

# NCAHU

## Strategic Planning Meeting

### October 13, 2005

**Present:** Mary Landen, Cheryl Lombardi, John Nacol, Judy O'Brien, Doug Roffmann, Theresa Rousset, Jackie Spahr, Jim Spahr, Norman Sheehan, Elaine Squires, Elisa Weiss

**Guest Present:** Jim Price, President CAHU

**Absent:** Deborah Bezona, Tom Henry

Jim Price went over the Mission Statement, Vision Statement, and Who CAHU is with the Board. He reminded everyone that the detailed committee work should be done at the committee level – not at the Board meetings. Jim stated CAHU's primary purpose is to help form legislation within our industry by using our twelve chapters' membership and our PAC dollars. The secondary purpose of CAHU is to educate its members.

#### **Committee Reports:**

**Membership:** Elisa Weiss handed out her list of committee members. She stated that they are working on a mission statement now. Her goal is to increase membership by ten new members before the end of this term – July 2006. She also stated that she would like one more committee member to help with membership retention. Elisa stated that she wants to start a membership drive contest the beginning of 2006. The prize will be a three-night stay in a condo in North Shore Tahoe. The Board approved the \$100 cleaning fee for this condo prize. Elisa reported that she will be conducting a membership survey soon. She handed out a draft of the survey. It was also reported that the committee is working to have new member packets with information for NAHU, CAHU and NCAHU.

To date NCAHU has 19 new members and 12 lapses. Most of the lapses in membership are due to members moving out of the area or changing careers.

**Hospitality:** Jackie Spahr handed out a spreadsheet showing which sponsors sponsored which months' membership meetings for the last five years. She reported that we need to have CE credits at our lunch meetings in order to break even. The goal is to have CEs at all membership meetings. Dennis Loveland has volunteered to be on this committee which brings the committee to four members. Dennis will be gathering the sponsors for each meeting. Judy O'Brien is doing the reservations and phone tree. The Board agreed that we will continue to have alternating lunches and breakfasts for our NCAHU membership meetings.

**Special Events:** Doug Roffmann handed out his report on HI2005 reflecting what he feels went well and what could be improved upon. He reported that there was an increase in revenue of about 21% from last year's event. He suggested that the planning start a little earlier for next year's event. Doug also reported that the new credit card process went very well.

Doug asked the Board to give him direction on other types of events that they would like to have for either the membership or the public to raise money or educate.

**Ethics:** Elaine Squires stated that she was not sure what her “committee” needed to accomplish. Jim Price suggested that NCAHU formally adopt the NAHU code of ethics statement. Elaine will bring this statement to the next Board meeting. It was discussed that if NCAHU has an issue with a member, that we be able to go to CAHU and go through a process of pulling the member’s membership with NCAHU/CAHU. It was also discussed to work with CAHU in the public relations department to brand “insurance agent” as a positive, professional title – like the real estate industry has done with “realtor”.

**PAC:** Jim Spahr handed out a packet regarding the response he received from the Sonoma County California Council on Aging stating that non-profit agencies can not accept ads from insurance agents to be placed in their publications. The Board gave their support to Jim to help change this regulation. Jim reported that his goal is to have NCAHU’s PAC grow to \$20,000 - \$25,000 in annual contributions. Our current level is about \$10,000 per year. Jim Spahr asked Jim Price to help get him a “white paper” on the downsides of SB840 to give to NCAHU members that don’t currently contribute to PAC. Perhaps this will persuade those members to contribute if they knew this bill could cost them their careers.

Jim Spahr suggested that more of the NCAHU information such as minutes, etc. be placed on to our website. Elaine Squires will work with PESC to get these on the website. Jim also stated that he is working on getting more committee members.

**Media/Newsletter:** John Nacol reported that Jim Johnson has phased out his participation in this committee. He and Mary Landen are trying to take up the slack. They have gotten the next newsletter to PESC about a week and a half ago. Mary Landen has reviewed the contract between NCAHU and PESC. She has found that there is a clause stating that if PESC does not get the newsletter out in a timely manner, that NCAHU can reduce the monthly fee to PESC by \$100. Mary stated that she and John will be touching base with those members who previously volunteered for this committee. There was discussion as to delegating the writing of the newsletter to the committee chairs.

**Education:** Theresa Rousset reported that she has speakers for November and December, 2005. Her goal is to get speakers for the rest of the term (January – June) before she goes out on maternity leave. She is trying to get more committee members to help her. Theresa stated that it is very hard to find CEs that are new and interesting. It was suggested that she work with CAHU and PESC in getting a procedure manual on how to get new CEs and Speakers approved by the Department of Insurance. This procedure would also include a timeline. It was also suggested that Theresa look into offering RHU classes to the membership.

**Foundation:** There was discussion regarding the true meaning of this committee. Norm Sheehan stated that he feels his committee should be more of a community relations committee. The Board stated that they would like this committee to come back to funding charitable organizations. It was suggested that NCAHU choose one charity to fund raise for and make this charity a thread throughout the organization. It was also suggested that more fund raisers be conducted for this chosen charity.

## **Officer Reports**

**President:** John Nacol stated that he wants to now direct his attention to bringing external resources to NCAHU and leave the day-to-day tasks to the committee chairs and the President-Elect. He will also be focusing on getting more members to volunteer for the Board. It was suggested that there be a formal nominating committee. It was agreed that Deborah Bezona should be chair of this committee as Past President.

**President-Elect:** Mary Landen stated that her goal is to work with the committee chairs to develop their committees and mentor successors. She sees her position as a filler position – helping whenever needed. She also feels that she can give ideas to better the chapter. Another goal is to work with PESC to get the most out of our contract with them. She also stated that she is going to work toward getting more members to volunteer for small jobs within the chapter. Mary stated that she will be participating in state and national events and meetings.

**Legislation:** Cheryl Lombardi stated that her first goal is to get a committee together. She needs help with the adopt-a-leg program as well as writing the articles for the newsletter. It was suggested that each local legislator and representative be assigned a NCAHU representative. Cheryl will work with Jim Spahr on this task. Cheryl asked Jim Price if she could get information on the issues for the Day at the Capital before the event so that she could go over this information with those who attend. Cheryl was reminded that there are two important meetings to attend to go over legislation – one in March and one in September. Cheryl stated that she will be working more closely with the other neighboring chapters as well.

**Secretary:** Elaine Squires stated that she will start bringing the minutes binder to all meetings to refer to if necessary. She reported that she now has a copy of the NCAHU bylaws in the binder.

**Treasurer:** Tom Henry had jury duty and could not attend. John Nacol reported that NCAHU has about \$42,000 in the bank. John is going to ask Tom to breakdown the statistics on what is making money and what is not. It was suggested that a small committee look at the general ledger accounts to make sure the correct accounts are named. It was also noted that there is no standardized database for NAHU chapters.

## **Lunch Discussions:**

There was discussion regarding charging members and non-members for meetings. It was approved that the current charge for non-members of \$20 for breakfast and \$25 for lunch was enough. All members receive free meals and meetings. It was also agreed that the first meeting of a perspective member is free. Hospitality will send the perspective members' information to Elisa to follow up on.

There was discussion regarding the number of newsletters that should be sent out. It was agreed that the newsletter should be sent out every other month starting the first of the year. The advertisers will be notified of this change by the Media/Newsletter committee. It was also stated that timelines should be re-established for writing the newsletter. There also needs to be a newsletter committee in order to delegate jobs. This committee needs a strong manager to be the chair. The production of the newsletter is too time-consuming for one person. It was suggested

to have an email version of a newsletter for those topics that can't wait for the next issue. It was also suggested that profiles of new and existing members be added to the newsletter. There should also be articles on the happenings with our NCAHU members. These two suggestions could increase the reading of the newsletter.

There was discussion regarding setting up satellite meetings up North. Another suggestion was to have another shorter CE event. Jim Price suggested that all of our goals be revisited at Board meetings occasionally.

Elaine Squires, Secretary

SIGNED:

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John Nacol

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Date