**Washington Association of Health Underwriters**

**2019-2020 Strategic Plan**

Meeting held on June 5th 2019

Meeting held in Ellensburg WA

In Attendance: Lisa Thomas, Greg Siefert, Keith Wallace, Julie Shepard Hall, Angela Dubay, Chari Parker, Casey Meehan, Mary Pierce, Molly Lanziger, Gary Franke

Meeting called to order at 10:00 a.m. by President Lisa Thomas.

Purpose of Meeting:

To retain members, grow the chapters and keep the great momentum we have gained over the last year.

**Symposium** – Mary Pierce led this discussion. Symposium dates were set – March 10th for Spokane and March 11th for Seattle. Symposium attendance numbers the last few years have been low and ways were discussed to improve the numbers. Discussion centered around speakers. Everyone felt as though the speakers have not been dynamic enough. All in attendance agreed that more hot button topics should be the focus. CE credits don’t seem to be the draw they used to be as so many people can certify online and get CE credits. Need to find other ways to draw attendees to the symposium. Mary suggested we form a symposium speaker committee with the idea that their only job is to find engaging, informed speakers. Angela Dubay volunteered to take the lead in Spokane. She will form a committee for the Spokane speakers. Mary volunteered to lead in Seattle.

**HUPAC** – Greg Siefert and Keith Wallace led the discussion. It was determined that not enough brokers understand the necessity of HUPAC. All in attendance agreed that the local chapters should be assisting with communication to members regarding this and also to local agents at local events. It was agreed that each local chapter would start reaching out to members to help them understand what HUPAC does and why we should all be contributing.

**Cap Con/Leadership** – Greg Siefert gave great motivation speech about the expectations of everyone on the board. He made mention that failing chapters fail due to lack of good leadership. Greg felt as though WAHU had righted the ship and is on the way to a great year. This would and should include board members making 110% effort to attend leadership training provided by NAHU. He offered to take the helm as the legislative chair and oversee Cap Con to make sure we have higher than ever attendance. He would begin in the fall coordinating the trip and reaching out to all state and local board members to encourage attendance. This idea was received quite favorably.

**Day on the Hill** – Greg Siefert led this discussion. He would like to see higher attendance for DOTH. Again, local chapters need to be promoting this at a more visible level. Greg would like to see local chapters offering mentorship to new members to encourage them to attend. He also brought up NAIFA. NAIFA has been taking over this event more and more each year and Greg felt this might be impeding some agents from participating. He is going to work on separate appointments etc without joining up with NAIFA in the hopes this might encourage WAHU members to join in. DOTH date is set for January 21st, 2020. Greg did not feel it was to early to start a drip campaign for this event.

**Awards**- Char Parker led this discussion. She made mention of the Landmark awards application and gave a copy to all in attendance. She proposed using the application as a benchmark for the year for the chapter. If the chapter began looking towards the application and implementing the items listed, then not only would points be awarded but the chapter would also be progressing forward in a positive way. This was agreed upon by all in attendance. Char will be giving her monthly board meeting report first, letting board members know what should be focused on and letting specific board members know what responsibilities they have in regards to the chapter. Char will also start sending emails to specific people informing them of their board duties and asking them about completion of some tasks i.e. posting budget on website, filing taxes, etc. This model should help the chapter stay on task and also have more successful awards submissions.

**Membership** – Membership was discussed in thorough detail. Keith Wallace took the lead on this as he has many ideas and methods he has been using to grow the membership. Keith has had some success reaching out to new agents – he gets a list from the OIC (office of insurance commissioner) – and he reaches out to explain what NAHU/WAHU is, why it’s important to join and offers to meet with them. Another program he wanted to implement is New Member Mentorship – he will assign new members to a current member. Current member will be responsible for inviting new member to events, making sure they understand what the NAHU dues are for, explaining HUPAC, etc. This was a well received idea and all in attendance committed to mentoring new members. New membership will be the main focus for 2020 with an eye towards growing the chapter by 10%. All agreed this is an ambitious number, but achievable if we all reach out to 1 person a month for membership. This was agreed upon also.

**Website** – Casey Meehan led this discussion. Casey has volunteered to monitor and edit the website as necessary. All felt the new website is a vast improvement over years past and all are excited to see the website grow and expand. Casey invited all to send him ideas and information they would like to see on the website. It was mentioned that in years past communication to membership had been achieved via the website and this had fallen off in recent years. Things like events, board activities, and membership accomplishments were no longer being posted. Casey would like to begin posting these types of items again and asked that board members reach out to him with these ideas.

**Media** – Gary Franke led this discussion. He is new to the media chair position, but not to media relations. Gary has many contacts in the media field and felt as though he would be able to have good success this coming year with promoting the chapters events and accomplishments. He asked all board members to reach out to him if there was something they needed promoted or announced. All agreed to do this. Gary reminded everyone in attendance membership growth could be tied to the lack of chapter promotion in the media.

**Barry Thoma Award** – Ideas about how to improve on nominating people for this award. It is supposed to be for excellence in service for our industry, but is turning into just pick someone to give the award to. Much discussion around how to inspire people to nominate outstanding leaders/contributors in Washington. General consensus going forward is to reach out to more people i.e. vendors, carriers, etc to try to draw from a bigger pool of people.

Meeting was adjourned at 3:45 pm.