

**Coastal Association of Health Underwriters  
Minutes of the Board of Directors Meeting  
September 23, 2010**

President Ronald Sheffield called the meeting to order at 10:30

Purpose of meeting: Regular Board Meeting

Attending: Mike Smith, Dennis Stokley, Amanda Smith, Ronald Sheffield, Adam Leggette, Jim Warren, Phil Collier, Connette Bradley, TJ Soffera, Carrie Stephenson, Rick Ketchum

Presidents Report- Ronald Sheffield- Approved minutes for the August Strategic Planning and Training meeting. Dennis made motion to approve and TJ second. Ronald discussed changes that were going on in the Healthcare Reform.

Treasurers Report—Nick Ogden---- No report. Nick will remain Treasurer. We decided to go over budget next month when Nick is in attendance. All committee heads will need to let Ronald know how much they will need for their budget.

Legislative Chair- Ronald met with GOP candidates and 1 democrat to discuss coming to our legislative panel meeting in October. Agents will be able to submit questions for the candidates.

Membership and Retention- All board members should talk to at least one person that could be a prospect. We have announced a membership drive contest running from September 1, 2011 until October 31, 2011 and are looking into prizes for the member who brings on the most new members. We discussed any new members joining beginning 10/1 will have National dues waived until 12/1.

Education and Programs—Any sponsor ideas/request should now go to Rick and he will handle. We can have multiple sponsors but not limited to 2 so that they feel it is appreciated. When sending kits to potential sponsors tell them we need page 3 back along with check. \$500 will be the standard sponsor amount. Discussed putting on website a link for sponsor form and information. Dennis will look into putting something on our website for potential sponsors to add their names and contact numbers.

Rick is going to start promoting the RHU at our local meetings.

NCPAC/HUPAC Sam Carr & Connette Bradley- Connette brought \$2 for drawing 50/50 raffle. Ronald passed out information about HUPAC/NCPAC and what the donations went towards. Jim suggested agencies paying CAHU dues for their agents who donate \$100 to HUPAC.

Media---Amanda reminded everyone that we send out media info to Star News about every 6 weeks. Discussed sending letters to editors to the Star News. We get pacesetter10 points for every letter sent up to 100 points. Make sure to copy TJ on all letters for pacesetter.

Public Service— Adam would like to see all board members sign up for the Heart Walk on the CAHU team. Last year we raised \$5000 at the walk. Heart Walk will be held at UNCW on Oct. 16<sup>th</sup>. Discussed the association donating money if its in the budget.

Communications---Mike suggested looking into an automated phone call that will remind members of our local meetings to help boost attendance.

Awards –

NAAG—Put together new member packets. We will give new member orientation after every regular CAHU meeting.

Meeting adjourned 11:45  
Submitted by Carrie Stephenson