



AUGUST 2011 NEWSLETTER



CFAHU is now live on facebook!!! [Visit our site](#): now to keep up with social media networking!

Don't Miss It!!

Our Annual Member Mixer takes the place of our monthly luncheon in September. Mark your calendar and don't miss this year's event on Wednesday 9/21! Details to follow.



Save the Date! October 17-19, 2011

Due to the early start of next year's legislative session in Florida, we will be holding our Day on the Hill this fall while our legislators are in Tallahassee for



*CFAHU President,
Ashley Wynkoop*

A Note from the President

As you may know, the 2011 NAHU Annual Convention was held June 26th-29th, in San Antonio, Texas and I can't begin to apprise you on all of the information I got out of being there. I can tell you if you ever get the opportunity to go you will understand just how hard our representatives at NAHU are working for you, for your clients, for your families, and for the American public as a whole. During an incredibly difficult political climate, they are fighting on our behalf to ensure we all are given the opportunity to continue helping our consumers by guiding them through the complexities of health insurance purchasing and enrollment. While sitting in a general session at the National Underwriters convention in San Antonio, our CEO, Janet Trautwein said, "This is a very exciting time for NAHU and the industry...I would recommend this industry to my own daughter right now.."

As the new president of CFAHU, I couldn't agree more. I am truly honored and humbled to be associated with the amazing collection of talent that makes up our Association's membership. Together, we have the opportunity to build an even stronger organization by capitalizing on our past accomplishments and recognizing the opportunities that are before us. Exciting times, indeed!

I have been privileged to serve on the CFAHU board for the past three years. It has been one of the great joys of my career to see how much our Central Florida chapter has grown and prospered. While on the board, I have served with some of the most dedicated and passionate people I have ever worked with. I am hopeful their dedication and hard work has rubbed off on me enough that I serve the chapter as well as they did. I would like to take this opportunity to thank the outgoing 2010-2011 board and Past-President, Barbara

committee work.
Please mark your calendars now for October 17 & 18 and plan to join us in Tallahassee. Full details will follow shortly.

For information on the 2011-2012 FAHU Student Essay Contest, [click here.](#)

Please Note

Due to FAHU's Day on the Hill, our October Luncheon will be held on the 4th Tuesday, October 25.



YAHU Capitol Conference Scholarships

Thanks to a generous grant from Colonial Life, YAHU is able to offer scholarships to cover the Capitol Conference registration fee. Scholarship recipients are responsible for their own hotel and travel. The scholarships are for young agents, those agents relatively new to the industry and under the age of 40. This is designed to get those agents involved with the association on a national level and allow them to really experience the benefits of being a member of NAHU. Capitol Conference is a very powerful learning experience and can give you a jump-start to be more active in our association and industry. [Click here](#) for a scholarship application. Applications are due by November 1!

Rennard, for all of their hard work, enthusiasm and guidance they have given me and this amazing association.

Over this next year I want to encourage you all to do a couple of things. If you haven't met the Board of Directors, please come to one of our monthly meetings and meet us all. I have a wonderful group of people who have dedicated time away from their families and work to help serve you and to continue to promote our member's future as an integral part of the insurance market. Secondly, I would ask you to get more involved. Today more than ever we need more feet on the ground spreading our message. Each board member chairs a committee and could use your help. You do not need to spend an extensive amount of time. Simply let them know what you are interested in, how much time you have to offer and they will find a position for you. Lastly, I will ask for your assistance in recruitment efforts. We need more members and we need them now. Please, reach out to your clients, to your partners, to your community, and to your competition and let them know what it is we do and what value we provide. If you need help crafting that message please feel free to reach out to me. I am always happy to help.

I will leave you with one story from this year's conference that very much resonated with me. At times we go through our daily routines in this business and take for granted exactly how important we are to protecting our families, friends, and clients' financial future and ultimately, their lives. This story helped remind me. Theo Andous, an expert in coaching the art of referrals, was a presenter on the first day. Oddly enough what I took out of his presentation was much more meaningful to me than his information on referrals. He told the story of his father having a heart attack in 2009. Theo was there and found his father on the floor. When Theo picked up the phone his father asked him not to call 911 or take him to the hospital. Why? Because Theo's father did not have health insurance. Mr. Andous, lying on the floor of his kitchen having a heart attack, was more concerned with not being able to pay his medical bills than he was with saving his own life. Can you imagine having to weigh that decision or having one of your friends or relatives make that decision?

What you do everyday provides a vehicle that protects against the financial burden of saving lives. Please don't ever forget how important you are as an insurance professional, in the wellbeing of this nation and the very clients we serve.

I look forward to working with all of you this year

and like I stated before, if you ever need anything from me, please do not hesitate to reach out.

Thank you for your membership, your support and all that you do.
Ashley

CFAHU MONTHLY MEETING

Tuesday, August 16, 2011, 11:30 AM

**CAFE MURANO
309 Cranes Roost Blvd.
Altamonte Springs, FL 32701**

**Presentation of www.NAHU.org
by Dave Sherrill**

Are you aware of all the resources available to you on the NAHU website? Do you know where to go to find the information you need? Come to our August Luncheon and Dave Sherrill will take you on a tour of the website.

Dave Sherrill is Vice President of Sherrill Insurance Brokerage and serves as Executive Director of the Florida Association of Health Underwriters and Treasurer and Executive Director of the Central Florida Association of Health Underwriters. He was president of our chapter in 2001-2002 and again in 2007-2008. In between those terms, he served as president of FAHU 2003-2004. Dave has been an active user of the NAHU website for well over 10 years.

CE to immediately follow lunch

**Enrollment Guidance For Medicare
Part D Plans -1 Hour CE**
Presented by Bruce Venema

Bruce has been a resident of Florida over 40 years and in the health Insurance business 8 years, concentrating on Senior Coverage's like Medicare Plan Options, Long Term Care, Life Insurance & Annuities. He is a member of NAHU, FAHU, CFAHU and American Association for Long Term Care insurance. Past Member of the Board of Directors, St Cloud Chamber of Commerce.



The August Luncheon is sponsored by Sherrill Insurance Brokerage, Inc.

Lunch will be:

Individual Side Salad with bread
Grilled Chicken Sandwich with Giambotto
Potatoes
Iced Tea and water

Chef's choice for dessert

**Vegetarian option available upon request.
Please request with RSVP.**

**Please RSVP to dave@sherrillins.com by 9 AM
On Monday, August 15th.**

If you previously RSVP'd to the CFAHU email address, please resend to dave@sherrillins.com as the CFAHU emails are not currently working.

**Lunch cost is \$10 for members
\$25 for non-members.
CE is free to members, \$10 for non-members.**



*CFAHU
Legislative
Chair,
Don Marx*

Legislative Report

by Don Marx

Your Board of Directors has set a goal of being 100% participants in the FAHU-Political Action Fund. We need you more than ever. Please consider joining your Board by becoming a member of FAHU-PAF.

Thanks to Dale Maloney we made a strong commitment to having all the Central Florida legislators attend the Symposium. There have been emails, calls, personal invitation extended to each and every one of our Legislators. When you see Dale thank him, we are all busy, but he makes the time for all of us and we had a great turnout!

Washington Update

- o NCOIL Votes Unanimously to Endorse H.R. 1206
- o Debt Talk Continues to Dominate Washington
- o CMS Releases Proposed Rule on Health Insurance Cooperatives
- o Bipartisan Legislation to Repeal OTC Rx CDHC Restrictions Introduced
- o This Week in Washington
- o [Link to your Washington update](#) with complete details to the above stories

[Your dues and HUPAC dollars at work](#) - Janet Trautwein testimony

The Legislative committee is looking for a few members, we want to visit each Central Florida Legislator by mid September to develop a relationship and tell them our story. They need to know what we do and why we are needed. Please contact your leg chair at 352.729.3948 ext. 113 or email him at Don@DonMarx.com

Do you have a relationship with a local legislator? Let me know, we need to get our voice out and be as active as we have ever been.

Don
CFAHU Legislative Chair

Membership Campaign

We are excited to announce a summer membership campaign with the goal of recruiting 1,000 new members! We will be rewarding members who recruit just one member from July through September with weekly drawings for fantastic gift cards ranging from \$25 to \$100 in value from national retailers. At the end of the campaign, we will also have a grand prize drawing for an Apple iPad and cover. You only need to recruit one new member to qualify for the drawings!



If you haven't signed up yet, do so today by completing the short form [here](#). You must sign up in order to be included!

Not only do we want you to participate in the campaign, but you can also spread the word as well. Announce the campaign to your membership by sending e-mails, including it in your newsletters, announcing it at your local chapter meeting, including it on your webpage, etc. You may even want to build your own recruitment campaign off of this too!

<http://www.nahu.org/mc/campaign.cfm>

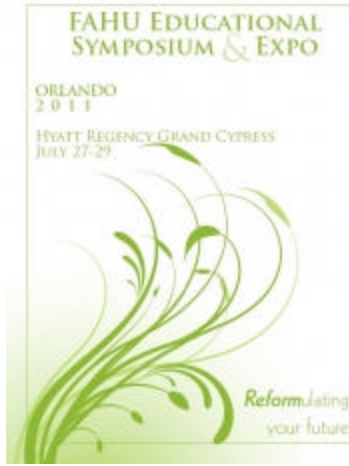
Corporate Partnership Program

Being a corporate partner means your company owns the membership, making it easy to maintain current memberships for all your staff. And the more memberships your company owns, the greater the dues discount you receive:

- ✂ 10 - 20 members - 3% discount
- ✂ 21 - 50 members - 5% discount
- ✂ 51 - 100 members - 10% discount

≈ 100+ members - 12% discount

To find out how this partnership can benefit you, [click here](#). Contact Illana Maze at imaze@nahu.org to find out more about this program.



Symposium 2011 is in the can and on film.....YAY!!!

By: Barbara Coggins

Here is your FAHU Symposium Recap – what you saw and what you heard or to let you know just how much you missed.....The 2011 Symposium had more attendees than EVER and we SOLD OUT our booth space this year, WOOHOO!!! [Click here to read](#)

JUST WAIT UNTIL 2012....August 12-14 AT THE BEAUTIFUL GAYLORD PALMS RESORT IN KISSIMMEE

****Tentative Keynote Speaker** --- *Jason Young, former Southwest Airlines leader speaks on leadership, culture, teams and customer service. We can ALL learn from Jason Young. A Dynamic Speaker!***

YOU WON'T WANT TO MISS THE 2012 SYMPOSIUM!!!

www.cfahu.org

PO Box 160790 | Altamonte Springs, FL 32716-0790 US

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