THE IDAHO ASSOCIATION OF HEALTH UNDERWRITERS

VIEWPOINT

VOLUME 1, ISSUE 8 JUNE ISSUE

THE PRESIDENT'S MESSAGE

As of July 1st, my life will change, but with a positive note. Becoming IAHU President is an honor for me; a position I take seriously. When I attended my first Regional Conference in Coeur d'Alene in 2005, the lights and bells went off. I decided at that point I wanted to become more involved in NAHU and I made a commitment to myself to do so. So the quiet church mouse from Coeur d'Alene became involved on the state level and here I am. I need to say thank you to four individuals who have been supportive influences for me; Scott Leavitt, Ryan Thorn, Anne Sperling, and Linda LaMott. Thank you for helping me grow as a person.

One of my hot buttons I wish to accomplish in my Presidency is to get more members motivated to attend a Regional, National, or Capitol Conference. These conference's open a members eye's to just how big NAHU really is, and what this organization does for its members. This is where future leaders of the organization are born. We need new blood to become involved on both the local and state level. This is why you often see the same old people on the boards year after year because we don't have members "stepping up" to become leaders.

One of the cliché's I often hear is "I don't have time to be involved". Well people, if we don't keep this organization strong and keep our influence up on National and State level, we may have more time on our hands then we want.---Just a thought!!

Members please, become more involved on your local or state boards. Ask a board member if they need any help or offer your time as a co-chair to learn the ropes. Attend a conference and truly give yourself a chance to learn what NAHU is doing for us.

Thank you again for your support, and please always feel free to contact me if I can help.

Dana Drake

IAHU President

SPONSORSHIPS

Members! If you or your company/organization would like to be involved with the Idaho Association of Health Underwriters throughout the year as a sponsor let us know. We have many new exciting sponsorships that help us operate each year. Please contact the people listed below to get the 2009-2010 Sponsorship package. You can see the packages on page 3!

Contact:
Dana Drake (President)
dana@schedlermack.com
208-667-7485

SPECIAL POINTS OF INTEREST:

- *Sponsorships!*
- *Legislative Update by Tom Shores*
- *Sponsorship packages!*
- *Scott Leavitt Article*

NEXT ISSUE:

- *Chapter Updates*
- *Legislative Happenings*
- *Sponsorship Updates*

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LEGISLATIVE UPDATE (BY TOM SHORES)

As you know there is a lot going on in Washington, DC. Let me give you a quick update and what we need to be doing:

1. Bills are coming from every direction. Some with single payer-government public plans, basic coverage plans with some form of buy option available, regional plans and many more; we as health underwriters know that something WILL come out of the discussion. The talk is that the congress wants a bill passed by the August recess. That may be optimistic but even here the senate has passed a reconciliation provision that if a health care bill is not passed by October, I think, then the bill will go through the reconciliation process which only takes 51 votes. There are some limitations but we don't want a plan that we can not amended.

2. In July NAHU is putting together with a number of other organizations, to fly back to DC to lobby certain representatives and senators who are key members of committees. Senator Crapo and Representative Minnick are on the list to visit. We are looking for a couple of people from Idaho to go back. If you have an interest please email me at tomshores@clearwire.net.

3. NAHU is pushing for whatever comes out of congress to be plan that keeps the agent in the process. We are not sure what that will look like but we need to help our representatives.

4. Write your stories about how you have helped one of your clients with health insurance. It can be group, Access to Health Insurance with the State of Idaho, getting some on Medicaid, helping with Medicare, or any other story that you can think of. It would be great if you can get the client to write the story and then email, mail or fax it to NAHU. They are putting together a book, it already has thousands. We need ten times that number!

If there was ever a time when we need to get every agent in the state working with us. if you know someone who is not a NAHU member, try to get them to sign up. If they do not want to join, get their client stories. Once you get them send them to NAHU. Hopefully this will motivate them to join.

The next few months will be very critical, respond to every email from NAHU. If you are not getting emails from them, call them to make sure they have your email. If you have a chance to talk to Crapo, Risch, Simpson or Minnick, ask them to continue to support a private system where the agent helps the client understand their options and helps them choose what is best for the client. We can't do that if we don't get paid for our services. Let me know if you have any ideas that we can use to help the cause.

Tom Shores
(tomshores@clearwire.net)

A note from the Editor: If you would like to learn more about working with the legislature please contact Tom Shores. He is looking for YOUR help! Remember together we have a more powerful voice.

IDAHO ASSOCIATION OF HEALTH UNDERWRITERS
PROTECTING THE CONSUMER'S FUTURE
IAHU

Sponsorship packages (continued from front)

Platinum Sponsorship 2009-2010

Purpose: To provide Statewide support of the Idaho Association of Health Underwriters and to be recognized as the Platinum sponsor at events. Only one Platinum Sponsorship will be available.

Local Chapters: $2,000 value
- Up front banner recognition at all local chapter meetings
- Sponsor of one local meeting per chapter (total of 4)

Statewide "Fun" or Charity Event: $500 value
- Logo recognition at the State Event (Date TBD)
- Company Name in Program
- Team of 8 to attend the event

Website/Communications: $2,500 value
- Prominent placement of your logo on IAHU website with link to your company
- Company recognition in Viewpoint Newsletter to all IAHU members

Awards Banquet (April 2010): $450 value
- Table of 8 with sign
- Company name in Program

North Idaho Chapter Golf Tournament (August 21, 2009): $400 value
- Four admissions for Golf with carts, lunch, and drink tickets.

Health Symposium (April 2010): $3,250 value
- Banner recognition & Speaking Opportunity
- 2 Booth spaces at conference with first selection and power/internet
- 8 conference admissions (CE & Lunch)
- Company logo on name badges for *all attendees*
- Full page advertisement in program
- Recognition as a sponsor in program w/logo
- Break sponsor
- Option to provide bags at registration
- List of attendees provided

Only one fee for 18 months (July 1, 2009-December 31, 2010)
Total $9,100 (subject to change for the 2011 year)

All this for only 7,500

Gold Sponsorship 2009-2010

Purpose: To provide Statewide support of the Idaho Association of Health Underwriters and to be recognized as the Gold sponsor at events. Only 3 Gold *18 month* sponsorships will be available.

Benefits:

Local Chapters: $1,400 value
- Sponsor of one local meeting per chapter
- (Treasure Valley, North Idaho, Eastern Idaho and Southern Idaho - total of 4)

Statewide "Fun" or Charity Event: $500 value
- Logo recognition at the State Event (Date TBD)
- Company Name in Program
- Team of 8 to attend the event

Website/Communications: $1,500 value
- Placement of logo on IAHU website with link to your company
- Company recognition in Viewpoint Newsletter to all IAHU members

Awards Banquet (April 2010): $450 value
- Table of 8 with sign
- Company name in Program

North Idaho Chapter Golf Tournament (August 21, 2009): $200 value
- Two admissions for Golf with cart, lunch, and drink tickets.

Health Symposium (April 2010): $1,650 value
- Banner recognition
- 1 Booth space at conference with power/internet (preferred location)
- 6 conference admissions (CE & Lunch)
- Full page advertisement in program
- Break sponsor
- Recognition as a sponsor in program w/logo
- List of attendees provided

Only one fee for 18 months (July 1, 2009-December 31, 2010)
Total $5,700 (subject to change for the 2011 year)

All this for only 4,500

Silver Sponsorship 2009-2010

Purpose: To provide Statewide support of the Idaho Association of Health Underwriters and to be recognized as the Silver sponsor.

Benefits:

Statewide "Fun" or Charity Event (Date TBD): $150 value
- Company Name in Program
- Team of 4 to attend the event

Website/Communication: $250 value
- Name listed on website as a sponsor
- Company recognition in Viewpoint Newsletter to all IAHU members

Awards Banquet (April 2010): $200 value
- 4 seats at a table

Health Conference: (April 2010) $1,300 value
- Banner recognition
- 1 Booth space at conference with power/internet
- 4 conference admissions (CE & Lunch)
- Full page advertisement in conference program
- Recognition as a sponsor in program w/logo
- List of attendees provided

Only one fee for 18 months (July 1, 2009-December 31, 2010)
Total: $1,900 (subject to change for the 2011 year)

All this for only 1,500

Bronze Sponsorship 2008-2009

Purpose: To provide Statewide support of the Idaho Association of Health Underwriters and to be recognized as the Bronze sponsor.

Benefits:

Statewide "Fun" or Charity Event: (Date TBD) $50 value
- 2 attendees to this event

Awards Banquet (April 2010): $100 value
- 2 seats at a table

Communication: $75 value
- Company recognition in Viewpoint Newsletter to all IAHU members

Health Symposium (April 2010): $650 value
- 1 Booth space at conference
- 2 conference admissions (CE & Lunch)
- Recognition as a sponsor in program
- List of symposium attendees

Only one fee for 18 months (July 1, 2009-December 31, 2010)
Total: $875 (subject to change for the 2011 year)

All this for only $700

These are subject to modification. Please contact Dana Drake for the most updated sponsorship packages.

You can also download the most updated packet at www.iahu.org!

IAHU Sponsorships 2009 Through 2010

The following *18 month* sponsorships are available for July 1, 2009 – December 31, 2010:

Platinum – 1 will be available. This is **SOLD**.

Gold – 3 will be available.
Note: The current Gold sponsorship companies will have an opportunity to continue with their Gold sponsorship, and commitment must be made by June 25, 2009. If no commitment is made by that time, it will be sold on a first come/first-serve basis.

Silver – Unlimited

Bronze – Unlimited

We need the attached contract filled out, signed and returned by to IAHU by July 10, 2009. A minimum payment will be due by July 20, 2009.

If you have any questions, please contact:
Dana Drake, IAHU President
Email: dana@schedlermack.com
Phone: (208) 667-7485
FAX: (208) 344-4262 (attn: Connie)

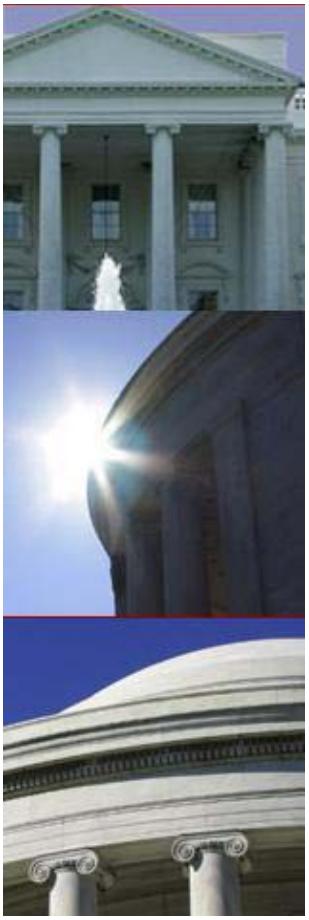
2008-2009 Sponsors

Primary Health — Experience the Coverage

Altius — A Coventry Health Care Plan

PacificSource Health Plans

Insurance Network America



We're on the Web! Visit us at

Through education, advocacy and professional development, we will improve our members ability to the meet the health, financial and retirement security needs of all Idahoans.

Upcoming Events

Annual Conference

Day: June 28th—July 1st, 2009

Location: Marriot Marquis New York City, NY

The Idaho Association of Health Underwriters

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The Past Year by Scott Leavitt

This past year has been a very crucial and busy year for NAHU!

Since we held our convention last June in San Diego, we have seen a lot of changes in our industry and in our Country. I have had the opportunity to travel been all over the country spreading our message to our members and NAHU's chapters. My travels have allowed me to meet many of our engaged members and see all of the great work that is being done.

We have had a new President take office, we have seen our Economy take a historic down turn and we have seen the focus of Health Care Reform become more important than ever before. The membership has responded more than ever before to the Legislative call of action, to our Triple Crown Challenge, our Media outreach. We had a record number of members attend our Capital conference in DC this past as we took our message to Lawmakers on Capitol Hill. More people have seen and heard our message more than ever before. We have had over a 400% increase in our Operations Shouts to Capitol Hill this year. We have had a 300% increase in our Media exposure this past year with our "Find an Agent" feature being seen in the all forms of media 400% more than the previous year. NAHU's staff and our members have been quoted in all major newspapers & magazines, radio shows, television stations and even in top selling books.

As in years past NAHU's legislative advocacy has increased and continues to be one of our areas of strength. Janet Trautwein and the rest of our Government affairs department have been working very hard in Washington to pro-

mote our Healthy Access and Keep it Private message on a daily basis. Our grassroots efforts are second to none, the influence our members have in their states and with their members of Congress has been tremendous. We have also had tremendous increases in the way we communicate with our members. Our members now wake up to the NAHU Newswire in their email box, receive weekly Washington Updates each Friday, I have hosted 4 legislative town hall webinars and we continue to receive our top "Health Insurance Underwriter" magazine. We are even using technology more to communicate with Facebook, Linkedin, Twitter and our members can communicate with each other on B2B.

Our strength has always been our members and our staff. All 20,000 of us have worked harder than we have before in "Educating America" about our message: ***Every American will have access to private sector solutions for health, financial and retirement security and the services of insurance professionals.***

I have been very humbled and honored to serve as your president. The role of NAHU and it's members has never been important than it is today.

Thank you for all of your efforts and for allowing me the privilege to serve you!

Scott Leavitt

NAHU President 2008-09