

SACRAMENTO ASSOCIATION OF HEALTH UNDERWRITERS
Board of Directors Meeting
September 9, 2014

benefitsCONNECT
3103 Zinfandel Drive, Rancho Cordova, CA 95670

Present: Lauren Bayha, Chris Bender, Brad Davis, Alexis DeVorss, Cerrina Jensen, Carolyn Lewis, Marcy McCulloch, Lorraine Olivotto, Penelope Yanez

Absent: Jeff Irvine, Helen Ornellas, Sam Rumbaugh, Ned Schaut, Shannon Zajec

Staff: Jeannie Bruins

The meeting was called to order at 10:30 AM

The August minutes will be provided at the October meeting for approval.

Treasurer's Report Brad Davis

The financial report was given. It was m/s/c (Lewis, McCulloch) to accept the August financial report.

Committee Reports:

Some committee reports were provided in advance of the board meeting.

Media & PR – Carolyn Lewis

- Carolyn distributed her report. There was one media hit with the Kirk Whelan article in the Business Journal.
- Press releases are forthcoming on the SAHU awards, as well as the Trautwein event, and LPRT and membership recruiting. Brainstorming followed about the Family Glitch and problems with the Exchange paying the subsidy portion of payments to the carriers and agents.

Awards & Recognition – Helen Ornellas

No report

Community Service – Sam Rumbaugh

No report, but it was stated that Sam is working with Jeannie to identify families for the NAHU education program

Programs & Professional Development – Alexis DeVorss & Ned Schaut

- Alexis reported she is working on the information for the courses for the Professional Development Day.
- The committee met. They are looking for speakers for upcoming meetings. Alexis distributed information about a tax strategies course that requires a 2 hour time slot. She also distributed information about Nelson Griswold who also requires a 2 hour time slot and charges \$400 to speak. Aflac has offered to pick up that expense in exchange for seats at the program. It was suggested the tax course be offered as a webinar for members only.
- Michael Lujan is confirmed as the October speaker and lunch sponsor. His presentation includes one hour of CE.
- Alexis is meeting with Helen to go over awards.
- Carolyn questioned Janet Trautwein's program for media purposes.

Legislative – Chris Bender

- The video for No on Prop 45 was viewed. It was produced by benefitsCONNECT and features Cerrina Jensen, Brad Davis and Chris Bender. It will be unveiled at the Professional Development Day and then it will be sent to NAHU Past President Bruce Benton. It will also be posted on the website and social media. A copy will be provided to Kathy Robertson of the Business Journal and to CAHU.
- No further report

PAC – Brad Davis

Brad reported on the fundraising efforts for No on 45. He requested the \$5000 CAHU-PAC donation budgeted for May 2015 be reallocated to the No on 45 campaign. The consensus was in agreement. Jeannie will prepare the check and it will be delivered at the CAHU Health Summit.

Membership – Shannon Zajec & Lorrain Olivotto

- The membership committee met in August. Two new members joined during the month. Committee ideas to increase membership included swapping membership lists with NAIFA for recruiting and asking NAIFA members to the fall mixer. Shannon provided a list of delinquent members for discussion and to make contact.
- Marcy noted that Shannon has been doing a great job contacting members, and that losses are not due to neglect. Jeannie suggested doing a membership push at the Professional Development Day and offering a \$35 rebate for joining.
- NAIFA is promoting the mixer.

Vanguard – Lauren Bayha

No report

Executive Committee – Cerrina Jensen

- Cerrina acknowledged the members who attended the Region VIII Conference. Cerrina, Alexis, Penelope and Lorraine were sent by SAHU. Dave Fear, Sr and Dave Fear, Jr also attended from SAHU.
- The executive committee report was distributed. Cerrina applauded the mixer committee for their excellent planning, record sponsorships and ticket sales. A sell out is expected.

Communications – Jeff Irvine

No report

Executive Director – Jeannie Bruins

- Jeannie distributed her report, which had also been sent electronically. She noted that she attended the crab feed committee initial meeting on Sept 12.
- The calendar report was given. Julie Broyles, CAHU State Legislative Representative, gave a report at the August lunch meeting and she received PAC donations from those in attendance. The SAHU awards were also given at that meeting; Triple Crown & LPRT members were acknowledged.

Old Business – None

New Business – None

Cerrina shared Shannon's thought for the month, "People don't care how much you know until they know how much you care." Chris Bender will provide the thought at the next board meeting.

Meeting adjourned at 12:12 PM.

Next meeting will be October 15 following the breakfast at the Citrus Heights Community Center, 6300 Fountain Square Drive, Citrus Heights, CA 95621.

Respectfully Submitted,

Jeannie Bruins
Recorder

