers, brochures, gifts, inclusion of State produced materials 1 x 25 pts = \_\_\_\_\_
- Active retention drive that includes percentage increase of bank draft, retention report in minutes, retention drive. 1 x 25 pts = \_\_\_\_\_

4. Membership chair on monthly regional membership teleconferences (verified by NAHU) \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 120 pts)

5. Retention chair on monthly regional membership teleconferences (verified by NAHU) \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 120 pts)

6. Contact with local chapters about follow-up retention activities each month and reporting to Board of Directors\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 120 pts)

**VII. Education/Awards**

- 1. Host State Education/Professional Development program\* 1 x 100 pts = \_\_\_\_\_
- 2. Actively promote LPRT to members\* 1 x 25 pts = \_\_\_\_\_
- 3. Compile list of speakers and publish to membership\* 1 x 10 pts = \_\_\_\_\_
- 4. Present NAHU's "Education Resources" PowerPoint at a leadership training or strategic planning meeting\* 1 x 50 pts = \_\_\_\_\_
- 5. Conduct an overview of the NAHU website at chapter meeting\* 1 x 50 pts = \_\_\_\_\_
- 6. Number showings of NAHU Single Payer program by chapter or members\* (*Select one only*)
  - 1 – 10 times 1 x 25 pts = \_\_\_\_\_
  - 11 – 20 times 1 x 50 pts = \_\_\_\_\_
  - 21 + times 1 x 75 pts = \_\_\_\_\_
- 7. Actively promote the designations RHU, REBC, DIA, LTCP, CSA and CLTC during the period 01/01-12/31\* at least 3 times. 1 x 75 pts = \_\_\_\_\_
- 8. 2009 LPRT qualifiers\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 100 pts)
- 9. 2009 Triple Crown Award Winners\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 100 pts)
- 10. Formal presentation of awards and recognition of member achievements (includes local, state & national award recipients, new professional designations, membership recruiting, HUPAC & state PAC donors and LPRT qualifiers\*)
  - At chapter event 1 x 25 pts = \_\_\_\_\_
  - In Newsletter 1 x 25 pts = \_\_\_\_\_
  - Website posting 1 x 25 pts = \_\_\_\_\_

**VIII. Media Relations**

- 1. Appoint a Media Relations chair (*verified by NAHU*) 1 x 35 pts = \_\_\_\_\_
- 2. Compile list of local media contacts\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 100 pts)
- 3. Conduct Media Outreach\*\*
  - Letters to the Editor\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 200 pts)
  - Op-Ed articles to local publications\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 100 pts)
  - Chapter Press releases \* (original content) \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 60 pts)
- 4. Press hits\* \_\_\_\_\_ x 10 pts = \_\_\_\_\_ (max 100 pts)
- 5. Present NAHU's "Working with the Media" PowerPoint at a state chapter leadership training session\* 1 x 50 pts = \_\_\_\_\_
- 6. Assisted local chapters with promotion of "Health Insurance Awareness Week"\* 1 x 50 pts = \_\_\_\_\_

**IX. OTHER**

Please summarize in 50 words or less, the chapter's accomplishments during this award period.

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**TOTAL APPLICATION POINTS DETERMINED BY CHAPTER** \_\_\_\_\_

**BONUS POINTS:**

Please summarize in 50 words or less, the chapter's accomplishments during this award period.

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The following **BONUS POINTS** will be determined by the NAHU Awards Committee upon review of the award submission. Please do not complete this section:

Organization of documentation, design and appearance of the award submission:

Excellent = 50 points \_\_\_\_\_      Good = 25 points \_\_\_\_\_      Fair = 10 points \_\_\_\_\_

**TOTAL APPLICATION POINTS** \_\_\_\_\_