

**Minutes for Triangle Association of Health Underwriters  
Strategic Planning Meeting  
Date: 7-9-09**

In Attendance: (List names)Dean Holmes, Jill Denton, Tony Gutierrez, Liz Gutierrez, Rufus Langley, Donna Hewitt, Dan Odorizzi, Rebecca McCabe, Beth Donner

Absent: Leslie McMillan

Meeting Called to Order by Dean Holmes at 4:15pm.

**President:** Dean along with the board reviewed mission statement and discussed goals for the upcoming year. The President stressed the importance of the board members attending the board meetings regularly and on-time. Dean also proposed all board members achieve “Triple Crown” status with NAHU.

**Programs:** Program sponsor and speaker schedule was reviewed for the upcoming months. The goal is to fill the remainder of the year and 2010 by the next board meeting. Dan Odorizzi agreed to get the sponsorships and speakers lined up by the next meeting. The holiday social was discussed and is targeted for December 10<sup>th</sup> from 5:30-8:00pm. Wellness efforts were discussed, to be offered to TAHU members.

**Public Service:** The golf tournament was discussed and Dean Holmes agreed to attempt to secure a new chair for the tournament, which is a fundraiser for local non-profit organizations. Coordinating an “Insurance Awareness Week” was discussed, targeting the first or second week of November. This would be a series of weeklong events, in collaboration with WakeMed and other health care providers, Wake County DSS and others. Beth Donner agreed to follow up with WakeMed on the idea.

**Membership:** Liz Gutierrez presented strategies to recruit and retain members. Currently there are 190 members and the goal for 2009-2010 is to have 249 members.

**Treasurer:** The budget was discussed and a few suggestions were made. Tony Gutierrez will send out the budget for all to review. It will be voted upon at the next board meeting.

**Education:** The board felt very strongly that it will be important to continue to offer CE classes to TAHU members and non-members. The CE sessions will be available immediately following the general membership meeting.

**Legislation/HUPAC:** Rufus Langley discussed the increased need for all members to be more engaged with local, state and federal legislative activities and events due to the potential for health care reform this year. Rufus will work closely with the Communications and Media Relations chairs to coordinate activities.

**Media Relations:** Donna Hewitt is chairing this committee and will work closely with NAHU and the local media outlets to ensure the Association's message is delivered to the community in a consistent manner. Donna will keep apprised of local editorials and articles in the media and submit op/ed pieces periodically as needed. She will also coordinate with the Legislative Chair.

**Awards:** Jill Denton reviewed the Pacesetter Award and Silver Seal Award criteria and the board agreed that these are both critically important in achieving this year. Jill will send out more details on the criteria in the next two weeks. Jill will work closely with all board members to maximize TAHU's ability to achieve the awards.

**Communications:** Renee Luongo is in charge of the communications committee. Her responsibilities will include formatting and distributing the monthly member newsletter as well as sending general meeting notices to the membership.

**Meeting adjourned by Dean at 5:45pm.**