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Strategic Planning Review February 21, 2012 - Conference Call

In attendance:

Executive Board: Randy Klein, Denny Recker, Kathy Lee

CAHU: Chris Heiberger, Brett Cavallaro, Lee Nathans; **Northeast:** Bill McCarron

Awards Chair/Past President: Frank Novy

Meeting called to order at 9:08 AM by Randy Klein

Randy read the original Strategic Plan (everyone had received a copy) and after each paragraph stopped to discuss. At a recent board meeting CAHU president Chris Heiberger, had mentioned that OAHU has been tapping in on their current board and committee members which he feels is having an effect on their board. Randy mentioned that in years past the state has relied on other chapters. He reported that he did check the OAHU Bylaws as well as the P&P's as requested. There is nothing to prevent asking local board and committee members to serve as a committee chair or board member on the state board in either document.

Revenue in regards to our relationship with CCI

There is no question that CCI has been changing the past few years and OAHU has tried to increase agent participation this year with a special effort by Larry Kaczmarek. We have had a 15% increase in AC3 forms but we do not know if this will reflect in that amount of income in revenue for a couple of months yet. But, we do need to look at what Michigan is doing with the Poker Charity events that they have been holding. These have been very successful with the charity that they help as well as for the chapter. **ACTION ITEM:** OAHU will check with their account to see what steps would need to be taken to have a 501c(3) arm of the association for the state as well as the locals. **ACTION ITEM:** J&M will check once again with national to see if we would be able to utilize NAHU's 501c(3) status for fund raisers.

Chris Heiberger mentioned that CAHU is going to begin exploring product endorsements. They are considering approaching carriers to endorse their products and share in the revenue. For example: a long term care program. They would put together an RFP and explore what carriers could put approached.

Randy Klein mentioned that Bob Nichol, our CCI Liaison, has approached Randy about working with them with promoting their MCO. **ACTION ITEM:** Randy will ask Larry Kaczmarek to contact Bob Nichol about the MCO program as well.

Denny mentioned that once we know where health care reform may be going for sure, sponsoring seminars on surviving in the business post reform. This could include bringing in consulting firms who will be working on this issue. We could do a large statewide event or events to help prepare our members for the new world that is coming.

Goal Number 1:**Develop Additional Communication tools to inform and educate our members and the public:**

OAHU has worked on this in the following ways since our last review:

CE's – OAHU continues to offer a variety of CE and Randy has strong views that he thinks there all chapters are well versed in CE's. Greater Cincinnati writes some of their own CE's; Northeast and Columbus Association of Health Underwriters have also done well. If any chapter needs assistance please ask the state for help. Randy has always stated that there needs to be cross pollination of programs and that we need to create a mechanism for sharing good program/CE ideas. Jackie mentioned that the OAHU website has a speaker section for program chairs to visit and get ideas. A few times a year she sends an email to the President/Program Chair and Admin for them to please forward their topics to the OAHU office for the website. We do receive a copy of most invitations from the locals but we need to know the speakers name, contact information, if they charged, a bio, a description of the program. ACTION ITEM: Jackie was asked to send an email again with a link to the where we post this information.

Legislatively

Randy mentioned that without our past and current legislative chairs OAHU would not be where they are today. Denny reported that most who attend leg and board meetings need to report what they learn at these meeting at their local meetings. If 2 to 5 minutes could be given to someone who had recently attended a leg meeting to inform the attendees of leg activities that it would be beneficial to the members. Members need to know about the exchange, as well as other legislative items that are discussed. We have to make sure these items are being told to the members, not as many members read the newsletters and other items we send as we would like and face to face communication is still the best.

Denny has been doing a great job in building a bridge between Government Affairs office and the board. We feel that through Ken Statz's (past leg chair) efforts and Denny's that we have shown the board and our members how our lobbyists help us by our legislative updates, newsletters, website etc.

OAHU continually improves their website and received the Website Award at the 2011 NAHU convention.

OAHU has engaged Pierce Communication who has developed a new logo, special exchange website and has assisted with public relations.

Goal Number 2:**Continue to be recognized in the legislative, regulative and public sectors as the authority on matters of health insurance.**

Denny Recker has been doing great job working with lobbyists and leg committee. OAHU held a panel discussion this past fall with over 200 in attendance, Denny Recker, leg chair, is serving on the Health Benefits Exchange Forum in Columbus this month and our past leg chair, was asked to attend the HHS Regional Meeting in Chicago, only agent/broker to attend for the region.

Goal Number 3:

OAHU will grow its membership 20% within three years, from 789 members to 950 members. In 2011 we adjusted that goal to be 789 by 2013

Through no one's fault, we need to keep working on this, retention is key. This was a lofty goal, and not realistic. If you retain 90% it would still take 34% in growth to get to reach that number.

Randy feels we could do better with retention if we had a retention chairperson and not relying on Brett to be both Membership and Retention chair. Brett has done a great job this year with his communications to the board and local member's chairs on attraction and retention. Brett agreed that doing both jobs is not easy and he feels that having both positions would bring OAHU closer to the results the state would like to see. **ACTION ITEM:** An email will be sent to the EC, president/president elects of each local to submit one person's name to Jackie or Randy by the next board meeting for the retention position. The email will contain the retention chairs "job description". **ACTION ITEM:** Jackie will email Randy and Brett a copy of the job description as currently it is a combined job description. This was a strategic item plan that we did not fulfill.

Goal Number 4:

OAHUPAC will have 100% participation from board and committee chairs in all chapters, growing from \$23,000 to \$40,000 in five years.

Randy report that Denny and Lisa Perren have worked hard to get participation. OAHU needs to raise money, if not now. . . when? Denny reported that in 2011 we collected a little over \$23,000, which was an increase of 14.21%, but this has slowed down and members have fallen off. Members ask why we need to have a large balance in our account and the fact is that we are never going to be one of the big associations that have 6 figure PACs, politicians look at this. Currently we are in the bottom 2nd tier, if we reach \$40,000 it gets us to the top tier and better recognition of the politicians which means we could do more for them and in return them for us.

In closing the meeting Randy wanted to discuss the disconnect that was mentioned in the original plan between state, national and regional components insofar as leadership training was concerned. Training at the state level should be job specific for areas like membership, leg and program and the message the state would like to be known for.

Randy, and incoming president Kevin Conrad, talked extensively about this and feel that the upcoming annual meeting, leadership training and awards banquet will be well received. They are encouraging the local president talk with their president elects to let them know that they need to be in attendance and that they should be thinking about who their committee chairs will be now, not after they take office. **ACTION ITEM:** Jackie well send an email to current presidents and president elects and Randy and Kevin will be making personally calls to ask them to begin looking for their committee chairs now.

Last item on the agenda was to review the OAHU and NAHU website at [NAHU 2011 Professional Development Webcast Presentation](#) and [Professional Development PowerPoint Presentations for Chapter Meetings](#).

Jackie reminded those in attendance to please visit both sites often as there is a lot of information that will help them with their chapters as well as keeping them up to date on legislative issues. We will be sending an email out soon outlining some of the most important sections of both websites to members as we are sure that many are not aware of all the information that is available to them.

A motion to adjourn was made by Bill McCarron and seconded by Chris Heilberger. Motion Approved.

The meeting was adjourned at 10:30 AM