



September 14, 2017

**In attendance:**

**Executive Committee:** Carol Conway, John Dodd, Ingrid Martin, Sandra Moody, Debbie Boop

**Regional 3 VP:** Mike Deagle

**CAHU:** Bill Barrett

**Greater Cincinnati:** Dave Kross, Gerry Stricker

**Northeast:** Shelley Chornak

**Northwest:** Ben Otley, Vicki Donovan Lyle

**Western Reserve:**

**Legislative Chair-** Tim Barhorst

Committee Chairs: Rich Muccio (can vote), Karen Irwin

Carol Conway called the meeting to order at 1:04 PM.

**Strategic Plan Update**

The goal today is to not recreate the Strategic Plan we are just regrouping and going over what Carol and Frank started in 2015.

Goal #1- Enhance the value of OAHU membership

- Medicare Agents
- FMO's (NAHU's) main draw- source of getting information out
- IMO
- Target Medicare agents to be on the special committee boards
- NAIFI -John Dodd to follow up

Goal #2- Improve communication with members

- Networking social events - a way to see different people and younger members
- Newsletters
- Hondros College Partnership - already done
- Social Media- already done

Goal #3 – Continue to be the experts for healthcare

- Information on other products - not just health insurance, make sure that we are reaching out to agents selling payroll, dental, vision. This could be places such as the BBB, smaller clinics, prescription Plans and Employer Associations.

Goal #4 Develop a fiscally responsible budget- the board feels that we have completed this and we can remove it from the list.

- We have set funds aside for the local chapters
- CCI Money
- Co-Op
- Meeting Sponsorships

We will be having the next strategic planning meeting in April, location and date TBD.

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