

**FORT WORTH ASSOCIATION OF HEALTH UNDERWRITERS  
2019-2020 STRATEGIC PLANNING MEETING MINUTES**

June 21, 2019

Marketplace Insurance Exchange, Arlington, Texas

**I. CALL TO ORDER.**

President-Elect Amy Perry called the meeting to order at 11:18am.

**A. Roll Call.**

Members Present: Stacy Cochran, President; Cliff Stubbs, Immediate Past President; Amy Perry, President Elect/Professional Development Chair; Melanie York, Treasurer/Membership Retention (Incoming President-Elect); Beth Christensen, Communications/Legislative and HUPAC Co-Chair (Incoming Facilities Chair); Johnny Wallin, Incoming Media Chair; Stephanie Juarez, Member; Nick Dumont, Incoming Vanguard Council Chair; Wayne Grogan, Golf Chair (Incoming Treasurer); Dana Price, Incoming Professional Development Chair; Bryan Keathley, Incoming Secretary; Tyler Gasswint, Member; Christina, Member; Abu, Member; Lena Le, Incoming Membership Recruitment Chair.

Staff Present: Laura Firestone, Executive Director.

**II. PRESIDENT OPENING REMARKS.**

Amy welcomed everyone to the meeting. All board members were given leader commitment forms to review and complete which describe the time and commitments in serving on the board.

**III. BOARD MEMBER GOALS/OBJECTIVES.**

**A. Membership.** Our current membership count is 148 and we'd like to achieve 165 by the end of the year and maintain an average 85% retention rate. Our focus will continue to be on NAHU and TAHU promotions. We will continue our season pass registrations and will promote it through the end of July.

**B. Marketing.** We will continue the corporate sponsor program and obtain sponsors for each membership luncheon and special events.

**C. Awards.** Continue to follow the criteria throughout the year and apply for both TAHU and NAHU awards.

**D. Professional Development.** We will continue to promote both CE and non-CE presentations but CE is more popular to agents.

**E. Media.** We will continue to keep the media contacts updated and send out press releases as necessary.

**F. Newsletter.** The newsletter will continue to be sent out monthly to keep members aware of local and state happenings.

**G. Legislation.** We will have at least one major event where we invite legislators and the state lobbyists to keep members aware of key legislation under consideration and/or legislation needing to be developed and supported. We want to increase participation in TAHUPAC and HUPAC by promotion at each monthly membership luncheon, holding raffles and major chapter events. Cliff

discussed the differences between HUPAC and TAHUPAC. HUPAC is the NAHU PAC and TAHUPAC is the Texas state PAC.

**IV. 2019-20 CALENDAR.**

A. The 2019-20 calendar was planned out as follows:

1. Jul 2019 – Legislative Update with the TAHU Lobbyists
2. Aug 2019 – Senior Sales Symposium
3. Sept 2019 – TBD, possibly Fiduciary Responsibility (DOL)
4. Oct 2019 – Health Care: A Right or a Privilege (Ethics CE w/Eric Johnson)
5. Nov 2019 – Vanguard Council Gripe and Give Membership Meeting
6. Dec 2019 – No Membership Meeting
7. Jan 2020 – Information Cyber Security (Nick Dumont) Move to Jan 16
8. Feb 2020 – Wellness with Massage Chair (Tyler Gasswint)
9. Mar 2020 – Cap Conf Update and Legislative Breakfast
10. Apr 2020 – Annual Golf Tournament and NAHU Certification TBD
11. May 2020 – TBD
12. June 2020 – Chapter Awards and Carnall Luncheon

**V. ADJOURNMENT.**

Meeting was adjourned at 1:15pm.