

**Sacramento Association of Health Underwriters  
August 19, 2009 Meeting of the Board of Directors**

**Meeting Minutes**

Present: Dennis Carlson, Josh Costa, David Fear, Robin Hathaway, Cerrina Jensen, Carolyn Lewis, Peggy Mandel, Mike Schultz, Rob Shepler, Lee Ann Trumbull, Shannon Zajec,

Absent: Peggy Hall, Stephen Smith

Staff: Jeannie Bruins

Meeting called to order by President Dennis Carlson

**President's Report – Dennis Carlson**

- The minutes were reviewed & approved (Trumbull, Lewis)
- Associate membership was discussed. It was m/s/c (Jensen, Hathaway) to have the associate fee for members of another chapter at \$50 and all others at \$75 per year
- Dennis reviewed lunch assignments
- Dennis questioned interest in attending the CAHU sales congress. Lee noted that CAHU is providing \$500 to a member of each chapter. Shannon and Carolyn will attend on behalf of SAHU
- Dennis & Jeannie started working on the first Constant Contact email and will begin to use it for communication
- Dennis has established a Face Book and Linked In page. Cerrina will post our events on that page.
- Dennis met with the president of AHIA and NAIFA to grow a relationship for cross referrals for business. He suggested inviting their members to a SAHU lunch at the member rate and there was consensus from the board to do that

**President Elect's Report – Lee Trumbull**

- Lee gave a report on the CAHU board meeting she attended. She distributed copies of the strategic plan and budget
- Lee attended the CA Women LEAD organization meeting which CAHU supports with a sponsorship.
- Lee reported on her progress on the membership packet and distributed a draft copy to the board
- Julie Sherry from the Business Journal contacted Lee about the Health Care CEO Round Table and suggested SAHU buy a table
- The Region VIII agenda is available on line

**Treasurer's Report - Carolyn Lewis**

- Carolyn gave the financial report. She asked for input from the board on how they would like to receive this report. She offered to provide a written year end report. Lee expressed concern about subsidizing the lunch because lunch sponsors are not stepping forward to fill in the gap. It was m/s/c (Schultz, Shepler) to accept the financials and approve the 2009-10 budget
- Robin gave input on screens and it was m/s/c (Trumbull, Lewis) to approve the purchase

**Executive Director's Report - Jeannie Bruins**

- No additional report

**Legislative Report - David Fear**

- Dave reported that there were 1,200 representatives there from the largest five agencies. There were changes to the bill while they were there that made agents the representatives. He covered the meetings in which he participated.

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- NAHU provided emails with letters for agents to give clients. He stated that the grassroots efforts are making a difference. NAHU has a full program for grassroots involvement over the next two weeks.
- Dave reported that the new focus on the federal level is co-ops.

**Education Report – Jeannie Bruins for Stephen Smith**

- The ethics class is being rescheduled because a speaker could not be secured on Sept 13. Stephen is pursuing Ken Doyle to speak and is looking for a new date and venue
- The Fall CE Day is being planned for November 13 at the Marriott

**Media Report – Cerrina Jensen**

- The Business journal ad is in round two of proofing
- Cerrina is finalizing a press kit and press list
- NAHU suggested that local chapters establish designated spokespersons and reporters to work with the Media Chair. Cerrina invited the board members to contact her if they're interested
- Cerrina is seeking photos for the slide show at the 20<sup>th</sup> anniversary event
- Discussion was held about updating the website and Cerrina is willing to take on some responsibility in that area

**Programs – Peggy Hall**

No report due to absence

**Membership Report – Mike Schultz**

- CAHU is looking to increase membership by 5-10%, and our goal bring on 23 new members
- Mike is making phone calls to lapsed members and he will forward a list to the board to assist
- \$50 in CAHU bucks are available each month with proof of efforts to contact overdue and lapsed members

**PAC Report – Rob Shepler**

- Rob reported that only 10% of membership contributes to PAC
- Rob encouraged the board to meet 100% board participation in PAC contributions

**Community Service – Shannon Zajec**

- Shannon has ordered the updated Matrix directly from FHCE. She needs help distributing the Matrix and would like 4 board members and 5 general members to assist
- She is forming committee to determine service projects and beneficiaries of gifts

**Awards & Recognition – Robin Hathaway**

- Robin is forming a committee to help with awards
- Shannon will create a committee volunteers & community service events sign-up page to be used at the lunches

**Old Business**

- Mike Schultz gave an update on the progress of the 20 year anniversary committee. The invitations have been sent.

**New Business**

Meeting Adjourned at 11:36 AM. Next meeting date and location will be announced.

Respectfully submitted,

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Jeannie Bruins  
Reporter