



LAAHU Board of Directors Meeting Minutes

Date: July 12th, 2018

Meeting Called to Order at:	8:01 AM						
Attendees:	Neil Booth, Brian Sullivan, Allison Kritz, Kerry Wright, Elizabeth Underhill, Rebecca Fleming, Scott Gilbert, Cindy Jones, Lindsay Hedges, Dede Kennedy-Simmington, Dawn McFarland, Peter Siebold, Dave Benson, Don Weiss						
Excused:	Blake Landis, Judy Daniels, Bobbi Kaelin, Naama Pozniak						
Approval of June Minutes:	Yes	Motioned:	Ross	2nd:	Dave B.		

LAAHU VISION & GOAL:

- "Grow & Engage our Membership by Providing Value & Advocating for our Peers and Clients"**
1. Grow our Membership and Leaders (Retention 90%, Attract new Members and be the Premiere Organization for our Industry, Mentor our Future Leaders)
 2. Provide Industry Leading Programs, Education and Events As well as Networking. (New Events, Fun, Increase Meeting Attendance)
 3. Advocate on behalf of consumers and members to policy makers and society at large (Legislative Communication, Media, HUPAC/PAC)

Old Business:

VICA Membership Renewal - Dede motioned to not renew membership with VICA. Dave Benson 2nd it. For: Dede, association has not had the impact of the investment. Dave in favor of the motion. Against: Cindy, awards dinner opportunity to gain membership but could network from our industry. Ross - disturbed with thing that happened so spoke with Jessica. Only time they have to mention LAAHU is when register for event.

New Business:

Dede Reviews Robert's Rules of Order - 10 mins.

The President's Report:	Neil Booth	Time:	20(Incl RR)
--------------------------------	-------------------	--------------	--------------------

Welcome to BOD 2018/2019. I am Excited to be Serving our Members and Industry Peers with you all. We had a great Strategic plan in June, and feel we have a Strong Vision and Goals for us to Focus on. What I would like to do to ensure Meetings run smoothly, is go through "Robert's Rules of Order" So we are clear on the process and keeps things following the process (Dede will run through for us) Each month we will have a topic to have a Forum Discussion, This month we will deciding what topics and when. We will complete this after the Board Reports. Please ensure each Board report is Strategic and Supports our Vision. Meeting's start at 08.00am sharp. Welcome our New BOD Members Let us do a quick Intro. NAHU- Annual Convention, 4 Days of Leadership Training, Industry PD, Fun and Networking. Finished with the Awards Ceremony. 2 Separate Dues Increases were voted in Jan 1st 2019, there will be \$5 per month increase and January 2020 there is a \$8 Annual Dues Increase (Reviewed every 3 Years) Congratulations to Naama Pozniak who received the Distinguished Service Award and Bobbi Kaelin for the Presidential Citation Award. Chapter Awards Media, Website and Pacesetter, Allison put a huge effort in submitting the awards and managing the process. (No Pressure Scott) Region 8 Meeting is only July 23/24th Excited for all attendees to share next months meeting. CAHU- The state Dues Increase will also be effective Jan 1st 2019, We need to look at a communication piece to our Membership to ensure we don't loose Members. CAHU Healthcare Summit is August 7-9th in San Deigo (Including a full day of Education and also NAHU "Advanced Self Funding" Certification and Medicare Certification. Next week is the first CAHU BOD Meeting. LAAHU- Casey Allen has resigned as Recruiting and Mentoring Chair (Committee still active) Any one Interested let me know. Comitee Calls Statewide are responsibility of the Chair, If you can't attend please get cover and let me know. Strategic Plan Overview Vision and Goals for the coming year. Those that were not at the meeting will be able to present their Strategic Plans as part of the Board Reports. **CAHU 20% off discount code, hope to advertise this. Dede will follow up with Karen if OK with email blast. ** Any ideas to fill recruiting & mentor ship? Ask GA's, send email to membership to see if anyone is interested.

Immediate Past President:	Bobbi Kaelin	Time: 7 mins
----------------------------------	---------------------	---------------------

I have happily been working on the transition to being the immediate past president! With that said, as a part of the strategic plan of last board year, I created a "Board in a Box" type document and provided all the passwords, login info, and such in a single document. Further, I have updated the LAAHU google calendar to provide Neil with a listing of all board position meetings under CAHU, the call in and codes, dates, times, etc. I would like to keep this calendar up to date, so if you are in a position that has committee meetings (almost all of you should have committees) please share when those committee meetings are - and they can be put on the calendar. Standing dates are advised - just to keep the calendar up to date. I'm looking forward to the CAHU Awards and really proud of everything we ALL accomplished together this past 12 months.

President Elect:	Brian Sullivan	Time: 5 mins
-------------------------	-----------------------	---------------------

Kudos to Ross Pendergraft for putting together a detailed spreadsheet analysis of the last year years and compared it to the proposal from the Skirball Center. Expenses should come in substantially lower than this year and also last than 2017. Income is very conservatively projected to come in slightly below this year, netting a higher total profit. We are awaiting the actual contract from Skirball. To date, Skirball has been very easy to work with. Thanks to Dawn McFarland and Neil Booth for joining in on the calls and meetings. My next course of action is to get the committees together to establish a them, target the speakers and review sponsorship pricing.

Treasurer:	Ross Pendergraft	Time: 0 min
-------------------	-------------------------	--------------------

Next month we will have the final reports for Bobbi's board year. Still have 2 Day at the Capital Expense Reports. Want to get all checks issued before the end of this month.

Secretary:		Allison Kritz		Time: 1 min	
-------------------	--	----------------------	--	--------------------	--

Happily been transitioning into Secretary! Want to discuss the Charity Run & Walk on the calendar for Q1. We can discuss charity options, want to decide on a charity by August. **Monday July 16th, Naama having lunch with executive director. In William Flood criteria, survey of membership. Whole protocol on choosing charity, follow up on survey. Consider a community clinic we consistently donate to, bodes well to give to one.

Committee Chair Reports:

Legislation:		Kerry Wright	VC: Edgar Moira	Time: 5 mins	
---------------------	--	---------------------	------------------------	---------------------	--

1) In Kansas City I told Jim Morrison, the CAHU Leg Chair, it would be my goal to dovetail and integrate the LAAHU legislative effort with the CAHU legislative effort. After additional email contact Jim and I are scheduled to talk about how to jointly proceed next week. Additional direction on how to proceed will be discussed on the Leg call at 4:00pm on 07/12/18. 2) Ross Pendergraft has agreed to help set up ongoing LEG meeting after the board meeting. Additional planning on these meetings will produce meeting shortly. 3) Working on process to encourage members to sign up for the newsletter for their individual legislators. ** Ross discusses Capital Crown, right after every BOD meeting have the Leg Meeting, so we can get in front of people to get them excited. **At 4pm today there is a Leg Call, get it strong.

PAC:		Elizabeth Underhill		Time: 5	
-------------	--	----------------------------	--	----------------	--

LAAHU website: section for PAC like what I presented in my Strategic plan. What will it take to have this done, how do we go about doing it, and who do I talk to? Future PAC events: when can we/is it best to have a PAC fundraising event? Specific PAC info. will be in report for next month once I am set up with Net File and we have another phone call. **Nathan can make changes to CAHU PAC. Want to keep links but incorporate tabs, work with Nathan Carlson. Only one PAC phone call in June, discussed NetFile login and troubleshooting. ** Future PAC events - when is the best time to do this?

Membership:		Rebecca Flemming		Time: 5 minutes	
--------------------	--	-------------------------	--	------------------------	--

I Review membership numbers and what we are working on to attract and retain new members. I have been working on developing a membership video that can be placed on the website or via a link to vimeo or you tube. The video will highlight the value of membership, how to navigate the websites for LAAHU, NAAHU and CAHU. Looking for a venue to hold a tacos and tequilla mixer- needs dates that wont clash with other events or 4th quarter. Still need committee members. **Goal is to bring up numbers! we are at 396, slight drop. 5 new members come on board but 25 that lapsed.

Retention:		Blake Landis		Time: 0 min	
-------------------	--	---------------------	--	--------------------	--

No Report.

Awards:		Scott Gilbert		Time: 5 mins	
----------------	--	----------------------	--	---------------------	--

I am finalizing CAHU Awards which are due shortly on July 20th. I will be submitting multiple categories here so stay tuned...For NAHU Pacesetter, I am looking for anyone who has had contact with the Media: letters to the editors, Op-Ed's in local publications, TV or Radio Appearances or Press Hits. Thank you in advance, and NO FAKE News Please :) **CAHU PAC contributors on NetFile. Send 100% Board Contest, Allison to review Pacesetter submission with Scott next week.

Professional Development/Programs:		Cindy Jones		10 min	
---	--	--------------------	--	---------------	--

July 19 - Webinar Meeting: 9-10 a.m.: "How Agents Can Use Social Media." Presenter: Edwin Dearborn, Author and CEO of Premier Leads Systems

August 16 - Happy Hour at Monterey at Encino Glen; Brief Legislative Update by Senator Henry Stern (D-Canoga Park)

September - No Member Meeting (Medicare Summit)

October - NAHU Technology Certification? (Date TBD)

November 15 - Webinar Meeting: 9-10 a.m.: "PEOs - Right Fit or Not." Presenter: PrimePay or EaseCentral

December - No Member Meeting (Holiday Party)

January - Employment Law Updates

****Trying to figure out how to get more attendance to Oct meeting, potential to switch to a happy hour?**

Vanguard:		Lindsay Hedges		Time: 5 mins	
------------------	--	-----------------------	--	---------------------	--

Our first Vanguard event is this month on July 24th. We are working alongside YEP (Young Emerging Professionals Committee) for the summer networking mixer. I am working on growing the Vanguard Committee and ideas for our next few events. Please feel free to share all ideas and suggestions.

Recruiting & Mentoring:		xxx		Time: 0	
------------------------------------	--	------------	--	----------------	--

No report.

Communications:	Bobbi Kaelin	Time: 5 mins
------------------------	---------------------	---------------------

Communications is a new position for me - so I have been reviewing what we've done this past year and setting dates on my own calendar to make sure that I'm scheduled to create the things I need to stay on top of communications for Pacesetter purposes. I've just begun, so Nathan and I will work together, with Cindy and the Medicare Committee to get specific information set up in constant contact. In the next month, I will be reaching out to Neil, Brian, Elizabeth, Kerry and Rebecca & Blake, to ask for a short article for our LAAHU Newsletter. I would like to include each Board Member in at least one of the issues this year, and I am looking to have some fun with content, words, and messaging that hopefully attract members to read, come to a meeting, or become more involved. I would like to have our LAAHU Times summarize the Leg bills we are watching, what member events or meetings are coming up, review past successes etc. I am also putting together a budget request for Artwork and graphics for our constant contact.

Media Relations:	Dede Kennedy-Simmington	Time: 0
-------------------------	--------------------------------	----------------

No report.

Community Outreach & Public Service:	Naama Pozniak	Time: 2 mins
---	----------------------	---------------------

I am out of town this coming Thursday and the following is my report: We are in the process of electing our annual charity. We will ask the Board to send us any possible recommendation to include the charity name, financial support and information. Please watch for the e-mail.

Members at Large:	Dawn McFarland, Peter Siebold, Dave Benson, Don Weiss, Judy Daniels	Time: 1 min
--------------------------	--	--------------------

Judy Daniels-Medicare Summit, Sept. 20 and 21st. Outreach to Sponsors and Exhibitors being done by the committee as we speak. Already over \$30K in Sponsorships, and Exhibitors are starting to commit. Bobbi and Corey have done a great job in designing the invites, and many thanks to Nathan in sending invites out. We need everyone to talk to agents they know to get them to register! Neil has been doing a lot of outreach as well. Thanks to all for your efforts!

Monthly Discussion Topic:	{What is your favorite topic???	Time: 15 mins
----------------------------------	--	----------------------

Each Month we will have a Topic to discuss as a group to match our Vision and Goals, This month we will discuss the upcoming Topics, Below I have Some suggested Discussion Points, 1. Membership Recruitment Ideas, 2. Retention and Upcoming Dues Increase, 3. Value of Pac, and how we can engage members, 4. LAAHU Public Presence through Media and Community Outreach. 6. Strategic Plan Updates. ** Rebutals to overcome objections - dues increase, think about how we will overcome objections from membership, come up with rebutals. Would suggest we position it that we didn't have an increase for 8 years, so we have had a cost savings. ** What id like to see at next years annual conference? ** Published in advance on what we are going to talk about - include in agenda beforehand. ** Suggestion box at member meetings. **Laahu board has changed: LAAHUBOD2018 ** Leg functions & committees ** Holiday party committee?

Meeting Adourned:	10:03 AM
--------------------------	-----------------

*** Please note: Our next board meeting will take place on:	August 2nd, 2018
at:	Sherman Oaks Galleria Community Room
from:	8:00am to 10am SHARP