



Northern Michigan Association of Health Underwriters  
Minutes for January 4, 2017

		Present	Absent
Mark McLane	President	X	
Raquel Paulus	Immediate Past President		X
Tim Bruce	Vice President/Co-Legislative Chair		X
Brandon Darin	President Elect/ Programming Committee Chair	X	
Greg Lewis	Treasurer	X	
Caitlin Anderson	Secretary	X	
Jay Schripsema	Director/Co-Legislative Chair		X
Dan Marvin	Director/Membership & Retention Chair	X	
Jennifer McDonnell	Director/Senior Market Chair	X	
Rose Twomey	Director/Media Chair		X
Lee Fivenson	Executive Director		X
Jackie Letts	Director		X
Jen Seman	Director		X
Keith Wright	HUPAC Chair		X

1. Meeting called to order at 9:10 a.m. Location: TC Chamber Offices 1<sup>st</sup> Floor (Blue Room)  
Roll call completed – *No quorum. Unable to approve minutes, agenda or take action. Meeting was held for discussion purposes only.* Mark noted a revision in the December minutes.

2. Treasury Report - Greg provided NMAHU Budget thru 12/31/16.

3. Committee Updates:

**Legislative** – Jay was not present. He has left his position with Lighthouse Insurance Group; board status TBD. Mark had emailed the December legislative update from MAHU to the board members on 01/03/17.  
**Action:** Mark to reach out to Jay to determine whether he will continue his board role with NMAHU.

**Membership** – Dan advised that there was 1 new membership application received, and he is working on the 44 North appreciation article for the newsletter. Mark contacted Brian Cote to acknowledge his agency’s membership and thank him for supporting NMAHU. Brian states that he will continue to support. Although there have been proactive reach outs when renewing membership, we discussed sending out thank you cards to each member. Jennifer stated that we should do more contact with the members, and include a monthly “News you can use” email with pertinent information and articles. Consensus was that it would need to be meaningful, not repetitive, and that there should be a process involved for submission.  
**Action:** Dan will send the membership contact list to Brandon in order to send out thank you cards to NMAHU membership. Further discussion on membership contact in February’s meeting.

**Senior Markets** – Jennifer handed out a CMS informational bulletin regarding the Social Security Number Removal Initiative (SSNRI) released on May 5, 2016. “Starting in early 2018, CMS will be required to issue new Medicare cards with an MBI [Medicare Beneficiary Identifier] to approximately 60 million Medicare beneficiaries.” She also advised that there was a representative from American Senior Benefits who contacted one of her Medicare clients to set an appointment, was very pushy, and even knew about her disability/health history and was asking questions about it.

**HUPAC** – Keith not in attendance.

**Media Relations Communications** –Rose was not present.

Old / New Business:

**Newsletter/Website**– Lee not present. Newsletter will be released this week.

**Chapter Sponsorships**– Several opportunities are being pursued: Michigan Chamber of Commerce, SBAM, Dearborn National, Securian, Delta Dental, etc.

**Action:** Continue to follow up for those of us in contact with sponsorship leads.

**Programs** – Brandon’s goal was to get Wayne Schmidt for January, but his scheduler has been uncooperative with returning calls. He will try to plan for him to attend in February instead.

March 2<sup>nd</sup>: Cathy Cooper for NMAHU luncheon.

Early May: Working on securing CE offering (20 people = \$640 / 15 people = \$600). Offered to hold it at Grotenhuis, but will need to further discuss venue with other board members.

Other programs will be set up for July, September, November. Possible ideas include Benepay, HR360, and an Admin Expo to showcase agency products and solutions.

**Action:** Brandon to move forward with scheduling CE offering, and trying to pin down a date with Wayne Schmidt’s scheduler.

**Other**— Discussion on the 2017 Christmas party: Planning on scheduling it for 5:30 p.m. on Friday, December 8<sup>th</sup>, 2017 at Firefly. Board meeting is to be held beforehand, at 4:30 p.m., location for board meeting is TBD. The Region 3 Leadership Training is August 14<sup>th</sup> and 15<sup>th</sup> this year at the Amway Grand in Grand Rapids; Would like to send some board members.

4. Next Board Meeting February 1, 2016  
First Wednesday of each month unless otherwise indicated

5. Adjournment: No motion taken, 10:10 a.m.

Respectfully Submitted, Caitlin Anderson, NMAHU Secretary