

SACRAMENTO ASSOCIATION OF HEALTH UNDERWRITERS

Board of Directors Meeting

August 19, 2015

9:30am

Citrus Heights Community Center
6300 Fountain Square Dr., Citrus Heights, CA 95621

Minutes

Attending:

Lauren Bayha, Teri Blake, David Brabender, Alexis DeVorss, Lisa Hutcherson, Cerrina Jensen, Liz Mack, Jennifer Mason, Marcy McCulloch, Lorraine Olivotto, Sam Rumbaugh, Ned Schaut

Absent: Brad Davis, Carolyn Lewis, Helen Ornellas, Samantha Siders

Staff: Jeannie Bruins

- President Marcy McCulloch called the meeting to order at 9:15am and a quorum was established.
- Record attendance and establish a quorum
- The July minutes were presented; it was m/s/c (Jensen, Schaut) to approve the minutes

Treasurer's Report - Brad Davis

- Jeannie Bruins gave the financial report for Brad Davis. It was m/s/c (Bayha, Brabender) to accept the financial report

Committee Reports – Votes or Decisions to be made

Some committee reports were provided in advance of the board meeting

- Executive – *Marcy McCulloch*
 - Marcy reviewed the corporate partnerships, formerly called corporate sponsorships.
 - A mixer update was given.
 - Succession planning was mentioned and noted that the effort will begin in January 2016.
- Membership – *Lauren Bayha & Lisa Hutcherson*
 - Lauren distributed the membership committee report
 - The mentor program is developing and more information will follow
 - Lauren noted she will be actively promoting associate memberships along with full memberships because it broadens the scope of talent that is brought into SAHU. She would like to do 2 membership blitzes this term. She suggested 9/25 as the first date, with another one to follow in 2016. Other dates were also discussed.
 - Membership orientations will be held quarterly, targeting members that have joined within the preceding quarter.
 - Jennifer suggested reaching out to GAs to sponsor potential members to attend the lunches
 - Lisa distributed the membership report for board review and signatures.
- Community Relations – *Liz Mack*
 - The community relations committee has decided to institute one event per quarter. The charities they plan to support include a food outreach program, River Oaks Center for Children for the annual toy drive and \$500 contribution, and Okizu. It was noted that there are no plans to continue the charity wine tour to Napa wineries. There was a suggestion to create a more affordable tour to local wineries. There was also a suggestion to do a 50/50 raffle at the crab feed to purchase material for comfort

blankets to support the Keaton Raphael foundation. This would need to be developed with the crab feed committee.

- A new program the committee is considering is called Dress for Success, which supports underprivileged women with business clothes for job interviews. Cerrina asked if men could be included too, and Liz agreed to research a similar service for men. Lisa offered to assist Liz in her efforts. It was suggested that this could possibly be expanded to assist new agents entering into the industry
- **Media – Jennifer Mason**
 - The media committee met the previous week. Jennifer attended the media session at the Region VIII conference. She also met with the CAHU media chair. He will send the CAHU press releases to her as NAHU already does.
 - Jennifer has issued 3 press releases and she has updated the press list provided by Carolyn. She intends to add TV and radio.
 - Op Ed articles are encouraged. Jennifer has media training information to share as part of a future board meeting.
 - Jennifer met with Kathy Robertson of the Sacramento Business Journal. They are hosting a breakfast on September 11 and they have invited SAHU Past President Shannon Zajec to participate as a panel speaker. Jennifer is looking into SAHU having a table at the event, which will be announced at the lunch and in the Bulletin.
- **Awards & Recognition – Helen Ornellas**
 - Marcy reported for Helen that the awards program is going well. The focus is on regaining the Platinum Certification, which includes a net increase in membership. Currently, membership is down 4%, so that has to be regained and grown from that point.
- **Programs & Professional Development– Sam Rumbaugh, Alexis DeVorss**
 - The committee met to plan the Professional Development Day. There will be a 2CE credit course featuring a panel, as well as classes by Michael Lujan and Brad Davis, each offering 1 CE.
 - The committee report was reviewed
 - Future meetings include CAHU Lobbyist Julianne Broyles speaking in October and the Chili cook off/River Oaks outreach in December. There was a suggestion to offer a free webinar in February since there is no lunch that month (due to the crab feed).
 - There will be a SAHU/CAHU vendor table at the Professional Development Day. A riser is requested for the panel. Jeannie will order it and advised that there is a cost of \$50 per section. Two sections will be needed.
- **Legislative – David Brabender**
 - David met individually with each committee member. He provided the CAHU legislative update. He also reported on the legislative training at the Region VIII conference.
 - Marcy encourages anyone who has significant information on legislation to share it with David, Jeannie and Teri for the Bulletin and website.
 - There was no PAC report due to Carolyn's absence.
- **Communication – Teri Blake**
 - Teri reported that Jeannie and Cerrina are helping her with the Bulletins. She invited other board members to submit articles for consideration.
 - Jeannie is working with the new webmaster. Cerrina brought up the problem of the calendar not having future events. Lorraine will help get that changed.
- **Vanguard Council – Lorraine Olivotto**
 - The Award Mixer is this coming Friday and everything is in place. A great evening is anticipated.
 - Lorraine is looking for speakers for future webinars.

Executive Director's Report - Jeannie Bruins

A written report was submitted and included in the board packet.

- The calendar was reviewed
 - Past Events within the last 30 days include the SAHU board retreat, the July luncheon where the board was sworn in and the Region VIII conference, which was attended by Ned Schaut, Jennifer Mason and David Brabender.
 - Future Events within the next 60 days include the following:
 - August 21 – Vanguard Awards Mixer
 - September 16 – SAHU Professional Development Day
 - September 29-30 – CAHU Health Summit at Universal City
 - October 21 Lunch Meeting (subsequently changed to October 14 to accommodate the speaker)
 - November 18 breakfast
- Status Updates - none

New Business - None**Action Items** - Update website with the calendar and budget

The next board meeting will be at 10:00 am on September 11, 2015 at the Point West Corporate Center, 1610 Arden Way, Sacramento, CA 95815
LARGE Conference Room, 2nd Floor

No further business. The meeting was adjourned at 11:15 am

Respectfully Submitted,

Jeannie Bruins
Recorder