

NAIFA Idaho
Board of Directors Meeting
Thursday, November 12, 2015
Association Management Group – Meridian, ID

CALL TO ORDER President Trent Yost called the meeting of the NAIFA Idaho Board of Directors to order at 10:05 AM on Thursday, November 12, 2015, at Association Management Group in Meridian, Idaho. Those

PRESENT present included Trent Yost, Anne Lorenz, Guy Stubbs, Kraig Dahl, Greg Bitter, Steve Widmer, Greg Call, Catherine Parke, Debbie Dale, Al Reagan, Debbie Flandro, and Kyra Gibson

10/8/2015 MINUTES APPROVED The minutes of the October 8, 2015, Board of Directors meeting were distributed for review (see attached). Guy Stubbs moved to approve the minutes. Seconded. Passed.

FINANCIAL REPORT APPROVED Trent Yost reviewed the financial report. Kyra Gibson answered questions regarding the financials. The board asked to move \$301.20 out of Postage and into Membership Recruitment. Looking ahead, any postage for State Convention needs to come out of Membership Recruitment. In next year's budget setting, Bank Fees budget needs to be increased. Guy Stubbs moved to receive and file the financials. Seconded. Approved.

2016 DAY ON THE HILL Kyra Gibson gave an update on 2016 Day on the Hill, and distributed Day on the Hill sponsorship forms and the list of potential sponsors (see attached.) Invitations need to be sent to the legislators as well as the Governor, Lt. Governor, Attorney General, Secretary of State, and Director of Insurance. Guy Stubbs reported that the Day on the Hill Committee is looking to have a barbershop quartet for the dinner as well as a speaker or speakers. At this point entertainment is not costing anything. The committee is looking to make contact with someone to do the flags; Debbie Dale suggested John Bellemy as a good resource. The speakers for Day on the Hill are Dean Cameron, someone from Idaho Commerce, and John Mackey, as well as the NAHU lobbyist. The board discussed having Cammie Scott attend but decided it would be better to invite her to the State Convention in May. Kyra will update last year's registration form and send it out, as well as post it to the website.

STATE CONVENTION Kyra Gibson presented the information regarding State Convention, and distributed registration form, exhibitor form, tentative schedule, and list of sponsors. The board asked that Kyra send an email blast out to all membership with the information. Kraig Dahl reported that the exhibitors he has visited with want to see more attendees at State Convention in order to make it worth their time. Kyra suggested doing "vendor moments" - a few after each session - to give individual vendors a chance to address the convention as a whole. The board would like to see a social hour for new members, perhaps just with the board members, followed by the Y.A.T. social.

2015 NATIONAL CONVENTION Debbie Dale reported that the 2015 National Convention went very well. The new NAIFA CEO had lots of ideas to make changes. We should anticipate a very different national convention next year with

more breakout sessions and more substance. One of the NAIFA CEO's goals is to generate non-dues revenue for long-term sustainability. The May 2016 congressional fly out invitation has been sent. Trent Yost and Debbie Dale are planning to attend, using money from the administrative IFAPAC fund. In the past NAIFA Idaho has offered reimbursement up to \$500 in addition to the \$350 from NAIFA National. Greg Call moved to approve the reimbursement of \$500 for congressional fly in. Seconded. Passed. Kyra is to email the entire NAIFA Idaho membership regarding the opportunity to attend with reimbursement.

MEMBERSHIP

Kyra Gibson and Trent Yost gave a membership update, reporting 278 current members, with 49 joining in the last year. NAIFA Idaho is hoping to hold a Membership Day. The goal continues to be engagement of new members so they see the value NAIFA offers. It was suggested we do a New Member event at Day on the Hill - have the board meeting in the morning, and then have a working lunch for new members, including a presentation with the website by Dave Hruza. Greg Call suggested we have lunch at Cottonwood Grille which has a back room available and offers a build-your-own-lunch menu option. The board agreed by unanimous consensus to host a NAIFA New Member lunch meeting, on Tuesday, March 8, 2016, 11:30 AM -1:00 PM. The board members will divide up the list of new members and contact them individually to get personal information. Kyra will also print and produce a physical invitation to be mailed to new members. Kyra will contact Cottonwood Grille to make arrangements and ask about audiovisual provisions and menu options. Al Reagan joined the call at this time. Anne Lorenz left the meeting at this time.

IFAPAC

Catherine Parke gave an IFAPAC update. She has the list of non-contributors. Calls will be made by each individual local to make sure that their board members contribute. Kyra Gibson is to follow up with each of the executives to ensure that the \$3 per person per local has been submitted. We are still looking for additional people to go to Washington, D.C., for the IFAPAC training in December. The administrative fund will cover flights and hotel. Greg Call stated that Boise IFAPAC chair, Carla Ranum, may be interested. Catherine is going to reach out to her in the next few days with more information.

AREA 2 VP REPORT

Al Reagan gave an Area 2 VP Report; no meeting is planned at this time. It continues to be a struggle to get people to attend. NAIFA Idaho is planning to sponsor a Law and Ethics class in that area. Kyra Gibson will send a postcard to potential members for NAIFA Lewis and Clark.

AREA 4 VP REPORT

Kraig Dahl gave the Area 4 VP Report; they are getting motivated for Day on the Hill. At this time they have signed up ten new members through the pilot program and two new paying members.

NATIONAL COMMITTEE REPORTS

Debbie Flandro gave the National Committee Report for Southeastern. They have had some very good programs so far this year. Recently they held a joint meeting with Eastern, Southeastern and health underwriters in Blackfoot. It was their first attempt at a joint meeting, and although it was a small group, overall they believed it would be a good goal to plan a joint meeting each year. In December they have planned a meeting with their local legislators

and hope to see a preview of issues that will be addressed in the legislature this year. Greg Bitter gave an update on Eastern. Their legislative update was last month with Brent Hill and Dean Mortimer. A big issue coming this legislative session will be the uninsured motorist.

Debbie Flandro left the meeting at this time.

Greg Call gave an update from Boise; they have had a few membership meetings and overall attendance is up. Tracey Stone has done a great job with membership and the pilot program. Currently, all of their board positions are filled and meetings are well attended.

Debbie Dale gave an update from Treasure Valley. While there are no meetings planned at this time, she is planning to set up a social event for Treasure Valley members. They are hoping to get increased involvement and revive their group. They are planning to go to quarterly meetings, possibly in the evenings, to better accommodate busy schedules.

Guy Stubbs gave an update on the programs planned for Southern through May. They were planning to do a members' engagement for new members, but may just tie it in through Day on the Hill and possibly help pay some of the fees for Southern members. They worked at the county fair taking tickets in September and received \$1,250 for their local. They are also planning to do an indoor volleyball game in February or March, charge the teams to play and split the funds with Lighthouse Christian Church. It continues to be a great fundraiser for their local group.

Y.A.T.

Trent Yost reported that Ben Fuhrman has agreed to serve as Y.A.T. chair for the rest of the year. After multiple failed attempts to get in contact with Area 1 V.P. Mike Newell, the Executive Committee has appointed John Bellamy to serve Area 1 V.P. through the end of Mike's term. Debbie Flandro left the meeting at this time.

WEBSITE

Kyra Gibson gave an update on the new website and walked the board through the different features on the screen. The new website has gone live. Kyra took notes regarding any changes and updates, and answered questions.

2016 NAIFA LOBBYIST

Trent Yost asked that the board review the contract for the 2016 NAIFA lobbyist. John Mackey has been serving as lobbyist. Rick Waitley joined the meeting to explain costs and expenses associated with legislative lobbying. Greg Bitter moved to renew John Mackey's contract for \$3,000 to lobby for NAIFA Idaho in the 2016 Legislative Session. Seconded. Passed.

RESTITUTION IN CASE
OF FRAUD OR MISUSE
OF FUNDS

The board reviewed the proposed legislation which would give the Director of Insurance the power to require restitution be paid in cases of fraud or misuse of funds. The NAIFA board needs to get a clear position on the issue to pass along to our lobbyist so he will

know how to proceed during the legislative session. Trent Yost and Debbie Dale will visit with Dean Cameron and John Mackey and get a better understanding of what is going to happen. The board will revisit this issue at the January board meeting.

Greg Call moved to adjourn the meeting. Motion died due to lack of a second.

STRATEGIC PLANNING

Trent Yost presented a few strategic planning ideas. The number one goal continues to be the need to focus on engagement. The board discussed reviewing the terms for state board members and possibly exploring a two-year term. Membership continues to struggle on a state and national level, and some believe NAIFA National is not evolving to meet the needs of the different NAIFA members. The “NAIFA member” is changing and is no longer all life insurance, but now involves many different parts of the industry. While we have no control over what is done at NAIFA National, there are ways through our NAIFA Idaho Day on the Hill and State Convention to reach out and target this new group of people.

ADJOURNMENT

Greg Call moved to adjourn the meeting. Seconded. Passed. The meeting was adjourned at 1:13 PM. The next meeting is scheduled for January 14, 2016.

Respectfully submitted,

Kyra Gibson
Executive Director