

The View

www.fwahu.com

3/1/2011



Message from the President

Gentrie Pool, RHU

FWAHU'ers!,

Thanks for your input on our newly passed bylaws:) Join us as Addi Hall teaches her very first CE in March and later in the month, come play golf with us. Part of the proceeds benefits Gil's Children Services. How can you argue with helping kids, GETTING CE at the country club, lunch, networking, and its a business expense?!

Remember to vote for your new secretary and treasurer for FWAHU and let me know if you would like to know how to become more involved with FWAHU. Lastly, we have several

opportunities to support the CHIP enrollments. See Tonya Booth for information. No experience required...just an hour of your time. Think how great that will look on your resume:)



Thank you to our March luncheon sponsor:



Foster Benefit Resources, Inc.

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Drive for **show**



Putt for **dough**

FWAHU GOLF TOURNAMENT

Sky Creek Ranch Golf Club

600 Promontory Drive Keller, TX 76248

March 28, 2011

1:00 PM Shotgun Start

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MATURE AUDIENCES

SOME MATERIAL MAY BE INAPPROPRIATE FOR THE OFFICE

EXCESSIVE FUN, ADULT HUMOR, AND ALCOHOL CONSUMPTION

Contact Kelly Dills for
more information

Kelly.Dills@benefitmail.com

[CLICK HERE FOR ADDITIONAL INFORMATION](#)

Here's what you missed if you missed the February FWAHU luncheon:

If you weren't at the FWAHU monthly membership meeting on Thursday, February 9th, you missed a one hour of CE from Optum Health on HSA's and FSA's.

March Membership Meeting

Please join FWAHU for our March membership on Thursday, March 10th. The price is \$20 for members, \$30 for non-members, and free for FWAHU season pass holders.

The Agent's New Brand in the Wake of Health Reform

1 hour

ComedyCE.com Provider # 37719

Course #: Pending Approval

Course Overview

Over the past year there has been great discussion over the role that the agent will play in the market as changes spurred by health reform begin to occur. As new legislation has been passed, it has become clear to the insurance community that roles and expectations will undoubtedly change. Instead of resisting such change, agents need to seek new methods and tools to adapt to the "new normal." Instead of worrying if they will have a job, agents need to approach the change by adopting confidence in their personal value and the value they bring to the table for their clients.

The knowledge and services agents provide clients will remain constant. What will change is the manner in which the value they do provide clients is communicated. The "insurance agent" will transform into the "insurance consultant." Agents need to understand how to create a foundation for a strong personal brand. Agents also must be aware of resources they have to do their jobs better. In the future, this will be important since agents will have to be even more convincing in the value they add to clients' businesses.

March Membership Meeting Speaker Bio

Addi Hall

Addi Hall is the Marketing and Business Development Director at The Gus Bates Company, where she served as an intern during college.

Addi graduated Summa Cum Laude from Texas Christian University with a Bachelor of Business Administration in Marketing. Her specific focus was sales and sales management and marketing communication. While a student at TCU, she was president of the American Marketing Association and a member of the Neeley Fellows Honors Business Program. She was the recipient of the TCU Senior Legacy Award, the Neeley School Outstanding Marketing Student Award, the American Marketing Association Leadership Award, and the Neeley Fellows Most Inspiring Award.

Addi has provided marketing consulting services to local businesses and been asked to speak by community groups and professional organizations. Her areas of interest include branding and social media.



Foster Benefit Resources, Inc.

NAHU Professional Development Resource and Training Updates



RHU and REBC Programs

Your clients deserve the best possible guidance for their health insurance needs. An RHU and REBC is a qualified professional who can provide specialized insight and help their client select the appropriate individual and group health insurance plans.

[Click here](#) for more information.

NAHU Introduction to Consumer-Driven Health Plans

NAHU also provides a new interactive online consumer-directed health care certification course. [Click here](#) for information on how to register for the online course.

Online Learning Institute

Here you will find a variety of inexpensive alternative choices of learning formats for your continuing-education needs including:

[The Future of the Health Insurance Agent](#)

[Disclose Commissions-Charge Fees-Get Paid!](#)

[DI is not a 4- Letter Word](#)

Compliance Training Tools

Certified in Long-Term Care (CLTC)

The CLTC program is the #1 designation in the LTC industry with over 18,000 graduates to date. Now this program is available in an online, study on-demand format: CLTC e-Learning. www.CLTCdemo.com

23rd Annual TAHU Convention is coming!



Mark Your Calendars!

**23rd Annual TAHU
CONVENTION IS
COMING!**

May 5th - 8th, 2011

FWAHU Membership Blitz

March 3rd, 2011

It's as easy as making a few calls from your office

Names and contact info will be provided or you can call who you want

FWAHU Members will receive a **\$10 gift card** for every person they get to join by March 31st

Contact Crystal Millican at crystal@consumerbg.com to participate



Spring Membership Contest

Recruit 5 members*
GET
A FREE Season Pass

*Member must join by March 31st 2011.

[Click Here for Additional Information](#)



New Member Spotlight: Lynn Johnston

Lynn Johnston has been in the insurance industry for 12 years. She was working in the retail business, when she was asked to make a career change and work for a start-up company in Fort Worth. Currently, Lynn is an Account Manager for IFC Benefit Solutions. She loves to interact with her clients, and as a "people person" she thrives on developing good, solid relationships.

When Chaliese Rippey was FWAHU president, Lynn attended a few meetings and became interested in becoming a member. Since then she became employed with IFC Benefit Solutions, and thanks to John Merrifield's encouragement, she decided to join the chapter. Through her membership, Lynn hopes to increase carrier knowledge, build relationships, and continue to learn about the legislation involvement.

Lynn lives in Mansfield and has a son, Zach, who is a senior at Oakridge in Arlington. He is headed to TCU in the fall (Go Frogs!) and she is extremely proud of him! She also has two other "babies", Trudy and Cooper, her black daschunds. In her spare time, she enjoys spending time with her loving, supportive boyfriend and her family, making jewelry and reading. She also sells Mary Kay part-time. For Lynn, it is a great way to spend time with girlfriends and play with makeup!

Whether you need a professional presentation or some hard facts to submit to you clients, all you need to do is contact Foster Benefit Resources.

www.fosterbenefits.com



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The Agent's New Brand

in the wake of Health Reform

Presented by Addi Hall
ComedyCE Provider # 37719
Course #: Pending Approval



What do changes in the industry mean for you and your business?

What is your personal brand and how do you bring it to life?

What tools can you use to help your business grow?

How do you communicate value to your clients?