

**Coastal Association of Health Underwriters  
Minutes of the Board of Directors Meeting  
December 8, 2011**

President Adam Leggette called the meeting to order at 12:00

Purpose of meeting: Discuss Ideas to Grow and Sustain Membership

Attending: Adam Leggette, Ronald Sheffield, Rick Ketchum, Darlene Smith, Mike Smith, Jim Warren, Dennis Stokley, TJ Soffera, Carrie Lacayo

Adam met with Mike Matznick, member of another NC chapter, to discuss ideas about how to keep membership up and grow our budget. This meeting with Mike was to get new ideas from a different chapter.

Key Points Mike shared with Adam:

- Share budget with membership- Coastal AHU is the only chapter that does not charge for lunches each month.
- Call members who do not show up to the local monthly meetings, this is more personal.
- Personally asking members to step up and get involved instead of sending out “blanket emails”.
- Realizing the chapter is not about getting “Awards” but about keeping our membership.

New Ideas discussed with the BOD:

- Have members put their business cards in a bowl to get their member information
- Survey the members: Find out the reason they come to the meetings; what topics they would be interested in hearing about.
- Discussed members paying \$7 for their own lunches and donate \$3 for HUPAC.
- Raising money for next year- Corn Hole Tournament

Meeting adjourned 1:15  
Submitted by Carrie Lacayo