



October 20, 2016

Debbie Boop called the meeting to order at 1:05 PM.

In attendance:

Debbie Boop, John Dodd, Ingrid Martin, Lee Nathans

CAHU: Bill Barrett

GC: Dave Kross, Gerry Stricker

NE: Shelly Chornak

NW: Ben Otley

WR: Bob Lackey, Julie Ginnis and Karen Armstrong

Legislative: George Morris III

A motion to approve the September minutes was made by Lee Nathans and seconded by John Dodd. Motion passed

CareWorks:

As of 10/20/16 Beverly reported that the numbers are as follows: AC3s received 3,783, of the AC3s received – we sent 3,072 AC26s (enrollment packets), 3072 are set for renewal and 2,536 have paid – close to 83%. Beverly reminder all that she is a resource for all of us. She can go with you to an appointment. Lee mentioned that CareWorks one-hour CE was very good

Group retrospective rating – AC3 deadline is January 11 and January 25 is deadline to receive enrollment forms. **ACTION ITEM:** Beverly will provide where the AC3'S are being submitted from by chapter.

Debbie reminded all that there is commission earned by an agent and a substantial amount comes to the state which covers our lobbyist fees, etc. and the locals receive an annual amount as well. Please promote CareWorks as the relationship is very important to the association.

Presidents Report

Annual meeting

Debbie reported that we hold our elections and leadership training at the annual meeting. She wants to engage chapters to determine who will show up at our May annual meeting and to begin talking to your incoming leadership to get them engaged before their term.

Our last OAHU email had a link to the CAP Conference scholarship for a first timer or a new board member to apply for.

Leg update

Mark is on vacation but George Morris attended and reviewed the following items: 1. Need for strong public option response 2. Need for OAHU to bring forward ideas to improve individual markets and of course discussed the pre-election

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George Morris is on the national leg committee and reported that NAHU gave a white page recently which contained the strongest worded issue we have ever had out of national. George will be meeting with ODI soon. OAHU should begin to put ideas down regarding the individual market place, tighten up, can't opt in/opt out and develop a white paper.

Treasurer

Ingrid referred to the board packet. The EC is working on putting together a coop program to help with advertising. Chapters across the country are all struggling – part of our job at the state level is to support the locals. We are setting aside \$20,000 of the budget to be used for chapter outreach similar to what Western Reserve did. Their membership went from 42 to 62. They put a full page ad in the Business Journal for \$400.00. We are preparing a P&P to discuss and vote on at the November meeting. The state would match up to \$4,000 per local (this would not be to support a golf outing, etc.) It would need to be something to bring value, grow membership and bring in new clients.

Debbie directed the board to the report on Major Publication Costs in the board packet that showed fees for ads. Encouraged the locals to put together a target for how you want to use the money.

Beginning January 1, 2018 there will be a huge disruption in our market and we need to determine how to get our name out to potential clients/members. We are the resources, people need to have a broker, they need to be a member of your local chapter. This should help with your budgeting and planning. This could be used toward Sponsorship/partnerships.

The draft budget will be sent out with the next board packet, goal is to pass at the November meeting if we can't pass in November we will need a meeting in December. Debbie reminded the locals to use the \$500 for their leg meeting

Membership

NAHU has not released the September numbers as of the board meeting. There is a big push currently from NAHU for everyone to go on monthly EFT instead of cc fees, they are trying to save on the large credit card processing fees that they are paying every year.

Revenue Stream

Bob Lackey reported that the board began looking at working with an identity theft company that we could add to our package of non-dues revenues back at the spring annual meeting. We had two presentations during the annual board meeting. Bob mentioned he went through the proposals and the benefits are alike from each company, commission and premiums are different.

ID Resolution is \$10 per person per year (this is what OAHU would make) Bob was not impressed with them. Legal Shield is not a bad commission you would get 21% of the gross fee. Life Lock is expensive but well known and you would receive a 5% discount for the association and 15% commission for the agent. Legal Shield and Identity are the two that Bob Lackey feels the EC should sit down with to negotiate a final deal with. Identity Guard currently does not have an individual market available.

OAHU bylaws

John Dodd reported that he will begin reviewing the OAHU bylaws the first of the year.

New business

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Web Statistics are located in the board packet. If you are listed on healthbenefitsohio.com you need to reenroll for 2017. We do this every year to make sure that the list on the website is current and fresh. Please share this reminder with your local members. Some minor changes have been made on the website for regulations

ACTION ITEM: Debbie will send McGough's email and put a map on the website.

A member of Northeast got one referral from the HealthBenefitsohio.com site, she said that the commission that she made from that one referral paid for her OAHU membership.

Chapter reports

John Dodd advised the board that we have met with NAFIA and they came to us and asked us to attend their meeting. There were 380 people in attendance and it was a fantastic meeting. We are discussing combining our DAS with theirs. John Dodd feels the more numbers we have at the event and more legislators we can see in one day would be good. Their president feels the same way. This would give us some synergy. They are our counterparts; we are both in the same boat. John asked the locals to think about what the pros and cons would be about having this combined event. We are not looking at combining associations just combining efforts. John McGough has expressed some concerns with moving the DAS to March and John Dodd is going to follow up with him to see why.

CAHU – Reported by Sandra Moody Gresham

We are working on marketing our October, November and December events.

- November 10th – Luncheon Kevin Counihan, CEO Healthcare.gov Boat House Restaurant 11:30am until 1:00pm and then a panel discussion later that afternoon at the boat house
- November 10th – Community Health Forum, It Takes All of Us Boat House Restaurant 2:30p to 4:30pm. This is the 3rd annual Obamacare jams to help people with their open enrollment. This event has gotten bigger every year and the Columbus public appreciate it
- November 15th – ObamaCare Jams Open Enrollment Event Columbus Downtown High School 5:00p until 8:00p
- December 13th – Long Term Care 4-hour CE & Holiday Party J Lui Restaurant 1:00p to 6:00p
- Community Service Project – STAR House collection of men's clothing through October 21th

Sandy reported that she attended the NAIFA MDRT event Monday with John Dodd and they had excellent speakers, training and networking. There is great synergy that can be created between the two organizations and I encourage us to pursue this relationship. The initial two events suggested would be the Day at the State House and CAHU's LTC event in December. Both organizations do a DAS and both are losing membership. The thought is by us coming together on common legislative agenda issues, we can be more influential.

GCAHU

Gerry reported that their last board meeting was held on October 5th. At the meeting they passed a budget for 2017 which again is an operational loss. To date, they've not been able to find a way to balance their expenditures. They will look further into raising dues going into 2018.

Their programs committee has yet to meet due to the insanity of all lines of business in our industry. He is confident though the group will be able to put together 6 or 7 stellar CE classes for members. The goal is to offer 6 meetings with a total of 9 hours of CE.

Membership is working hard to do the impossible. All members that appear on the lapsed list have been contacted with the exception of those they know are out of the business or sick.

There's a lot to discuss legislatively but since no legislation stands a chance of moving forward, conversation always surrounds the election.

For their golf outing they were hoping for a day in late April or early May. Depending on the turnout and my availability, a secondary event might be held in July or August at Top Golf. Fingers crossed these two events will bring in some dough.

They did discuss the OAHU scholarship for CAP Con and they have a member of board who have not attended. They will be moving forward to capture those funds to send him to the event with the hopes of his further progression through the chapter.

Northeast

Shelley reported that Janet Trautwein came to their event for a 2hr CE presentation. They had great feedback from members and nonmembers on the program. There was good attendance for this event with about 75 to 80 people. Congressman Renacci was there as well and was a big hit, he is a big supporter of our industry. The meeting next month is going to be on Critical Illness Insurance. In membership, they gained 1 and lost 7.

It was mentioned that NE should have let the other locals know about Janet coming to NE as they would have liked to piggy back on this..

Northwest

Ben Outley reported that they had a mini product fair a few weeks ago for individual, medial, small group and large group, people could come and go all day and it was successful. Bev from CCI came and spoke with the members on how they can work with CCI to sign up to get quotes. They are working on several events for the 2017 year.

Western Reserve – Reported by Julie Ginnis

WRAHU will have a change in venue with a slight increase in their lunch cost. They have concluded a successful year of programming including 2 webinars from NAHU, both had 20 attendees (1/3 of our membership) and looking for a venue to host the December Live from NAHU webinar.

They are expecting 2 applications for Capital Conference requesting scholarship. They are targeting a program for carriers to become more front and center with our members (this is not in stone yet).

Adjourned at 2:50pm