

# Minutes

## Clark County Association of Health Underwriters Board of Directors Strategic Planning Meeting July 29, 2009

Word & Brown Conference Room Las Vegas, NV

### Attending Board & Chairmen:

<input checked="" type="checkbox"/> President <i>Joan McEntyre</i>	<input checked="" type="checkbox"/> Programs/Education <i>Dwight Mazzone</i>	<input checked="" type="checkbox"/> Communications <i>Dan Heffley</i>
<input checked="" type="checkbox"/> President Elect <i>Dan Heffley</i>	<input type="checkbox"/> HUPAC (Interim) <i>Larry Hurst</i>	<input checked="" type="checkbox"/> Golf Tournament <i>Rebecca Purdy</i>
<input checked="" type="checkbox"/> Past President <i>Rebecca Purdy</i>	<input type="checkbox"/> Awards/Hospitality <i>Michele Freeman</i>	<u>At Large Directors</u>
<input checked="" type="checkbox"/> Secretary/ Treasurer <i>Vickie Mayville</i>	<input checked="" type="checkbox"/> Legislative Chair <i>Larry Hurst</i>	<input checked="" type="checkbox"/> Past President <i>Ted DeCorte</i>
<input checked="" type="checkbox"/> Public Service <i>Jan Meier</i>	<input checked="" type="checkbox"/> Retention <i>Thomas Coffey</i>	<input type="checkbox"/> Advisor <i>John Egermayer</i>
<input checked="" type="checkbox"/> Membership <i>Michael Ives</i>	<input checked="" type="checkbox"/> Media Relations <i>Larry Harrison</i>	<input checked="" type="checkbox"/> <i>Simon Reyes</i>

**Guests:** *Stephanie Monette, Nevada State AHU President Elect and Tracy Croxon, Northern Nevada AHU Treasurer*

### Call to Order: 8:45am

- **Minutes and Treasurer's Report:** The minutes from the July 7th Board meeting were tabled until the September board meeting after it was unanimously agreed to hold our monthly meeting today instead of as previously scheduled for August 4<sup>th</sup>, next week. The Treasurer's report was also tabled until September's board meeting. Checking Account Balance as of 7/27/09: \$5,800 which is below the 3 month expenses goal of \$20,981.53. The Accounting Policies and Procedures, as prepared by PESC, were discussed and adopted. \*\*\*Reminder: Must submit check reimbursement form and documented expenses in order to get travel expenses or any other expenses reimbursed by check from PESC.

**Reviewed Bylaws:** The bylaws, as amended July 1, 2008 were reviewed and accepted.

**Mission Statement:** The **Mission Statement** was reviewed and unanimously approved:

To be the leading resource for the membership by promoting ethical practices and generating awareness of health insurance industry issues through education, legislation, advocacy and involvement.

**New CCAHU 2009 Goal Statement:** (as approved, to be posted on the CCAHU website)

Our Association is going to thrive by "Taking Care of Business" and educating our Community. We are facing many challenges. We will excel by supporting our industry and by working with policy makers to take care of our clients and consumers. We will continue to grow our membership. With the support of each other and our membership, we will "Take Care of Business." (2009 Theme)

### Board/Committee Goals/Expectations/Reports/Budgets:

**Membership/Retention:** Michael Ives, Thomas Coffey. Michael Ives said many in the industry just don't see the value in membership. Goal: 25% increase in membership. The first free luncheon for members will be paid for courtesy of Word & Brown. Suggestion: Bullet Points of membership benefits. Thomas, Michael, Dan and possibly Larry Hurst will work on this. At the end of June there 2343 119 CCAHU members 212 Nevada State AHU members. Region 8 had 3,621 (the second largest region). Thomas Coffey will email his goals for Retention.

**Communications/Newsletter/Media Report:** Larry Harrison, Dan Hefley. See Report. Barbara Knox is the National Communications Chair. Ted DeCorte is Nevada State Chair, and Rebecca Purdy, NV State AHU President, will try to coordinate communications more with the two state chapters.

**Legislative:** Larry Hurst. See report. Rebecca and Stephanie plan to attend the NV DOI Industry Day at Lake Tahoe.

**HUPAC /State PAC:** Larry Hurst /Dwight Mazzone. See HUPAC report.

**Public Service Projects:** Jan Meier. See report. Rebecca Purdy will look into the Lou Ruvo Brain Institute, tabled until the September Board meeting.

**Program/Education:** Dwight Mazzone. Committee includes Debra Madro, Kathy Fairchild, Brian McEvily and Jan Meier. Discussed the annual Expo, and the consensus was that we would probably not have another one this year due to lack of attendance and the extra effort to put it on. Future program suggestions included "How to Run a Successful Business," two CE half days ,and "What is CCAHU/NAHU All About?" Also, a meeting of past presidents might help find out what worked and what didn't.

**Awards/Hospitality:** Michele Freeman (not present). Joan discussed plans to have a Chapter Distinguished Member Award this year to be given to an extraordinary member.

### Upcoming Events

**Golf Tournament:** Rebecca Purdy. The Golf Tournament is scheduled for October 7, 2009 at Sienna Golf Course again with ALS co-sponsoring. Word and Brown has agreed to sponsor one Beverage cart, and AFLAC is sponsoring the Putting Contest. Last year we raised \$10,948. Goal this year is\$17,000 for CCAHU

**Region 8 Meeting:** In Santa Rosa August 26. Early Larry Harrison, Dwight Mazzone and Dan Hefley plan to attend.

**November Social Event:** It was unanimously agreed to do the event at View 215 again, November 19, the Thursday before Thanksgiving.

### Other Business:

- Add PESC.COM to address books to keep from getting bounced emails. PESC blast is going out today, and they have been getting bounced emails. PESC gets emails sent to [info@clarkcountyahu.org](mailto:info@clarkcountyahu.org).
- Suggestion, once again, to demo our website at the monthly luncheon.

**Next Meeting: September 7, 2009 – Orgill Singer Conference Room - 3:30-5:00 pm**

**Adjourned:** 1:00 pm