

**Sacramento Association of Health Underwriters  
December 16, 2009 Meeting of the Board of Directors**

**Meeting Minutes**

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

Absent:

Staff: Jeannie Bruins

The meeting was called to order by President Dennis Carlson at 10:15 AM

**President's Report – Dennis Carlson**

- The minutes were reviewed & approved (Fear, Lewis)

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

- CAHU is building the slate of candidates and nominations are open.
- Lee is working on SAHU board members for next year. She requested current board members who are interested in continuing in 2010-11 to let her know. She has meetings scheduled with Dennis and Jeannie to plan for next year.
- Web site needs updating. Jeannie will take care of it.
- Lee distributed ad materials from NAHU to be considered

**Treasurer's Report - Carolyn Lewis/Jeannie Bruins**

- Carolyn gave the financial report. It was accepted (Hall, Shepler)

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

- Jeannie reminded the board that newsletter articles are due on Friday
- 2010 corporate sponsors are responding. Word & Brown will continue at the Diamond level, Hills Physician will continue at the Platinum level, Kaiser is expected to return at the Gold level. LISI has notified Jeannie that they will not sponsor in 2010 and Blue Shield is coming in at the Silver level, rather than Gold. Jeannie will distribute the sponsorship list for the last 3 years for follow up
- Jeannie reported that a policy on web advertising needs to be established for 2010 since there will no longer be a paper newsletter in which to advertise

**Legislative Report - David Fear**

- Dave gave a report on the contents of the health care reform bills being considered by Congress and the Senate. He read some of the harshest provisions and the anticipated increases. The bills are extremely unfavorable but it is anticipated that something will pass before Christmas.

**Education Report – Stephen Smith**

- Stephen gave a report on the Fall CE Day.
- He anticipates another Ethics class in April
- Jeannie is looking for a new venue to cut costs

**Media Report – Cerrina Jensen**

- The Business Journal ad has been accepted by the paper.
- The Facebook content has been updated

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- NAHU has been providing good ad content. Cerrina will pursue a NAHU ad co-op opportunity to get some of the costs underwritten

**Programs – Peggy Hall**

- Crab feed: All sponsorships are sold except for two. Each board member received 24 tickets to sell. Plans are moving along

**Membership Report – Mike Schultz**

- Mike gave a report of delinquent and lapsed members

**PAC Report – Rob Shepler**

- Rob reported that CAHU has done 2 e-blasts to non-contributors which resulted in 43 new contributors; 4 from SAHU. CAHU website lists who contributes and who benefits. About 10% of SAHU members contribute to PAC. He noted that the number of givers is as important to legislators as the amount of money received.

**Community Service – Shannon Zajec**

- Shannon reported that the Mitten Tree was a great success yielding 50 gifts for homebound seniors. Carolyn is delivering the gifts to Eskaton. Also, toys are expected to be dropped off at the lunch for the River Oaks children.
- The Veggie Chase is planned for May 2010. Shannon would like SAHU to be involved. She will connect with the race director in January.
- 1,000 Matrix brochures are ready to be distributed. Shannon will form a committee to distribute them to churches, food banks and other organizations.

**Awards & Recognition – Robin Hathaway**

- Robin reported she and Josh Costa are working on local awards.

**Old Business**

- None

**New Business**

- Robin

Meeting Adjourned at 11:30 AM. Next meeting is January 20, 2010 @ 10 AM at the Doubletree Hotel

Respectfully submitted,

Jeannie Bruins  
Reporter