

**National Association of Insurance and Financial Advisors – Idaho**  
**Board of Directors Meeting**  
**Tuesday, March 14, 2017**  
**Association Management Group – Meridian, Idaho**

CALL TO ORDER	President Trent Yost called the meeting of the NAIFA Idaho Board of Directors to order at 9:03 AM on Tuesday, March 14, 2017, at Association Management Group. Those present included Trent Yost, Steve Widmer, Kent Lance, Ben Fuhriman, Steve Fuhriman, Kraig Dahl, Guy Stubbs, John Bellamy, Chuck Olson, Debbie Dale, and Kyra Gibson. Those who joined via conference call included Hyatt Erstad, Debbie Flandro, and David Hruza. Absent and excused were Laura Drake and Anne Lorenz.
PRESENT	
12/8/2016 MINUTES APPROVED	The minutes of the December 8, 2016, Board of Directors meeting were emailed to the board for their review (see attached). <u>Kent Lance moved to approve the minutes. Seconded. Passed.</u>
FINANCIALS APPROVED	The financial report for the period of July 1, 2016-March 13, 2017, the IFAPAC year-end report, and the IFAPAC report for January 1-March 13, 2017, were distributed to the board for their review (see attached). <u>John Bellamy moved to receive and file the financials as received. Seconded. Passed.</u>
THANK YOU's RECEIVED	Kyra Gibson passed around the thank you notes from legislators who received money through IFAPAC for their reelection campaigns. Hyatt Erstad asked that Kyra create a master list of who we received thank you notes from.
DAY ON THE HILL UPDATE	Kyra Gibson gave a brief update on Day on the Hill activities. There are around 135 people registered to attend. Each local has provided a basket for the raffle at dinner. Kyra will be at the Capitol all afternoon assisting Wendy with the registration.
2017 STATE CONVENTION UPDATE	Kent Lance gave an update on the 2017 State Convention. We are having a difficult time finding vendors and currently have only nine committed. The "Save the Date" notices have been printed and are available for distribution to each of the locals.  Guy Stubbs joined the meeting at this time
NAIFA 20/20	Chuck Olson gave an update on NAIFA 20/20 and the current problem NAIFA is facing regarding membership. There is an important call on Friday with state leaders to give updates on what is happening and to discuss a plan moving forward, which a committee has been working on. Chuck highly suggested that Kyra, Trent, and Debbie be on that webinar to hear the ideas presented. There are a variety of seminars and programs through NAIFA National that Idaho could be taking advantage of. The benefit of these programs is that they are consistent across the country, versus each state doing their own thing. Often when we attempt to recruit new members, we tell them of the benefits, instead of taking the opportunity to hear what they need from us.
STATE MEMBER CHAIR POSITION	Debbie Dale has agreed to be the state member chair for this next year and is planning to recruit a member chair from each of the locals to help with the recruitment and retention of members. Kyra reported there are currently 173 members. The Executive Committee emailed

lapsed members, reminding them to renew their membership, and heard back from at least five who had retired or left the business. Chuck asked that the board commit to the number of members they will each recruit this year. After going around the room, the board committed to recruiting 21 new members this year.

#### NEW MEMBER LUNCH

Kyra talked about the new member lunch that was offered to members who had joined within the last year. She emailed the 15 members who qualified and had one respond who was interested. Debbie Dale is planning to meet with her today for lunch. Chuck suggested we get back to phone calls or face-to-face meetings, and avoid emails as a tool of recruitment or retention.

#### IFAPAC UPDATE

Hyatt Erstad gave an update on IFAPAC. He is planning to attend the Congressional Fly In in May, along with Debbie Dale and Trent Yost. President Yost reported that the Administrative Funds are limited, and the Executive Committee is recommending using the funds to send only the National Committeeperson, IFAPAC Chair, and someone from the Executive Committee to the Fly In. Kent Lance moved that the board use the IFAPAC Administrative Funds to reimburse the National Committeeman, IFAPAC Chair, President-elect or someone from the Executive Committee for the Congressional Fly In. Seconded. Passed.

#### Y.A.T. UPDATE

Ben Fuhriman gave a Y.A.T. report. The Y.A.T.s will once again be sponsoring the evening social at the state convention, although everyone is invited to attend. Ben is working on finding a Y.A.T Chair at each local to get more engagement. Ben asked Kyra to provide a list of all current Y.A.T.s; the goal is to do a better job in reaching out and getting them engaged.

#### REPORTS FROM NAT'L COMMITTEEMEN

President Trent Yost turned the time over to the National Committeemen to give their reports:

- Debbie Flandro gave a report for Southeastern
  - Trent Yost approved as LUTC moderator.
  - Meetings have been good; in February, they had a presentation on technology affecting the insurance industry.
  - Offering a reimbursement of \$10 per meeting if attending Day on the Hill or State Convention.
  - April program is about the business environment.
- Steve Fuhriman gave a report for Eastern
  - Attendance is consistent.
  - Membership is specifically focused - board members have been going to businesses to get in touch with them face to face.
- Guy Stubbs gave a report for Laura Drake from Southern Idaho
  - Volleyball tournament on April 8<sup>th</sup>.
  - Officers are finishing their first year in office and plan to elect three new board members at the May meeting.

REPORTS FROM  
AREA VP's

President Trent Yost asked for Area VP reports:

- Kraig Dahl, Area 2 VP, reported that two of the members who joined during the pilot program are now serving on the Southern Board. Has not been to Southeastern lately, but asked them to please reach out if they need him.
- John Bellamy, Area 1 VP, reported that Treasure Valley is not currently meeting. There were a lot of non-NAIFA members at their last Boise meeting. Past President Laura Johnson has the list of lapsed members and the goal is to continue contacting people.

POSITION OF NAT'L  
COMMITTEEMAN

The end of Debbie Dale's term as national committeeman is coming up in May. She is willing to serve another term; however, if there is someone else willing to serve, they need to submit a resume' to Kyra. The position will be voted on at the May meeting.

GENERATING  
NON-DUES REVENUE

Trent shared that the Executive Committee has been reviewing the numbers and sees the need to come up with ways to generate non-dues revenue. The Executive Committee met in February and brainstormed some ideas. If membership continues to decline, we will not be able to stay in business for more than a few years. The committee came up with a few ideas:

- \$500 for a coaching program - individuals would meet four times a year (once a quarter) for an eight-hour session. It would be advertised at the local level as well as through the website and Facebook. We are not requiring that you be a NAIFA member to participate. We will send out information to each local. First class will be in June at AMG in Meridian. Please let Kyra know if you would like to serve on that Planning Committee.
- Community Insurance Symposium - individuals from the community will come for free. We will sell sponsorships and provide classes, workshops, and speakers. Planning for a date in early December, once open enrollment has begun in Idaho. The goal is to provide a great community service; there is a large gap of education amongst consumers. This could solve some problems regarding non-dues revenue for the state.

REMINDERS

Kyra Gibson will email the board with committee sign ups. These events will take a lot of work on the planning side for committees. Kyra gave a reminder to review the proposed bylaw changes in the April meeting. In the May meeting we will be voting on the bylaws changes, so delegates need to come prepared to represent the local.

ADJOURNMENT

John Bellamy moved to adjourn the meeting at 10:30 AM. Seconded. Passed.

Respectfully submitted,

Kyra Gibson  
Executive Director