
December Luncheon: "Talk Less, Sell More"

Dean Holmes, Vice President



Mike Miller has over 30 years experience in selling and marketing products/services to distributors, retailers, original equipment manufacturers, and direct to end users. He is now helping others improve their selling processes to increase their income through his company Continuous Growth, Inc. which is an authorized Sandler Sales Institute licensee in Durham, NC next to RTP.

In his previous corporate experience, Mr. Miller held positions from Sales Manager to Vice President/General Manager and worked with several international companies as well as a start-up company. Customer experience includes selling big box retail chains; automotive, hardware and industrial distributors; buying co-operatives, and end users. Mr. Miller earned an MBA from the Kellogg School at Northwestern University."

Letter From The President

Teri Gutierrez, TAHU President

Well here we are in the middle of the holiday season. Thanksgiving is just past and Christmas and Hanukkah are fast approaching. Most of us are trying to finish up that year end renewal or if we are lucky the addition of a new client. Please mark on your calendar the December 11th meeting and try to make time for TAHU in your busy schedule.

Our December speaker, Mike Miller from the Sandler Sales Institute, is talking to us about "Talking less and selling more". This is a great program that will get you geared up to start the new year right. Many thanks to Aetna for their sponsorship of the December meeting. Please keep in mind that we will be collecting for Raleigh Urban Ministries at the meeting.

I hope you had the time to take advantage of the continuing education offered before the meeting in Nov. The class was sponsored by Prime Pay and was attended by 65 people made up of our members, CPA's and Human Resource people. Please check the web site for December's free CE class.

I would also like to thank Dean Holmes and Rogers Benefit for sponsoring the November meeting with DOI's Rebecca Shigley. Rebecca told us all about the changes in the CE rules and answered LOTS of questions about rebating and what to look for to stay in compliance. Rebecca may be a great speaker to ask back to focus on the subject of rebating.

Just a reminder that the dues will be changing in 2008 and if there is a friend or competitor that you would like to have in the association December is the time to join for the year before the rate increase.

Last I wish all of you a safe and blessed holiday season.

Next TAHU Luncheon

Tuesday December 11, 2007

11:45 am to 1:00 pm

Brier Creek Country Club

9400 Club Hill Drive

Raleigh NC 27617

[Brier Creek Country Club](#)

[Google Map Directions](#)

[Register Online](#)

Thank You TAHU December Luncheon Sponsor



[Learn More About Aetna](#)

TAHU Welcomes New Members

TAHU welcomes our new members and thanks to their (Sponsors):

- Rebecca Ballard (Tony Gutierrez)
- Kevin Hopkins (Chris Harrison)
- Kevin Utz (NAHU)
- William Walters (NAHU)
- Frank Woody (Teri Gutierrez)
- Todd Yates (Molly Casey)

Did You Know December is

- National AIDS Awareness Month
 - Seasonal Depression Awareness Month
 - National Drunk & Drugged Driving Prevention Month
 - Int. Day of Disabled Persons (12/3/07)
-

“Knowledge, coupled with integrity is hard to beat!”

Chris Shoffner, Continuing Education

This may be the biggest understatement you have ever heard. I recently received a copy of my high school's annual report, where Clarence Thomas (Supreme Court Justice) was the commencement speaker. In his speech he made the following statement; "knowledge without character is a dangerous thing". How does this relate to health insurance you ask? It's really quite simple. By doing what is in the best interest of your client and their employees all the time, your business will grow.

When helping your groups plan for a better renewal in future years please take into consideration the principles of the Asheville Project and the results of the 2007 SHPS Annual report. Managing chronic conditions, financial incentives and plan communication and administration are the three key areas to any health plans success. How are you helping your clients develop strategies to leverage these critical components?

There will be a second NC edition of the **NAHU CDHC training class on November 29th at the North Ridge Country Club**. It will run from 8am until noon. Please visit the NAHU website to register. We are happy to be sponsored by Excelsior Benefits of Raleigh and First Horizon MSaver.

The cost of the course is \$125 for NAHU members and \$175 for non-members.

[Register Here](#)

TAHU Serves

Leslie McMillan, Public Service

Career Day

The Great Xplorations Career Event for Wake County Public Schools was a wonderful event. Over 1500 middle schools were able to talk with various companies and organizations about a wide range of career opportunities from becoming a law enforcement officer to entering the exciting world of insurance! A huge thank you goes to Christine Anderson of Aetna for the Aetna pens and magnets and to United Healthcare for their awesome pink highlighters. TAHU was well represented by Rufus Langley, David Smith, Andrew Sutton, Christine Anderson, Liz, Tony, and Teri Gutierrez. The group had the opportunity to speak with a diverse number of the students about the opportunities within our industry in sales, customer service, IT, and sales, etc. The kids asked great questions and truly appreciated our efforts on their behalf.

Holiday Project

At our November meeting, we passed a Holiday basket and raised \$110 toward our Christmas donation to the Raleigh Urban Ministries which sponsors a number of free medical clinics in the Triangle. If you did not get a chance to participate you can do so at our December 13th meeting!

Ongoing Clothing Drive

The Public Service Committee is always willing to take your gently used professional clothes and donate them to the Raleigh Clothes closet or to Interact.

Do you have any gently used winter coats you that can keep someone warm this winter? Contact Leslie S. McMillan @ lsm-insurance@nc.rr.com or bring them to the next TAHU meeting on December 13th.

Golf Tournament

The TAHU under 40 gang has taken the Golf Tournament as their project. Thanks to all those "youngsters" who have signed up to coordinate this worthwhile event.

Watch for information about our upcoming 2008 activities:

Habitat for Humanity event -TBA

TAHU Golf Tournament – TBA

TAHU at Great Xplorations



TAHU members Leslie McMillan and Rufus Langley speak an inquisitive student at the 2007 career fair.

Let's Say Thanks

Xerox is committed to helping people across the nation express their gratitude to our troops overseas. The launch of Let's Say Thanks is aimed at reminding them how much Americans appreciate their service. The Let's Say Thanks project is providing a way for individuals across the country to recognize U.S. troops stationed overseas. By submitting a message through this site you have the opportunity to send a free personalized postcard greeting to deployed servicemen and women. The postcards, depicting patriotic scenes and hometown images, were selected from a pool of entries from children across the country. All you have to do is click on your favorite design and either select the message that best expresses your sentiment or draft a personal note. The postcards are then printed and mailed in care packages by military support organization [Give2TheTroops](#)®.

Have You Registered Yet

Bill Hendrickson, L & L Co-Chair

The annual NAHU Capitol Conference is fast approaching and reservations should be made soon. TAHU will pay your registration cost up to \$350. This is a wonderful opportunity to discover first hand what is happening in Washington and nationally on major health care and health insurance issues. You also will be included in personal visits to the offices of all our local House and Senate members. Don't pass this up!!

Where: D.C. (J.W. Marriott)

When: February 2-4, 2008

Important Dates: Early Bird Registration Deadline, December 14, 2007

JW Marriott Reservation Cut-Off Date, January 4, 2008

[2008 Capitol Conference Site](#)

We also are honored to announce Christine Anderson of Aetna Individual Markets is now working as co-chair of the L & L committee. She is a very welcome addition to the TAHU Board.

NAHU Membership Makes A Great Gift

Dan Odorizzi, Retention Chair

With the winter holidays and January e-dates quickly approaching, we are all extremely busy both personally and professionally. For all of you with NAHU memberships renewing before the end of the year, this is a friendly reminder in hopes that you don't forget about us. Your continued support of this association is encouraged, welcomed and appreciated. Keep in mind that NAHU dues are increasing in 2008, but if you renew your membership before January 1, you will be able to take advantage of the current membership cost for another year. So make sure you renew soon to take advantage of the savings. As always, if you need assistance in any way with your renewal, please do not hesitate to contact me. Thank you and happy holidays!

Triple Crown

Rufus Langley, Awards Chair

A reminder that you can qualify, please note the requirements and get involved! NAHU has 20,000 members across the country; you are the reason we exist. Your participation in lobbying and advocacy is the reason we've become a force in Washington and in state houses across the country. Your recruitment efforts are why membership is up 33% over the past five years. Your contribution of your time and talents is why we have over 200 chapters across the country.

We never want to take these efforts for granted because, without you, we would suffer the fate experienced by countless other nonprofit associations: declining numbers, shaky finances and a demoralized membership. NAHU created the President's Triple Crown Program to recognize those members whose individual contributions to NAHU help advance the association's mission.

Like baseball's Triple Crown, it recognizes accomplishments in three key areas. However, while baseball's Triple Crown hasn't been won since 1967, NAHU's Triple Crown can be won every year by hundreds of our members. Please take the time to help our Triangle Association by: recruiting two or more new members, responding to Operation Shout at least three times and giving to HUPAC \$10 x 12 or \$150. The qualification period runs from 1/01-12/31, 2007.

TAHU Financial Reports Available On-line

You can see TAHU financial reports anytime at:

<https://accounting.quickbooks.com>

Username: **tahumembership**

Password: **triangle**

TAHU Membership Count

Count Since November 1, 2007

Joined: 6

Lapsed: 4

Spread The Word: NAHU Single-Payer Presentation

The NAHU power point presentation debunking single-payer healthcare is available for all members to be shown to other organizations to which they might belong. Let's use this regularly. Call or e-mail Bill Hendrickson and we'll see that someone works with you to present this very enlightening production.

Welcome Our Newest TAHU Recruitment Tool

TAHU now has a new banner display to help recruit new members to our association. If you are a TAHU member who would like to use the display to recruit new members at carrier meetings or other insurance related events, contact your TAHU President.



The banner features the TAHU logo at the top, followed by the text "Triangle Association of Health Underwriters". Below this is a photograph of a woman with the text "So who's representing you?". At the bottom, a list of services is provided: "20,000 Health Insurance Professionals Nationwide", "Advocates for Private Sector Health Insurance Solutions", "Nationally Recognized Experts on Health Insurance Policy", "Federal & State Legislative Advocacy", "Political Action Committee", "Professional Designations", "Continuing Education", and "Media Relations". The website "www.nctahu.org" is listed at the bottom, along with the note "A Chapter of the National Association of Health Underwriters".

A Chapter of the National Association of Health Underwriters