

1. President
 - a. Strategic Business Plan
 - NCAHU is a Business
 1. Product – Value
 - I. Professional Development
 - II. Advocacy – State and Federal
 - III. Member Services
 2. Revenue- Sales
 - I. Membership Dues
 - II. Symposium Profit
 - III. Other
 - i. Medicare Symposium
 - ii. Professional Development
 3. Marketing/ Advertising
 - I. Media Relations
 - II. Websites
 - III. Social Media
 - IV. Awards
 - V. Vanguard
 4. Operations
 - I. Perpetuation of Board
 - II. Leadership Development
2. President Elect- Dan Odorizzi
 - a. Symposium- Goal of 20k Profit
3. Vice President – Jim Rowley
 - a. Increase Membership –Recruitment
 - Increase Membership by net of 10%
 - Started year at 450- Goal 500 rounding up.
 - Recent incentive of working with Nationals on Large Agency Memberships
 1. Potential visit by Janet Trautwein in June for Visits with Agencies
 2. Recent Development of VP stepping down- Wes Washel Projected to step in

Tools:

- Gains Contest
 - Past NCAHU Membership Chair – Dan Odorizzi
 - Past Presidents
 - The new Value Piece
 - \$50 off Drives
 - DOL agent lists
 - Monthly Calls with Membership Chairs
 - Constant Contact
 - We will have a newsletter chair this year
 - Newly joined NAHU members report (we want to make sure we are getting new members engaged)
 - Lapsed but not paid report

Goals/ State Initiatives:

- GAINS National Awards Programs- New Member and Retention
- National Agenda- every member recruits a member
- Goal- The Board Recruits a member each – can use Triple Crown Award
- New member follow up – see attached
- ♣ Work flow for chapters or state calls
- Larger Agency Membership programs
- Pull BCBS reps on Committee
- ♣ Pull other company reps on committee
- Mailers to DOI list of agents

4. Secretary-Chris Ross

- a. Minutes and oversee Finance Committee
5. Awards- Wes Washel filling role
 - a. Landmark Award Submission
 - b. Chapter Certification
 - c. Support Chapters with Pacesetter
 - d. Support Individual and Regional Awards
6. HUPAC- Mike Matznick
 - a. NCAHU Leadership Team- 100% Contribution
 - b. Capitol Conference- 100% Attendee Contribution
 - c. National Conference -100% Attendee Contribution
7. L&L Federal
 - a. Develop P&P for Cap Con Senate Visits
 - Who goes
 - What are qualifications
8. State L&L- Hughes Waren & Nat Smith

State based advocacy is a role that NCAHU is inherently set up for to deliver/ organize. It can also be a major pillar in our state chapters' identity and value we bring to our membership. It is evident that State based advocacy will be needed in the future based on the DOI's recent interest in 1332 Waivers. It is also an area that we have fallen away from with the intense focus that we have had at the Federal Level with the ACA.

- a. Legislative Agenda
 - What do we want to accomplish, legislatively priorities (support/defeat)?
 1. Is this possible to define?
- b. Or, predetermine what are the defined absolutes/ boundaries (Hughes and Nat can make the call based general predetermined boundaries (in favor or oppose)) and what needs to be given consideration by the Board (proposed by Nat and Hughes to Board)
 - Important for promotion to carriers and their continued funding- this is where they see our value as stated in BCBSNC meeting.
 - It is important for us to have stated absolutes/ boundaries so that we are not pawns of the carriers but can work with them.
- c. Legislative Work Flow
 - Who are initial contacts within NCAHU
 - Procedures to get to NCAHU Board quickly, make decisions quickly, communicate back
 - Communicate this work flow to other organizations
- d. Networking/ Collaboration with Carriers, DOI, other trade organizations
 - They all value our grass roots connections/ relationships with the General Assembly
 - Important for carrier funding of NCAHU
- e. Hiring a Lobbyist
 - Budget
 - Interview Process
- f. Build our NCPAC
 - We are small in comparison to others
 - increase State PAC Contribution
9. Media Relations
 - a. Media Relations
 - b. State Newsletter
10. NCPAC- Hughes and Mike Matznick
 - a. Increase PAC donations
 - b. Terri Gutierrez is new NC PAC Chair

11. Professional Development

- a. Task Force on Chapter Support
- b. Promote Medicare Summit
- c. Promote NC Value
- d. REB
- e. Certification Programs
- f. Speakers Bureau

12. Technology- Tony Gutierrez

- a. Increase Social Media Presence
- b. Constant Contact
 - Membership rosters within it (some are very dated) (the files tree may need to be cleaned up)
- c. Social Media Sites
 - How to post or add content. Hashtags?
 - Our website and Calendar
- d. Symposium Website
- e. What other resources do you want to cover

13. Van Guard- Kim Spell

- a. Many opportunities to support

14. Chapters –

- a. Chapter certification
- b. Professional Development