

**NAIFA Idaho**  
**Board of Directors Meeting**  
**Tuesday, May 12, 2015**  
**Canyon Springs Golf Course – Twin Falls, Idaho**

- CALL TO ORDER      NAIFA Idaho President Anne Lorenz called the meeting of the NAIFA Idaho Board to order at 9:35 AM on Tuesday, May 12, 2015 at Canyon Springs Golf Course in Twin Falls, Idaho. Those present for the
- PRESENT              meeting included: Anne Lorenz, Debbie Dale, Trent Yost, Kent Lance, Kraig Dahl, Jeremy Brown, Catherine Parke, Guy Stubbs, Laura Drake, Debbie Flandro, and Kyra Gibson. Also joining the meeting was Jules Gaudreau, NAIFA national president elect.
- 3/03/15 MINUTES      The minutes of the March 3, 2015 board of directors meeting were  
APPROVED              distributed for review (see attached). Guy Stubbs moved to approve the minutes. Seconded. Passed.
- FINANCES UPDATE      Kent Lance distributed and reviewed the financial report for the period of July 1, 2014 – May 11, 2015 and expressed thanks to Debbie Dale for all of her hard work in getting the finances in order (see attached). Debbie Flandro moved to file and receive the financial statement. Seconded. Passed. Trent Yost answered questions regarding the income and expenses of the state convention. Debbie Dale answered questions regarding IFAPAC.
- UPDATE FROM              Jules Gaudreau, NAIFA president elect, reported:  
NAIFA NATIONAL
  - Membership continues to be down nationwide, and its peak was in the early 1990's.
  - Dues have remained unchanged for the last six years.
  - The average age for a member is 50 years old, which is younger than it used to be.
  - NAIFA is currently working on some new initiatives to increase diversity of membership and is partnering with a number of organizations in that effort.
  - LUTCF classes will begin in July both online and through mentors. This program is carrying into other countries and will be a great benefit to NAIFA's bottom line.
  - The new pilot program has also begun in approximately 16 states within the last few weeks and already from that program we have received almost 1,000 new members. The goal from that program is 10,000 new members.
  - Jules encouraged everyone to take back to their locals information about the new NAIFA website. It has recently been redesigned with a better look and is more user friendly. Specifically, the virtual library is something that all members need to check out.

## 2015 STATE CONVENTION

Trent Yost and Debbie Flandro gave an update on this year's state convention, which will offer six hours of continuing education. Trent expressed gratitude to the planning committee for their investment and hard work in coordinating the convention.

## MEMBERSHIP REPORT

Trent Yost gave an update on membership from the state level:

- We are down about 11 members statewide, many of those being from Boise. The only local who was up in numbers is Eastern. There are still six weeks left in this fiscal year and the goal would be to get new members in that time to bring numbers up.
- Through the new pilot program, we can request a list of recently licensed agents from the state and purchase it, but we must be very specific in what we ask for.

Catherine Parke joined the meeting at this time.

## NEW MEMBER PILOT PROGRAM

President Anne Lorenz reported that the pilot program had been accepted by all of the locals as well as on the state level. Plans are to be starting that program as soon as possible. The first step is to get a team put together and a meeting scheduled with NAIFA National. At that time they will issue us a code that we can distribute to new members. They will be able to write it on their application or plug it in on the website, which will then waive their dues for the first year. The time period to sign up for the pilot program is April 1 – September 30, 2015. Anne anticipates that they will monitor the program and see the response, and if it goes well, they may consider extending that deadline. Anne asked that Trent get together the team that he would like and schedule a few potential dates.

## IFAPAC REPORT

Catherine Parke explained the emphasis that will take place at the convention to encourage members to donate to IFAPAC. Ribbons and materials will be used to promote the PAC to the members. Each member will be asked to contribute \$125 and an appeal will be made to get more people involved. While there is a large amount of money with the administration fund, Catherine explained consideration needs to be given to setting up a political fund. The goal of the fund would be to get each local to set up an IFAPAC team, with at least eight members. The teams would help with the phone-a-thon initiative in reaching out to members. Catherine asked that she have ten minutes at the convention during the business meeting to speak about IFAPAC. The board agreed by consensus that a list be produced of who has donated to IFAPAC, allowing members to see who has contributed and encouraging others to contribute.

## HEALTH REPORT

Guy Stubbs reported that Idaho is the only state that went from the federal exchange to the state exchange and it seems to be very successful.

Y.A.T. REPORT

Jeremy Brown reported that there would be a Y.A.T. social held this evening at Elevation 486. Jeremy is expecting a small turn out with less than ten members, and may end up inviting some of the older members to come socialize as well. Soda and treats will be provided. Jeremy believes that because this is a new concept, it may take time to grow, but it is a good start.

AREA VP REPORT

A brief report was made by Kraig Dahl, Area V.P for Southern. Reports were also given by National Committeeperson, Debbie Flandro for Southeastern, Anne Lorenz for Boise and Treasure Valley, Laura Drake for Southern and Kent Lance for Eastern. The main focus continues to be the need for member recruitment in all locals.

ADJOURNMENT

Trent Yost moved to adjourn the meeting. Seconded. Passed.  
The meeting was adjourned at 10:51 AM.

Respectfully submitted,

Kyra Gibson  
Executive Director