

RETREAT NOTES

July 7, 2009

In Attendance:

Dennis Carlson, Lee Trumbull, Mike Schultz, Robin Hathaway, Dave Fear, Jr. Stephen Smith, Rob Shepler, Carolyn Lewis, Peggy Mandel, Shannon Zajec, Cerrina Jensen, Josh Costa

Absent: Peggy Hall

Staff: Jeannie Bruins

President Dennis opened the meeting at 9:15 AM

Welcome and introductions took place

June board meeting was deferred until August.

Planning retreat and July board meeting was opened at 9:40 AM

Goals for 2009-2010 were presented as follows:

Dennis

1. Develop new agent training and new agent recruiting
2. Add value to membership – new ideas, advertising opportunities , sales and other practical training, etc
3. Engage in new technology – SAHU Linked In Group, SAHU Facebook Group and other social networking groups, Constant Contact
4. Also keep in mind the following:
 - a. Hospitality at events for new people
 - b. Hospitality to corporate sponsors
 - c. Leave egos at the door due to competition, etc. Take the lead to diffuse it when the opportunity presents itself
 - d. Assign two board members as greeters for each lunch and event. Jeannie will advise who the new members are at each board member.
 - e. Quarterly broker breakfast round table mixer to discuss industry topics, with a veteran broker speaking and mentoring the brokers
 - f. Develop an advertising package within the industry and outside the industry that could support the industry
 - g. Remarket the CE days as a CE Day and Sales Symposium with a full program including ads
 - h. Collaborate with other associations such as NAIFA or SHRM/SARA that have similar concerns and interests. Establish relationships that can provide referral relationships and an exchange of information. Our brokers speak to other groups, like HR managers, etc.

Lee

1. Assemble membership kits – Peggy offered to work with Lee on a membership kit and present it to the board at the November board meeting, in collaboration with Mike. She requested \$500 to purchase display banners. Peggy will work on membership
2. Nurture corporate sponsorships with articles in the newsletter – “Brokers Making a Difference”. It was recommended that a board member take on the responsibility of nurturing the corporate sponsors. Lee will take that responsibility

3. Encourage board members to promote SAHU at carrier training meetings by requesting 3 minutes to thank the carrier for their support of SAHU, especially if they are a corporate sponsor and offer membership to those in attendance. If a board member knows they are attending a carrier meeting, they should email the other board members to let them know you are attending and promoting SAHU
4. Purchase and budget for the president's gavel and plaque – already acted on it

Peggy

1. Put together a fundraiser that is also fun and wants to put together a bowling tournament and budget to cover the costs, scheduled for 2010.
2. Have a SAHU table at all events.
3. Update expense guidelines

Carolyn

1. Oversee the finances
2. Volunteer to help other board members
3. Lee suggested that the new programs be presented with a budget – ie: 20 year anniversary, bowling tournament

Rob

1. Have all board members be PAC contributors
2. Acknowledge PAC contributors in each newsletter
3. Get articles from the outside re: PAC for the newsletter

Josh

1. Identify and formalize five SAHU award categories with criteria that is posted on the website to expand participation, overseen and driven by an awards committee
2. Create a nominating process for local awards on the website
3. Manage the nomination process for the state and national awards to insure SAHU chapter recognition to seek some of the national awards – Silver Seal, Triple Crown, Pacesetter, etc

Robin

1. Seek new members for the Business Journal ad
2. Work with Dennis to implement the new agent training
3. Hold one or two ethics training days

Stephen

1. Create a survey and evaluation of CE days, offering incentives for taking the survey
2. Host a sales symposium in addition to regular CE days
3. Host quarterly or bi-annual training via webinar to reach brokers who don't participate in CE days
4. Peggy suggested we invite Janet Trautwein to speak – to get on her calendar, even if it takes a year or two – Stephen and Dave will act on that

Cerrina

1. Sacramento Journal ad will be run again and the agent names will be larger
2. Get calendar in the community section of the Sacramento Bee
3. Get exposure on YouTube
4. Write letters to editors of publication and advise Cerrina
5. Tap into media to get the message out on major issues

Shannon

1. Continue distribution of Matrix, targeting 100 organizations
2. Form a speakers bureau to present health care issues to service clubs
3. Continue community service work with Eskaton and River Oaks
4. Give a gift to an organization that provides education health care
5. Get updated information to Jeannie for the website by September 1

Dave

1. Assist Rob in getting participants in the PAC
2. Establish better connections with local legislator's offices
3. Organize a grassroots campaign to have member's clients participate in Operation Shout online and via mail and fax. The industry anticipates that something will happen this year but may not be as bad as suspected. There is consensus that a fully public plan would be opposed by the industry, which is regarded as a back door to single payer.

Mike

1. Increase membership in 2009-2010 by 10%
2. Create a fun and exciting membership drive that rewards the member who brings in the most new members prior to June 30, 2010. Mike offered a week in his timeshare. There was consensus that the minimum participation would be 6 new members by 3/31/2009 that have not been a member for at least one year. The grand prize would be for the most members recruited and a second prize would be \$250 value drawing with a raffle ticket given for each 6 members recruited
3. Target top producing brokers in our area who are not in SAHU so that they are involved in helping to keep them in the insurance business, with the assistance of 2 or 3 board members
4. Approach carriers who pay commissions to brokers to see if they would agree to include information on SAHU membership
5. Introduce the new member at a lunch and present them with the lapel pin and window decal
6. Mike & Jeannie will work on the retention list to report to the board, followed by a designated person to approach members at the lunch to approach members to renew who are due for renewal

The budget was reviewed and modified and will be presented to the board at the August meeting for approval

Mike gave a report on the 20 year anniversary celebration. The date is September 19 at the Northridge Country Club. He expects the cost to be \$50 per person. The committee is comprised of Mike, Dave Fear, Sr, Sherry Murphy and Anthony Halby. Additional committee members were recommended. Invitations need to be in the mail by July 3. Robin will run off the invitations at Kaiser's office. Jeannie and Mike will get the wording to her.

Meeting adjourned at 4:10 pm

Action Items:

1. Jeannie to get sponsorship list to board members
2. Jeannie to put new member name tags in different colors
3. Order new board member nametags
4. Get SAHU cards made/folder labels

5. Promote brokers to do business with carrier reps who are SAHU members
6. Have calendar for 2009-2010 by next board meeting and print it out for the board and luncheon, including state and national events
7. Update member list on the website
8. Call Jon H about holding the tournament at another venue and have a co-chair (Rob Carnaroli and Kirk Whelan or Stephen Smith)
9. Announce in newsletter that it's going electronic by the end of the year