

**TEXAS ASSOCIATION OF HEALTH UNDERWRITERS
2008-09 STRATEGIC PLAN**

I. OBJECTIVES BY AREA.

A. Group Goals – Incoming President-Elect, Rusty Rice

1. Convention

- a. Promote and increase attendance. Rusty would like to work with Benefit Selling to market to their prospect list. He would also like to get prospect lists from the local chapters and integrate those non-members with the member distribution list.
- b. Begin marketing now with “Save the Date” promotions, etc.**
- c. Market to more agents who are not members.**
- d. Solicit new exhibitors and change the schedule to where they cannot break down early and there are no alternate functions or CE going on during the time the exhibit hall is open.**
- e. Hold membership meeting at end of the first general session.
- f. Hold the EC meeting the day before the board meeting.
- g. Change Hollis dinner entertainment in order to entice people to stay for the dance.
- h. Increase use of technology.

B. Group Goals – Incoming 1st VP, Louanne Trebing

1. Membership Growth – Membership Is An Attitude!

- a. Membership survey results showed need for improving value of membership. Knowledge will give them power. Communication is key.**
- b. There must be immediate training of membership chairs which typically occurs at training session at Region VI in New Orleans. However, attendance has been poor and the session is too long.**
- c. Grow the association by 100 net members by the end of 2009
- d. Continue the membership contests – they help!
- e. Membership education needs to begin with the chapter presidents. Communication needs to be improved with their chapter membership. The implementation of a roadmap/timeline would help them to do this.**
- f. Have board meetings on the road in different locations.
- g. Day at the Capitol in a box and have more legislative roadshows.**

C. Group Goals – Incoming 2nd Vice President, Joanna Antongiovanni.

1. Awards.

- a. Continue to follow the award documentation and criteria in setting goals and following timeline.
- b. Divide chapter of the year awards into 3 awards – large, medium and small - and present at the next board meeting.**

- c. Continue positive feedback at awards banquet.
 - d. Continue awards feedback.**
 - 2. ENews.
 - a. Add an industry “FYI” column written by guest columnists and add a “just for fun” item. Should also include a report card in the form of a bar chart to show membership numbers by chapter throughout the year.**
 - b. Improve in getting chapters to respond and submit information in a timely manner. Give encouragement to chapters to submit articles every month. Tell volunteers thank you.**
 - 3. Newsletter.
 - a. Train chapter presidents on writing great articles.**
- D. Group Goals – Chapter Presidents
 - 1. What can TAHU do for you?
 - a. There is a resource area for chapters on NAHU’s website.
 - b. Create an online “how to” guide on the TAHU website.
 - c. Can’t always assume chapter presidents know where to find information.
 - d. Have each EC member take a couple of chapters to mentor and be their liaison for problem solving, etc.**
 - e. Continue the chapter presidents meetings prior to the board meetings and invite chapter presidents-elect to attend also.
 - f. Set up a forum for chapter presidents on the website.
 - g. Hold monthly chapter president conference calls.**
- E. Group Goals – Treasurer, Misty Baker
 - 1. Legislation.
 - a. It would be beneficial to bring Day at the Capitol to the locals.
 - b. On topic, writing local letters to the editor, that are pre-populated, easy and help start conversations.**
 - c. Make TAHU website a true resource to members/legislators, etc., and it will become a truth triangle.**
 - d. Bring back postcards from the ledge.**
 - e. Improve participation on monthly legislative conference calls.
 - 2. Legislative Fundraising.
 - a. Continue the goal of 100% board participation to PAC.**
 - b. Hold quarterly conference calls with chapters to encourage PAC support.
 - 3. Federal Legislation.
 - a. Be one step ahead of NAHU and set all cap conf appointments.**
 - 4. Legislative Activities.
 - a. Expand the Day at the Capitol event and improve with high level of technology.
 - b. Continue the freshman reception with the new legislators.
 - c. Continue/expand relationship with carriers/think tanks.

