



## 2014/2015 MAHU Strategic Plan

9/18/14

Each board member, local board and member will need to contribute to this plan for the benefit of all members in the state.

### GOALS:

1. Increase communication
2. Grow Membership
3. Retention of Members
4. Succession Planning

### PLAN OF ACTION:

1. Communication
  - a. Utilize tools that the association has, or can get, to directly communicate with all members 1 time per month via newsletter.
  - b. Limit our blasts so membership sees our communication as "good" communication and not "junk".
  - c. Up-to-date information on legislative issues/actions, membership offerings (CE, Expo, Local Membership Meetings, Local Membership Events, State Events.....)
  - d. Have President's article tee-up all important NAHU and State information
  - e. Spotlight at least 1 member per month
  - f. Communication ad hoc as needed for urgent messaging
2. Grow Membership
  - a. Continue word of mouth campaign
  - b. Offer local campaigns to reach out to non-members
  - c. Offer admittance to Legislative and CE Days for non-members to "see what it is all about"
  - d. Offer local "member only" meetings
3. Retention of Members
  - a. Each month Retention Chair (s) both local and state, personally follow up with each lapsed member
  - b. After 2 months, President will reach out to lapsed member via email or phone
  - c. After 3 months, if no response place phone call, or schedule face to face meeting with member.
4. Succession Planning
  - a. NAHU Succession Planning Presentation module was presented by Mike Embry, NAHU Secretary to the board. Discussion was held.
    - i. Local Committees – add 2 members under each local committee chair
    - ii. State Committee Chairs – add 2 members under each State Committee Chair
    - iii. Term limits discussed
    - iv. Suggested that long time members "team up" at local events and mentor a new member
    - v. Members feel that State Board positions should come from local boards up



**MAHU Board Strategic Planning – Part 2 -Meeting Minutes**  
**September 18, 2014**  
**9:30 am – 11:30 pm**  
**Kandler Reed Khoury & Muchmore Offices**  
**124 W. Allegan, 17<sup>th</sup> Floor**  
**Lansing, MI 48933**

**Attendees:** Krista Davis, Karen Rial, Michelle Howard, Cathy Cooper, Suzy Alberts, Jeff Thomas, Val Cramer, Wayne VanderKolk, Marcy Lay, Troy Duimstra, Jeanne Embry, Mike Embry, Erika Sklar, Keith Wright, Denise VanPutten

**Excused:** Amanda Bobrovetski

**President, Val Cramer – Opening Remarks**

There was consistent messaging between MAHU board members that line up with the four areas Valerie would like MAHU to focus on this year: (1) Delivering consistent communication to the membership through monthly newsletter; (2) Grow the membership – many new faces are joining our industry, we need to continue reaching out, member-only meetings continue to help us grow; (3) Retention – MAHU has lofty goals for us, we need to continue showcasing how membership can advance an agent's knowledge-base, using networking, education and Compliance Corner; and (4) Succession planning – focus on having a committee of three at the local level which can then feed into the State chapter so we always have folks at the table with experience as well as newer members that can give us a fresh perspective.

**Mike Embry began presenting the MAHU Succession Planning Presentation module prepared by MAHU VP, Jim Stenger. Discussion following presentation:**

- Common denominator of a successful chapter is the fact that they have a succession plan
- Committee chairs have two people working on their committee. One person becomes the next chair. Working their way up through the succession plan.
  - Cathy wondered if we should look into term limits?
  - Val would like to start an advisory board of past presidents or past executive board members.
  - Marcy – great board meetings accomplish great things
  - Wayne – Strength in history but weakness keeps new people out
  - Val – Networking, committee development, communications help to develop talent. We need to grow and retain membership. Likes the idea of committees of three.
    - Jeff – State chairs should be progression of local chairs
  - Suzy – We have a strong foundation but we need a better mentoring process
    - Krista – pair up the experienced with a newbie
  - Marcy and Val like the idea of a Michigan Summit
    - Generate enthusiasm of local boards and interested members
    - Share experiences
    - Locals pay
    - Look into sponsorships

Meeting was successful. We will be looking to develop these new ideas moving forward.

**Suzy made a motion to adjourn the meeting. Troy Duimstra seconded the motion. All in favor. Motion passed.**



**MAHU Strategic Planning Meeting**  
**July 29, 2014**  
**11:00 am – 2:00 pm**  
**SBAM Offices**  
**120 N. Washington SQ, Ste. 1000**  
**Lansing, MI 48933**

**Attendees:** Krista Davis, Karen Rial, Denise VanPutten, Amanda Bobrovetski, Michelle Howard, Cathy Cooper, Suzy Alberts, Jeff Thomas, Val Cramer, Wayne VanderKolk, Marcy Lay, Erika Sklar, Pat Griffey

**Excused:** Jeanne Embry

**Welcome and Introductions:**

Val opened meeting by asking all of the board members to sign commitment forms. She had three colored folders that she passed to the group asking for our feedback. The green folder was for us to submit ideas on items we would like to start doing. The yellow folder was to contact ideas that would be nice for us to do but not a priority. The red folder was to include things we would like to stop doing.

We introduced ourselves and the title of our board position for the current board year.

**Recap Region 3 Meeting/Review Annual Timeline – Pat Griffey, Region 3 VP:**

Video feedback presented at the Regional Leadership Forum in Indianapolis was given to NAHU. The consensus was that showing the videos during a meeting was not beneficial.

Panels at the leadership forum were great. Pat was pleased with everyone's participation.

Columbus, Ohio and Illinois are both interested in hosting the Region 3 Leadership forum to be held 2015.

**Reviewed Timelines** - Pat reviewed timelines that were created to help the State and Local chapters meet NAHU deadlines. The timelines will help the transition with new leadership so that they are aware ahead of time of their responsibilities as they move through the board year.

**HUPAC** – HUPAC should be considered a board effort. It's not just up to the HUPAC chair to recruit contributions. We need to focus on growing our HUPAC contributions this year.

**Focus on Succession Planning** - Succession planning helps provide structure and a smooth transition for future board. New people on the board helps keep the association moving forward in a growth mode. We need new blood. People get burnt out and need a break.

**Region 3 Board conference calls** – Regional Board call is scheduled @ 4pm on the 4<sup>th</sup> Monday of the month. Local Presidents are welcome. It helps for everyone to hear about specific NAHU issues. The focus of the call is to receive updates from all of the Regional chairpersons and State Presidents. The calls this year will include a featured topic. The call in August will focus on Chapter Certification.

Successful boards work as a team. Get involved early. It helps build momentum.

**Val discussed MAHU Binders that were distributed to the Board** – Board rosters and job descriptions for Board positions were included. Quorum – it was discussed that a quorum exists when you have 1 more vote than half of the board positions. After the meeting, Suzy Alberts reviewed our State Bylaws and found that a quorum for the State Chapter is met when we have 2/3 majority of the vote. We have 13 official voting board members. Troy and Denise count as one vote since they are co-sharing the West Michigan Chapter Presidency. Val as the current President is not counted as a voting member of the Board.

Landmark Award is our Goal this year. 😊

**Membership – Michelle Howard (standing in for Jeanne Embry, Membership Chair)**

Michelle went over the MAHU Membership Goals for the 2014-2015 as submitted by Jeanne Embry. MAHU Membership Goal is to hit 850 members with a 94% retention rate.

Jeanne wants to discuss a kickoff for a Statewide Membership Growth Contest. She would like to have a drawing either monthly/quarterly/annually of all Michigan members that brought in two members. You would have a slip in the drawing for every two members you recruit. Amount of gift card would need to be determined.

Each State and Local Board member must recruit two members within the Board year. Jeanne needs a Board roster from every Local Michigan Board so that she can track progress. She is expecting that every Local Board President discuss the recruitment expectation at their Board meetings. Jeanne will track progress and report to the State Board monthly.

Local Membership Chairs need to make welcome calls to new members. They should also mail welcome kits. The welcome kit should include a Local Board Roster, a schedule of events and a welcome letter signed by the Local Board President.

**Retention** – All Michigan Local Boards are above 85% retention with the exception of MSAHU which is at 83.05%. We need improvement in Local retention rates in order to raise our State Chapter's retention rate to our goal of 94%. We would like to at least maintain a 90% retention rate. There is a member (Tim Durso) that is attached to the State Chapter. That member needs to be moved to a Local Chapter.

Lapsed lists need to be reviewed at every Local and State Board meeting. Get a Board member that knows the member and the member's sponsor to help in retention of our membership.

### **Legislative and HUPAC – Cathy Cooper, Legislative & HUPAC Chair**

Cathy reviewed her handout. Please note that CKR is now KRKM (Kandler, Reid, Khoury & Much More). Cathy asked who wanted to be on the leg emails to review bills that Gary from KRKM was tracking for the association. Everyone on the Board wanted to receive the update.

Cathy will ensure that the Local Leg Chairs have national and state leg information easily available.

We have money available for Dr. Dan Benishek and Tim Wahlberg. Looking for industry events to give them the money.

**\*Goal is to give ½ of the funds to Federal candidates and ½ of the funds to State candidates.**

Cathy will attend one local meeting a year to solicit donors and to work on current donors to upgrade their contribution amounts.

The question arose (Suzy Alberts) regarding NAHU asking for \$2 a member. Was that to be submitted twice a year or once a year for the administrative fund. Clarification after this meeting from Pat Griffey indicated that NAHU is requesting each chapter to pay \$2 a member once a year to the admin fund. Cathy is writing a proposal to NAHU requesting that points be given in the Awards criteria for chapters who meet the \$2 a member requirement.

Different ideas were discussed regarding ways to raise the HUPAC admin fund commitment. Fundraising opportunities at local meetings, i.e., 50/50 raffles.

We thought that Local Chapters could submit their HUPAC admin fund contributions at CapCon. The State could pay at the Annual Convention.

State Pac money can only fund State candidates.

### **Professional Development – Suzy Alberts, Professional Development Chair**

Suzy is looking to coordinate a CE day at the State level. Possibly coordinating this with a Leg Day on the Hill. Everyone liked the Road Show that was promoted last year. Possibly a two day event in Lansing would draw different audiences. People could stay overnight if they wanted to participate in both the CE day and the Leg Day or they could choose to attend one or the other. A lot of sponsorship deals could be made available by combining the two events. No decision was made. Continue to investigate and bring back ideas.

Discussion on whether or not MAHU could use the SBAM candidate information in order to create an Election Guide for our membership. (Did not make a decision on this idea.)

Both ideas show value to the membership which is important for membership growth and retention.

### **Media & Communication – Jeff Thomas, Media Chair**

Jeff expressed concern over representing Media and Communication. We haven't historically had a Media Chair. Marcy Lay has historically done all the commicaions work.

Discussed the idea of Marcy becoming a member. Not a conflict of interest. The State Board pays Marcy for her Executive Director role.

**Suzy made the motion that MAHU pays Marcy's membership dues. Amanda Bobrovetski seconded the motion. All eleven voting members voted in favor. Motion passed.**

Marcy will be a member of the Northern Michigan Local Chapter. She is our MAHU Board Communications Chair. She assured us that we will win a website award.

Michelle presented Kris Powell, MDAHU member's idea of allowing members to pay to advertise open positions within their agencies or to notify the membership when they are looking to buy an agency. We also discussed opportunities to list items "for sale".

We already have a Job Target area on the website that members can use for recruitment. Discussion leaned towards not wanting to upset any members who might lose employees do to a job posting on our website.

We need further discussion whether or not to pursue this idea regarding postings of buying or selling an agency or other items.

#### **Awards – Wayne VanderKolk, Vice President & Awards Chair**

Wayne is excited to work on our State Chapter's award submission. Looking for the Board's assistance. Suzy will do an awards training session after the next State Board meeting on August 21<sup>st</sup>.

#### **Executive Director Update – Marcy Lay, Communications Chair**

Marcy is currently working on a Board meeting schedule which will include one State Board meeting at each local's homebase.

Marcy will work with Amanda to create a year-end communication that wraps up Amanda's year as President.

#1 Priority is our Succession Plan. We also need to spotlight a member in each communication. The group decided to start with Kyle Miller as they were impressed with the manner that he stepped up to commit to significantly increasing Michigan's membership HUPAC contributions.

We need to encourage new blood to participate on the Board. New ideas are important for growth. We need to stop squelching the ideas of new members. We need to encourage different points of view and leadership styles.

#### **Local Presidents Update**

##### **Erika Sklar, MDAHU President**

Five goals for the year. 500 members. Member Communications – hired an intern to help the chapter meet this goal. Bring value to members – working on new program ideas with Steve Selinsky, MDAHU Program Chair. Develop leadership at all levels. Build Brand loyalty by promoting "find an agent" feature on the NAHU website and featuring the logo and website address on all materials and communications.

**Karen Rial, SMAHU President**

Increase focus on Membership growth. Three new members are sitting on her board. Succession Planning is important. "Members Only" meetings are a possibility. Wants to work on securing Silver Certification.

**Denise VanPutten & Troy Duimstra, WMAHU Co-Presidents**

Troy and Denise split up the board positions so they can focus on different areas. Succession planning important. They would like to coordinate an additional money making event for the chapter. Working on the Pacesetter Award. Looking to add new members to committees. Focusing on membership growth to include a 90% retention rate. Planning a membership drive day for the board.

**Closing Remarks – Val Cramer, President**

Thanked everyone for attending the session. There will be a 2<sup>nd</sup> Strategic Planning session on September 18<sup>th</sup> from 9:30 am – 2:00 pm. This session will include creating the board year budget.

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**On Tuesday, August 19<sup>th</sup> a motion was made by Cathy Cooper, seconded by Suzy Alberts to spend \$1,000 from MAHU PAC to sponsor Senator Marleau's summer Social. A vote was requested through email. 10 Board members voted yes. Three members did not submit a vote. Motion passed.**

