

SWIAHU News

June 2011



Southwest Indiana Association of Health Underwriters
www.swiahu.org

Monthly Meetings - Make up meeting from January

LOCATION: - BLACK BUGGY RESTURANT

Date: Thursday, June 16th, 2011

Time: 11:30 a.m. registration & lunch
12:00 p.m. Meeting begins



INSIDE THIS ISSUE

- Thank you... Dearborn National
- Review of Sub-committee Healthcare Reform hearings
- Membership Update and benefits
- Newsletter Advertisement Opportunities
- Meeting reminders, Board of Director listing
- Golf Flyer
- HUPAC Form
- Membership Application
- Survey results

Monthly Topic...Social Media Marketing

Cody Rogers is a self-described professional “work-a-holic”. Since graduating from his Madisonville, Kentucky high-school in 2009 (where he helped teach the Web Page development class), Cody has started 2 successful web-based businesses, and is in the process of beginning another. He’s been designing websites for the last 6 years and actually managed to convince people to pay him for them for the last 3 years. Somewhere in his schedule, Cody also finds time to present a weekly 2-hour drive-time radio show.

Everyone has heard of Facebook. It’s the social networking equivalent of Wal-Mart, reaching almost every country in the world. Facebook estimates that it has over 500 million active users worldwide. 50% of those users log on every day, with 70% of users living outside of the US. On a daily basis 10,000 new websites integrate with Facebook every day.

And yet, most companies still don’t understand how to leverage the incredible potential client base that Facebook represents. For the past 3 years Cody has been coaching companies and individuals on how to create a Facebook presence, helping them gain access to this lucrative market segment. Cody will share some of his social-media marketing experience and secrets with you.

Thank you to our monthly sponsor!

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Geroge_knoth@dearbornnational.com



Message from SWIAHU Media Chair



Jill Ross Dear
Media Chair
Jill.rossdear@germanamerican.com

Last Tuesday Kevin, Carolyn, Brenda and I attended the field hearing, “The Recent Healthcare Law: Consequences for Indiana Families and Workers”. What an honor for the city of Evansville to host an official hearing that is now a permanent part of the congressional records! I know everyone is very busy, but it’s unfortunate more of our members

couldn’t attend this very worthwhile event.

The proponents of PPACA touted the benefits of the law implemented thus far. I think we all agree, regardless of cost, that preventive care with no cost sharing, elimination of lifetime maximums, coverage for dependents to age 26 are all good measures that keep US citizens healthy. The reoccurring theme among business owners was with the rising costs of commodities, increase in taxes and razor thin profit margins they cannot afford to continue group health insurance and will opt to pay the fine and let employees find their own coverage on the Health Care exchange. One employer wasn’t sure how the company could afford to do either.

What PPACA does not address is affordability, cost containment, tort reform/defensive medicine, personal responsibility and the eventual strain on Medicaid and Medicare. Medicare is projected to become insolvent in 13 short years. The influx of people with chronic health conditions will only speed up the timeline. States with already strained budgets will not be able to afford additional Medicaid recipients who will expect to receive the same level of benefits as the people before them.

This law was pushed through without any input from the many health care professionals elected by their constituents. Chairman Roe (TN) and Congressman Buschon did state President Obama has promised them a meeting to present their viewpoints on HCR. Unfortunately, the promise of keeping your current health insurance if you like it is not going to be a reality for most Americans. I sincerely hope the dialogue stays open and that more Health, Employment, Labor and Pensions committee members are able to attend additional field hearings because PPACA in its current state is not feasible for long term sustainability.

Please visit: <http://edworkforce.house.gov/Calendar/EventSingle.aspx?EventID=242881> to view the written statements from Chairman Roe, Congressman Buschon and all of the witnesses.



SWIAHU...Your AWARD WINNING Chapter of NAHU!



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CHAPTER OF
THE YEAR
2008-2009**

**PACESETTER
AWARD
WINNER
2009-2010**

Membership updates



Tina Hazelip
Membership Chair
Phone: 812-450-2138
Tina_hazelip@deaconess.com

Membership Updates!

Listed below are members celebrating anniversaries! I would like to thank these members for their continued commitment to this organization and our industry!

Tom Gant	Schultheis Insurance	8 years
Jane Baxter	Total Benefit Solutions, LLC	6 years
Angela Byrd	Clippinger Financial Group, LLC	3 years

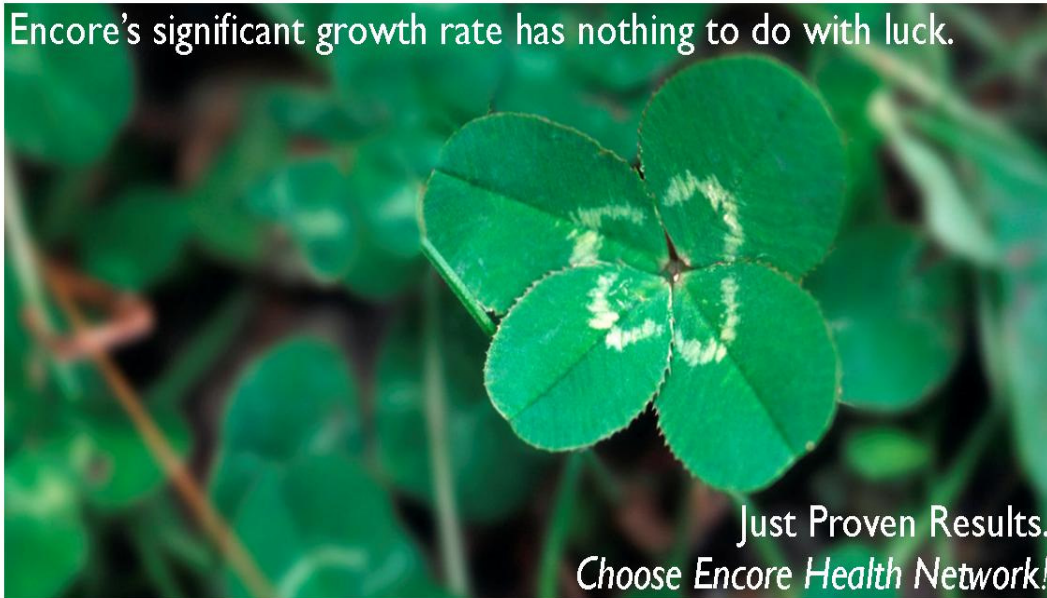
If you know anyone that you work with who is not a member, please encourage them to join. I would be happy to talk with them to share the advantages of being a member!

REMINDER

Update Your Membership Information On-line

In the event you have any changes (employment, address, etc), please be sure to visit www.nahu.org to update your

Encore's significant growth rate has nothing to do with luck.



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Newsletter sponsor opportunities!

We are looking for additional sponsors for our newsletter. Would you like to give your company exposure through our monthly newsletter and website at www.swiahu.org?

If so, please contact us!

January – May, August – December

Business Card	3 ½ x 2	\$ 100.00
Quarter Page	5 x 3 ¾	\$ 300.00
Half Page	10 x 3 ¾	\$ 600.00
Full Page	10 x 7 ¾	\$ 1200.00

Please contact Communication's Chair for additional information at Carolyn.beck@siho.org or 812-759-7413

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Calendar of Events:**By: Brenda Rehl, Program/Education Chair**

June Meeting
Special "make-up" meeting
June 16th, 2011
Black Buggy Restaurant
Speaker: Cody Rodgers
Sponsor: Dearborn National

August—Special 5 hour CE Class
Details to follow!
Sponsor:
St. Mary's Health System

September 15th, 2011:
Annual Golf outing!
Eagle Valley Golf Course
See attached flyer for details

To learn more about the Leading Producers Round Table, go to:

www.nahu.org/awards-lprt.cfm

Also see attachment at the back of the newsletter

2010-2011 Board

President.....Kevin Brewer
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 President- Elect/Membership
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 At-Large...Chris Barthel
 (812) 386-7727
chris@thebarthelagency.com

Association financials available upon request; please contact our Treasurer, Candace Adye



11th Annual SWIAHU Golf Scramble

September 15, 2011

Eagle Valley Golf Course

10350 Petersburg Road

Evansville, IN 47711

4-person best ball scramble



Dinner Sponsored By:

Tee Time at 12:00

Shotgun Start

Dinner & Awards Following

Beverages Sponsored By:

Closest to the Pin Sponsors:



Available...

Your Name Here!

Carts Sponsored by:

Please register me for the following:

- ___ Closest to the Pin sponsor (golfer not included) \$500
- ___ Hole Sponsor plus 4some: \$350
- ___ Hole Sponsor (golfer not included): \$200
- ___ Individual Golfer \$50/ea
- ___ Dinner Only \$15
- ***Extras***
- ___ Mulligan \$5
- ___ Skirt (men get 1shot from women's tee) \$10
- ___ Player Package (1 skirt, 3 mulligans) \$20
- ___ Team Package (4 player packages) \$75
- ___ Raffle (per ticket price) \$5

Please Mail Check **Payable to SWIAHU** to:

Chris Barthel
124 S. Main St
Princeton, IN 47670

Any questions, please call
Chris Barthel at (812) 386-7727

Name

_(____)_____

Phone

Golfer #1

Golfer #2

Golfer #3

Golfer #4



**National Association of Health Underwriters
Political Action Committee**

HUPAC • P.O. Box 20865 • Indianapolis, IN 46220-0865

Phone: (703) 276-0220 • Fax: (317) 253-9285

HUPAC CONTRIBUTION FORM

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HOME CITY, STATE, ZIP	HOME PHONE	HOME FAX	
PERSONAL/HOME EMAIL	REGION	STATE	CHAPTER

*A contribution to a Political Action Committee is not deductible as a charitable contribution for federal income tax purposes. Only NAHU members, their immediate families, and NAHU Staff may contribute. All contributors must be citizens or persons lawfully admitted for permanent U. S. residence under applicable federal law. Federal law requires PACs to report the name, mailing address, occupation, and name of employer for individuals whose donations exceed \$200 in a calendar year.

Suggested Contribution Levels **

Levels	One-time	Monthly Draft	Capitol Club	One-time	Monthly Draft
Supporter	\$150	\$10.00	Gold	\$1,000	\$ 85.00
			Diamond	\$2,000	\$170.00
"365 Club"	\$365	\$30.00	2 Diamond	\$3,000	\$250.00
			3 Diamond	\$5,000	\$410.00

**These guidelines for contributions are merely suggestions. You may contribute more or less than the guidelines suggest, and the National Association of Health Underwriters (NAHU) will not favor nor disadvantage you by reason of the amount of your contribution or your decision not to contribute.

Candidate Fund ONLY Administrative Fund

PAYMENT METHODS

- One-Time Payment New Monthly Draft Increase to Monthly Draft Change of Information
- Personal Check Attached Amount: \$ _____ MONTHLY or ONE-TIME
(Please make checks payable to HUPAC) (Please circle one: Monthly or One-Time)
- MasterCard Visa Discover American Express
- Credit Card Draft Bank Account Draft (attach voided check)

Card Number _____ Expiration Date _____
I authorize HUPAC to initiate charges to my personal bank account or credit card as shown above.

Signed _____ Date _____

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NAHU Membership Application



Last Name	First Name	Designation	
Company	Title	Referral/Sponsor	
Mailing Street Address	City	State	Zip
Telephone	Fax	E-Mail Address	
Home Street Address (for legislative purposes)	City	State	Zip
Southwestern Indiana AHU Local Association (see other side of this application)			

Form of Payment Enclosed:

Amount: \$355

- Monthly Draft (please select one)
 Checking Account
 Credit Card
 Check (payable to NAHU)
 Annual Credit Card (please select one)
 Visa
 MasterCard
 Am Ex
 Discover

Bankdraft / Credit Card Authorization Form:

I (we) hereby authorize NAHU to initiate debit entries to my (our) account as indicated.

- Monthly debits will equal one-twelfth of any current applicable national, state or local dues.
- (Please include a voided check from the account to be drafted, or write credit card number below)

Name (as it appears on the check or credit card)	Signature
Account Number	Expiration Date

Please Mark the Box or Boxes For The Areas of Your Practice:

<input type="checkbox"/> Long Term Care	<input type="checkbox"/> Disability	<input type="checkbox"/> Managed Care	<input type="checkbox"/> Retirement
<input type="checkbox"/> Individual	<input type="checkbox"/> Large Group	<input type="checkbox"/> Small Group	<input type="checkbox"/> Worksite Mtg.
<input type="checkbox"/> TPA	<input type="checkbox"/> Self Insured	<input type="checkbox"/> Medicare Supplement	<input type="checkbox"/> Dental

Mail To:

Tina Hazell, SWIAHU Membership Chair, Desconess Health Plans,
 350 W. Columbia #400, Evansville, IN 47710
 (812) 450-2138

**If you have questions, please contact Ilana Maze,
 NAHU VP of Membership, at 703-276-3810**

Southwest Indiana Association of Health Underwriters 2011 Annual Member Satisfaction Survey

Questions:

Scale of 1-5 with 5 being the most satisfied and 1 being the least satisfied

Are the monthly meetings convenient with your schedule?

Would you be interested in a breakfast meeting time?

How do you rate the Gattitown location?

Compare to Black Buggy, how do you rate Gattitown?

Do you find value in receiving your Continuing Education through SWIAHU?

1	2	3	4	5
1		3	3	11
2	6	3	1	5
4	5	3	4	1
5	5	6		1
1	1	1	1	10

Do you prefer the 2nd or 3rd Thursday of the month for meetings?

2nd	3rd
3	8

Suggestions for meeting Venues:

- More central/downtown; anyplace that offers any food except pizza; Kipples
- Sweetwater, Aldersgate UMC with Robyn Lesas Catering, Chinese Buffet, The Pub, Western Ribeye, Kipplees

Suggestions for Meeting Topics:

- Health Reform
- Motivational
- More Technical and less company/product oriented-regulation

Suggestions for Speakers:

- Representative from CMS
- Wellness, ACO's, Health Reform

Suggestions for CE Topics:

- Reform/LTC, LTC (to meet 5 hr bi-annual requirement)
- PPACA, how to market ancillary products to grow the agents commission base (dental, vision, disability income, LTC)
- Wellness

Additional Suggestion:

- If you change to a breakfast meeting, please keep in mind that the South Central Chapter meets on the 2nd Thursday in the mornings, so that would create a problem for those of us that attend both chapter meetings.
- Changing to the second Thursday is fine, if it stays as a lunch meeting, we can still get there on time.
- If the meeting is changed to the second Thursday of each month, please consider moving the board meeting.
- Going to breakfast meeting on the third Thursday should still work.
- Meeting needs to last 1 hour or 1 hour 15 minutes; 2 hours is too long.
- Would much rather meet at Black Buggy than return to Gattitown. Meeting at Gattitown was very loud and meeting rooms are small and congested.
- You guys are doing a great job!
- Thanks for your efforts!