

**CFAHU BOARD MEETING**  
**March 15, 2011 9:00 AM**  
**Café Murano, Altamonte Springs, FL**

Meeting called to order by President Barbara Rennard 9:03 AM

PRESENT: Barbara Rennard, Dave Sherrill, Augie Buffa, Brendon Mooney, Don Marx, Ashley Wynkoop, Mary Liz Schwartz, Natalee Otero-Newman, Tom Ryan (10:21)

Also Attending: Barbara Coggins (9:25)

ABSENT: Lynn Blank, Laurie Anderson, Mike Kirchner

MINUTES – Minutes were distributed from January and February board meetings. Motion was made to pass both of these as presented. Seconded and passed unanimously.

RECAP – Our speaker for the February meeting was from Longwood Healing Center & Spa. Sam Skora with Pan American Benefit Solutions sponsored.

PRESIDENT’S REPORT – Barbara Rennard – Café Murano has said that the doors will be installed on Monday 3/21. Mitchell’s Fish Event on 5/5 will be a minimum of \$360 for food and cash bar. Barbara was not fully sure of the details. Mike Kirchner had spoken to them. We need about \$1,000 in sponsors to cover costs including a drink ticket for attendees. A motion was made to budget \$500 for expenses. This was seconded and passed unanimously. There was discussion to charge \$10 for members to attend, but fee would be waived if they bring a prospective member. Barbara will purchase a speaker/microphone for future meetings.

EXECUTIVE DIRECTOR REPORT – Dave Sherrill – no report

TREASURER’S REPORT – Dave Sherrill – We have \$11,166.49 in the bank. Most expenses for Cap Conference have been reimbursed. We don’t have too many registered for SLC, so we won’t use that whole budget line. \$500 was reimbursed to Mike Kirchner as approved at a previous board meeting.

COMMUNITY SERVICE – John Goergen – No report.

MEMBERSHIP – Mary Liz Schwartz – Currently at 155 members. 4/13 @ Humana Conference Room is the Membership Blitz with Board Meeting to be held after the blitz. Mary Liz is asking for help and names. Discussion of why members are leaving. Mary Liz will get notice to Dave by Friday to send to membership to participate in blitz. Conference call regarding Blitz is scheduled for 3/25 at 10:00 AM.

AWARDS – Ashley Wynkoop – John Goergen sent some community service info to Ashley. She’s got to compile and will ask for stuff as needed.

EDUCATION – Natalee Otero-Newman – 2 classes approved for April. Don Marx will present a Reform Update before lunch (1 hour) and Tom Vertich will present his course on Grandfathered Plans after lunch (1 hour). Natalee wants to do medical tourism again. Could try

to get contact info from Gayle Schreppel. NAHU has a course on this topic as well. Need something for May still.

PROGRAMS –Today’s program will be The Power of email marketing – Pamela Starr. Ashley will confirm Mel Schlesinger is speaking at our April meeting. Representative Bryan Nelson will be our speaker in May and June will hopefully be at the Enzian Theatre.

LEGISLATION – Don Marx – Distributed press releases and Cap Conference Media Advisory from NAHU (attached). Distributed list of Cap Con appointments. Weather should be in 30-40’s. State Leg conference is March 28<sup>th</sup> and 29<sup>th</sup> in Tallahassee. Monday night at Chez Pierre with Essay Contest winner. Don won’t be there, but we should distribute SLC flyers at 2/22 meeting. Dave will bring them.

MEMBERSHIP RETENTION – Matt Beatty – No report

PAC Report – Mike Kirchner – No report

COMMUNICATIONS – Jennifer Wallace put together the newsletter which went out yesterday 3/14. She did a fantastic job putting it together. Unfortunately, only able to distribute as a pdf, and we were unable to hyperlink in the document. Website was down for a day. We have to find a new host. Ashley talked to Kenny Cox who suggested a good host for \$85/year. Ashley, Augie, Don and Dave will contact StarChapter about integrating their communication features with our existing site.

MEDIA RELATIONS – Bruce Venema – No report

GOLF – Augie Buffa – Nothing in yet. UHC & AvMed have committed to sponsorships. Need everyone to e-blast & market it. Need 20 foursomes. Dave will get generic invoices to Augie for different sponsor levels.

WAYS & MEANS – Barbara Coggins – Bowl-off scheduled for 6/1. Barbara distributed flyers.

AMBASSADOR REPORT – Jennifer Wallace – No report.

OLD BUSINESS – Board retreat rescheduled for 5/19.

NEW BUSINESS – Barbara brought up a point and discussed the need to maintain a level of professionalism and squash any rumors about personal lives of board members that any of us hear.

Was decided to raffle off 2 Symposium registrations to membership. Barbara Coggins will put together tickets.

Meeting adjourn at 11:05 AM

Next meeting will be April 13<sup>th</sup> at 2:30PM. Humana Conference Room in Altamonte Springs.

Note: Official minutes contain an attachment summary of all materials discussed at this meeting and are herein incorporated as part of the official record of today’s meeting events.