

VAHU Board Minutes

Virginia Crossing, Glen Allen, Virginia

Friday, November 6

In Attendance

Arty Accardo	Tim Hicks	John Scott
Jessica Bagby	Heather Kochanowicz	Debbie Stocks
Lori Carter	Amy Mutter via phone	Lindsey Waters
Brenda Cutting	Chris Rankar	
	Anya Simpson	

President's Report

Lori

10:09 am

Call meeting to order. Welcome and thank you for coming. Flipping around the order a little bit so we can get thru some things a little easier.

Review the minutes from last meeting on Friday, September 18. Debbie motions to accept the minutes as written, Arty seconds, all approve, nobody opposes, and motion carries to accept the minutes from Friday, September 18.

Overview of this location for board meeting and for state conference and wifi availability. A lot is a la cart so looking to save money and review contract. For state conference at this point we can make \$50 per person the way everything is standing right now. Debbie suggests making the amount to register a little higher so we can make a little more. Even if just \$25 and then make it higher for the non-members to get them to join.

We are cutting down the room block from 90 to 60, to save in that as well based on the early survey results received.

Trying to get well known legislator to come the night before, and then someone else again the next day. Trying to get people there for both days and have them stay as well.

Lindsey spoke about the recent event in central yesterday with Nat Pham, and great presentation and will speak more when we get to Central.

Region II Meeting – about 30 people, not really advertised, event was okay and could be better. Hopefully in future years will be better. Suggestion would be how to be a better leader and how to build a chapter, which we think will happen in the future. And next year will be in Maryland, and probably held in August. Erika Grimm will most likely be the new RVP for Region II, there is a vote that needs to happen but most likely be her.

Secretary's Report

Heather

10:18 am

Review action items from last meeting notes

Lori Check with NAHU on the posting of our State Conference on the NAHU site and HUI magazine

ALL Conference theme ideas send to Lindsey – COMPLETE “No looking back – keep moving forward”

ALL Have local media chairs send media list to Jill – Not sure if complete b/c Jill is not here so leaving in Action items

Heather Will send the job descriptions to the board for review - COMPLETE

Old/New Business Executive Director Discussion

Arty/Heather

10:20 am

Research

North Carolina AHU Executive Director - \$35/hour

- * Suggest we do this for a 6 mo. trial period or through state Symposium/conference. Asks that you pay my expenses if/when I am expected to physically be at a meeting. No website or social media experience.

Executive Director – Capital CEBS (DC) - \$40/hour

- * She looked at our job description, but would like to talk more about revamping website because that could be additional costs.

Florida AHU Executive Director

- * (Dave Sherrill) Initial update of website would require significant time at an additional cost. It's difficult to determine how much time would be required for these services, but I think it would normally be in the 15-20 hour per week range. I could provide the remaining services listed for a monthly fee of \$1,500 for the first 12 months plus any actual expenses required for mailing, shipping, printing and travel. This would include attending the state conference, but not the CE days or other events.

NJ AHU

- * NJ uses a hired firm costs 90k per year. Saw a presentation by them at region II they use star chapter to keep track of membership and market and enroll events. They handle all communications.

Metro Detroit

- * Metro Detroit. We spoke to them on the phone and they use CVENT for sponsorships, registrations for meetings (and expo, golf outings, etc.), and to send out the newsletters. They designed their own website with wix.com it's extremely user-friendly

and actually kind of fun to use. <http://www.mdahu.org>

- * WIX is free to use, but they did upgrade to link our domain and to get rid of ads. The pricing is really reasonable. They said we can use them to help with anything we need.
- * Our research has lead us to a balanced approach so that we can satisfy need and budget restraints. We need a website and a platform now before conference in order to properly market the conference.

Have to find the right person for association mgr role, and not going to be that quick and take a little more time.

Lori – can we get someone quickly for the sponsorships and help with planning of conference, organize, and bring in more money.

Brenda – Personal experience the conference is part-time job, ton of hours, and I think it becomes a much bigger event then you realize. Is it possible to put it out to membership for part-time position, just to help with conference. There is a difference is the way you do things when you are paid vs unpaid.

We need a multi-faceted approach to the overall where to find a PT association mgr. We can put the job description out there for the conference to our members and see what we get.

Website is the most immediate need to prepare for State Conference and local events

- * Integral to drive attendance and membership

Conclusions

Immediately redesign website and add additional Event Management Software thru CVENT

Paid for by state and local chapters

Costs include:

Annual License fee and the per registrant cost

Estimate:

\$3000 License Fee

~~\$3480~~ (800 registrants at \$4.35 each)

\$6480

States Cost \$1500 + \$1522 (350 registrants) = \$3022

Amy – who has the time to do it, and the system we have now is working and only if we have a user that can do it. And we should focus on the managing director part first, in her opinion. And we are talking about fixing something that is not entirely broken.

Arty is reviewed the 1st part of this again with her since Amy was calling in from the phone and missed that part.

We can do a demo of the system as well.

Is our current system Wild Apricot benefiting us in terms of growing? Amy - Nobody has the time and a lot that can be done, and can move to increase the cost to do more on that. Brenda- We need a body and a technical system, two things. And we need to possibly take this in little increments. Think we need to review because we already paid for wild apricot and then concentrate on the other things. Could take a long time to get this all together, but we need to be realistic.

Debbie – Arty and I met in Fredericksburg and talked about this, and now that I see the numbers it's definitely a high cost and I look at these numbers and I think we could use this money to pay for someone else to do these things on Wild Apricot. And use this money to pay someone else to handle all of these things. And look for the person instead of the site. A lot of money for this.

Chris- why not expand this to someone else within membership to do for us. Has anyone else been asked and could we find someone else to do this. Lindsey and Debbie agree to this approach. There are other people that we can pay to get onto wild apricot and just offer a quick fix to all of this.

Jessica – What about Sue.

Debbie make a motion consider finding a PT person to work on the website on wild apricot

John – getting lost in all of this, concern is we don't do something soon then we are heading in the wrong direction and then we are not going to get attendance at events unless we do a better job and make sure changes. And we are all going to run out of money and volunteers, and we can argue on this for a long time. We need add value to the membership or we are not going to get it any more members, and not get anything.

Debbie – people not coming because of programming, not the website and NAHU wide problem. Amy agrees in needing quality programs. Can't end up like NAIFA who are also having a struggle right now as well in Virginia and we don't want to get like them.

Arty- Metro Detroit got that way because of programming, and how is going to get there.

Re-Branding is the way to go and finding the right person. We need to change our look and feel and getting the leadership and right people involved.

Lori – should we find a person to do the website, and should we get another person and how fast can that happen. Need to come up with a way to find a person to redo the website and then find a person to do the executive director.

Let's move on

Membership/Retention Report

Arty/Debbie

11:44am

Membership

Member goal is to drive 400 total members, we have 375

Membership Committee report (Various Membership Reports attached):

Month: October

VAHU Members ending September 30th 2015 = 357 (107 Central, 91 Eastern, 74 Northern, 27 Piedmont, 58 South West) New Members 9-17-2015 to current: State=7 (2 Eastern, 3 Central, 2 Northern) Lapsed Members August: State =4 (2 Central, 1 Eastern, 1 Southwest)

Retention Report = Debbie Stocks

- 1) Membership Committee Goal July 1 2015 to June 30 2016: To maintain a state retention rate of 85% which will help lead to a 10% gross new member growth (about 35-50 new members) Drive to 400 members
- 2) New Membership Recruitment Flyer presented
- 3) The membership Drive for this year will run from October 2015 through May of 2016 (details included in the member flyer)
- 4) Recap membership phone call in September 28th
- 5) Bi-Monthly National Membership Webinars

Retention

VAHU retention as of September is 78.9%, well below our goal and expected rate. While Eastern and Northern chapters are holding well at just over 85% retention, Central, Piedmont, and Southwest are below expected retention. They are currently at 73%, 75%, and 77%, respectively. This is not a new trend in the last quarter, but is the result of a slow decline over 12+ months.

Our questions:

- 1) Why are we losing members?
- 2) How can re-gain those lost members as well as attract new members?

I still feel that the reason we are losing members is due to the programing, so we need to work on that. I don't feel that other people know the value of the membership. Need to have good content and what people want to see. They are not just going to join based on the NAHU website.

Chris – is everyone is touch with the local retention chairs and membership chairs. Yes says arty.

We had a membership phone call on Sept 8 and then had a makeup phone call and included all the chapters and the membership. Retention chairs. We talked about membership, retention, value, developing membership flyer and membership drive for the year. And all the national tools that are available, and all the lists of current and lapsed lists. Asked to make calls to those lists on the lapsed calls. Real success and as a committee we want to try and continue those calls on the annual or semi-annual basis. Reminder about the bi-monthly membership webinars. NAHU holds them and very important and anyone can go in it.

We developed the flyer about membership to speak about the value in the membership and the incentive that we have to add new members.

How will this be tracked asked Jessica. Arty is going to come up with that but some of that can be tracked on the current website. And should also probably be tracked by the local committee chairs.

Send out this flyer to everyone on the membership committee to be sent to the.

Chapter President's Report

11:54 am

Central

Tim

Events

- General meeting yesterday (11/5) not a lot of attendance, less than 20 but got really good feedback and already received two emails.
- Holiday Social on December 9

Eastern

Per Newsletter

Events

Our next membership meetings are November the 11th and January 13th at the Holiday Inn Executive Center, starting at 11:30am. With open enrollment and early renewals upon us, take some time to join us for a good lunch, helpful industry information, and the opportunity to share war stories. Besides, you gotta eat, right? Please contact me with any questions via email:

Anya@BenefitPlansInc.net.

We are considering several fun events, to include bowling, a summer social, and a day of Top Golf. You can expect a survey in the near future where I invite you to share your ideas and preferences.

Past News –

The VAHU CE Day in Tidewater was a big success. We had over 60 agents attending this full day of fun, providing 8 informative hours of CE and a boxed lunch. For those who missed this opportunity to knock out 8 hours of CE, mark your calendars now for the next opportunity in the fall of 2016.

Northern

Heather

Membership

- As Arty mentioned we have 74 members, and have had 4 new in the last 2 months. We were able to get 2 at CE day which was great. We ran a promotion at CE day where we gave \$50 gift card to anyone that became a member that day.
- Membership Campaign for 2015 has started 9/1 and will run to 11/30. We are giving away cash for new member recruitment. Recruit 2 = \$75, Recruit 3= \$125, Recruit 4=\$175 and every recruit gets you 1 entry into grand prize for \$200.

Events

- Next Event will be holiday networking party on Dec 7th with NOVA NAIFA

Sponsorship

- We have 1 level of sponsorship this year, which is \$1500 for the entire year. We have 2 committed and possibly another 2 as well. We are hoping to get 5-6. It gets you the following:
 - Two complimentary registrations for guests to each Member Meeting below (\$500+ value)
 - List of attendees for all member meetings
 - Logo listed prominently on NVAHU homepage and social media
 - Banner with prominent full-color logo at all NVAHU events
 - Acknowledgment at all NVAHU monthly meetings
 - Recognition as Annual Sponsor on name badge at NVAHU's monthly meetings
 - Exhibitor package at VAHU State Conference in May, includes 1 registration, table, 2 attendees, advertisement in program directory (\$700 value)
 - Hole sign at Annual Golf Tournament (\$250 value)
 - 5-minute company presentation at beginning of one member meeting
 - Three tickets to VIP Sponsor Appreciation Reception on April 14, 2016

Piedmont

Lori

Events

Have not had anything in 6 months. Looking to have a holiday social the second week in December, and still working out the details. Looking to use the local Anthem people to help support and sponsor that. They are anxious to help Lori with that.

Looking to do a CE in January and maybe we can join with Southwest. .

Southwest

Amy

Events

We laid out our calendar over the summer and will have a holiday social coming up. Hopefully the holiday social will bring some momentum into the new year.

HUPAC Report

John

12:46 pm

Passed out two items:

- 1) Cards have to be updated on the website, lots of payments being rejected.
- 2) Standard letter going out to people who stopped giving (attached)
- 3) Contest based on chapter against like sized chapters

As a state we give well, but really more based on some heavy people, and only get 5-11% of members that give, so we need to increase that. Central is still doing the 50/50 Administrative pot still.

Communications

Jessica

12:51 pm

Newsletter going out right now, and the next date is December 5 that she needs items and then going out on the 15th.

Treasurer's Report

Brenda

12:53 pm

Brenda gave out the profit vs actual report from July to October (attached). And will show us this each meeting to keep updating. Balance Sheet also noted below:

Virginia Assoc. of Health Underwriters

9:23 PM

Balance Sheet

11/04/2015

As of October 31, 2015

Accrual
Basis

	Oct 31, 15	Oct 31, 14	\$ Change
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ASSETS

Current Assets

Checking/Savings

VAHU Checking Acct	59,057.69	60,618.71	-1,561.02
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Money Market - Edward Jones	11,448.52	11,448.15	0.37
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Total Checking/Savings	70,506.21	72,066.86	-1,560.65
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Legislative**Chris****12:59 pm**

Day on hill, trying to move to the last week in January not February. It will help pull it back from being so close to the capital conference so we aren't asking people to miss more work, since cap con is 3 days in February.

Ideally do it on January 26 and get a good speaker to come speak for the luncheon. Still working on all of that. Central is going to handle the presentation but asking if we can move to end of January.

Just a note that when Chris sends out meeting requests it is to stay internal with the association/board unless otherwise specified.

Everyone is fine with the move to January.

Letter will be going out shortly to House Leadership, waiting on some tweaks from Carol and then Chris will coordinate all of that.

Media/Awards**Per Brenda****1:23 pm**

Certificate program is ongoing and we need all of this for awards, we currently have Gold and don't want to go back.

Adjourn**Lori****1:30 pm**

Arty makes a motion to adjourn the meeting. Chris seconds. All in favor, nobody opposes. Motion carries

ACTION ITEMS

Lori Check with NAHU on the posting of our State Conference on the NAHU site and HUI magazine

ALL Have local media chairs send media list to Jill

Heather Send flyer to Jessica for the newsletter