

**Sacramento Association of Health Underwriters
November 18, 2009 Meeting of the Board of Directors**

Meeting Minutes
Via Conference Call

Present: Dennis Carlson, Josh Costa, David Fear, Robin Hathaway, Carolyn Lewis, Peggy Mandel, Rob Shepler, Lee Ann Trumbull,

Absent: Peggy Hall, Cerrina Jensen, Mike Schultz, Stephen Smith, Shannon Zajec

Staff: Jeannie Bruins

The meeting was called to order by President Dennis Carlson at 10:00 AM

President's Report – Dennis Carlson

- The minutes were reviewed & approved (Trumbull, Costa)
- Dennis reported on the CE Day. Attendance was down 15%. Jeannie will provide the list to the board of non-member attendees
- The CAHU awards given to SAHU and Robin Hathaway were announced at the CE Day and will be presented at the December lunch

President Elect's Report – Lee Trumbull

- Lee has a limited supply of membership packets. She is waiting for some additional material and then will provide a supply of packets

Treasurer's Report - Carolyn Lewis/Jeannie Bruins

- Jeannie gave the financial report on behalf of Carolyn. There was a motion to accept the financials (Hathaway, Mandel)
- Jeannie reported that Bank of America has agreed to waive service charges on the bank account

Executive Director's Report - Jeannie Bruins

- Jeannie gave an update on Constant Contact and expects to have the first e-newsletter out this weekend. Peggy asked when events will be announced in an e-format and Jeannie replied that she wants to start that with the December lunch, including have members pay online for credit card transactions.
- The 2010 Corporate Sponsorship package was reviewed. The levels will remain the same with changes reflecting the elimination of the paper newsletter and display ads. The board discussed the replacement options for the display ad and agreed to have the sponsors logos appear on all e-blasts along with a one sentence information line. In addition the Diamond sponsor would have a program/event promotion through the eblast twice per year and the Platinum sponsor would have the promotion eblast once per year.
- Jeannie recommended a change in how the sponsorship revenue is applied. She suggested allocating the revenue to the various events it includes, incorporating the discount and then applying it to the event as the revenue is received to help track budget revenue needs for each event. The board agreed with that method.

Legislative Report - David Fear

- Dave reported that the House bill passed and everyone on the NAHU conference calls all agree it is bad. It is anticipated that the Senate will vote on their bill around Christmas. Representatives McClintock and Matsui are still holding town hall meetings and Dave encouraged participation as we are able.
- Nothing significant is happening on the State level.

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Education Report – Stephen Smith

- See President's report

Media Report – Cerrina Jensen

- The Business journal ad is in the printing process. The membership list was updated and incorporated in the ad.
- Lee reported some updates that need to be made on the website homepage. Jeannie will take care of it.

Programs – Peggy Hall

- Jim Pelley will be the December speaker. Dennis stated that Jim wants a speaker's fee of \$500. Jeannie noted that there is miscellaneous expense money in the lunch budget that should cover it.
- The crab feed sponsorship flyer was sent this week and some sponsorships have sold already. The tickets will be ready Friday and each board member will be given a 20 tickets to sell or purchase.

Membership Report – Mike Schultz

- No report due to absence\

PAC Report – Rob Shepler

- Rob reported that the SAHU PAC contributions are up 10% over this time last year while statewide contributions are down a little as people are in a wait and see mode.
- CAHU is entertaining a Triple Crown Award, similar to NAHU's, to encourage PAC contributions and membership growth.
- Rob reminded the Board that it is important to continue to grow HUI PAC contributions

Community Service – Shannon Zajec

- Matrix brochures were distributed at the CE Day
- The Mitten Tree giving was promoted at the CE Day. Jeannie will check with Shannon to see if more mittens need to be sponsored

Awards & Recognition – Robin Hathaway

- Robin and Josh Costa met to develop 5 local SAHU awards. Peggy Mandel and Cerrina Jensen are helping with the process. She expects to have it completed and ready to roll out to the board in a couple of months

Old Business

- None

New Business

- Robin questioned whether there would be another ethics class planned in the spring. Jeannie suggested March or April as the timeframe. Robin will check for a facility and date from Robin will coordinate with Stephen, who will report back to the board at the December meeting

Meeting Adjourned at 10:55 AM. Next meeting is December 16 @ 10 AM at the Doubletree Hotel

Respectfully submitted,

Jeannie Bruins
Reporter