

VIEWPOINT

VOLUME 2, ISSUE 3

SEPTEMBER ISSUE

THE PRESIDENT'S MESSAGE

I'm back in the saddle following a great two week vacation on the coast of Washington camping and salmon fishing on the Pacific Ocean. Now as September approaches, it's time for us all to settle in and get focused on our duties for our local and state chapters.

All chapters and boards will be beginning they're monthly meetings and hopefully, each local chapter has had or is planning on conducting a Strategic Planning meeting. Please get your membership meeting speakers lined up and advertised out to your membership as soon as possible so the word will spread about what great programs your chapter is offering.

On the State side, we will be holding our first 2010 Health Symposium meeting on September 2nd-(yes, we begin working on the event this early). Kristin Stewart, the IAHU President Elect is this years chairperson, and I know she will do a GREAT JOB!! On September 3rd, we will hold the first State board meeting and begin putting this years plans into effect.

When each of you attends

your membership meetings, please think about what your personal interests are and where you would be interested in participating. We've all got our interests; one person may be a legislative addict, while another might have a number of outside media contacts or know every agent and carrier rep in your area. Please try to utilize your skills and interests, and approach your local chairs to volunteer to help them. You just might find that being a chair is both rewarding and not as scary as you think! We're all here to help each other.

One of the goals we set at the State Strategic Planning Meeting was a 20% gain in membership statewide. This rounds out to about fifty new members. Please keep this in mind---every one of us is on the membership committee. Each member has the responsibility to grow this membership by recruiting new members.

One of my pet peeves is when I hear someone say "I don't want to associate with my competition." Well grow up and get over it!!!! Some of my best friends are my so-called "competition". Over the years of being an agent, these friends;

("competition"), have been very beneficial in helping me be where I am today.

Lets face it, if we all work together as a team verses separate individuals or agencies, we will accomplish more and strengthen our association. That's what its all about, unity as a group of professionals to strengthen our presence, not our personal egos and agendas. So go out there and sign up everyone associated with our business and stress unity among professionals. Anyone that is involved in this business needs to be a member; if they don't, their doing their clients a disservice as well as themselves. Earn your Triple Crown award-2 new members, contribute to HUPAC, and send 3 operation shouts.

Again, the door is always open to any member. Contact me directly or any of our State Board Team members; we're all here to help and make this association one of the best in the 50 states. Let's have a successful year. We're looking to each member to help.

Dana Drake
IAHU President



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*April 1890 Idaho Statesman
headline celebrating Idaho's
becoming the 44th state in the
Union.*

*Courtesy Idaho State Historical
Society Digital Collections*

**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.

REGION 7 CONFERENCE REVIEWS/UPDATES

By Terrie Trevino

The 2009, Region VII Conference was held in Salt Lake City, Utah on August 6th and 7th. After a welcome from the Region VII RVP Ruthann Laswick attendees were able to attend various breakout sessions that applied to their position on the state and/or local boards. A Legislative update was given via webinar by Janet Trauwein, Executive Vice President and CEO for NAHU. The lunch speaker, Larry Gelwix the coach of the Highland High School's in Salt Lake City gave an inspiring presentation "The Six Success Reps.... That Cannot Fail". The recent movie Forever Strong was inspired by Larry and his team's story.

At the end of the day the State Presidents gave a brief update regarding what was happening in their state regarding legislative issues, strategic planning, etc. A vote was taken to extend the leadership training to two full days going forward.

Next year's regional leadership conference will be held in Colorado. Regional conferences are a great way to become involved in IAHU. After attending one of these conferences you will know why the leaders our IAHU leaders are so passionate about what they do!

By Cal Joski

A Group of IAHU board members attend the NAHU Region 7 Conference in Salt Lake on August 6th and 7th

2009. It was a great experience for all attending. I was asked to recap the event and I must share with you my highlight was the "6 Success Reps That Never Fail Speech by Larry Gelwix 08/07/09".

I have recaped it for you:

1) Go Horizontal: We all have different responsibilities and jobs, which does give anyone the power or ability to treat any one with less dignity and respect. By treating those that don't matter in your life for example: the server at the diner, the holding the door for a stranger, helping when no one is watching and doing so doesn't advance one aspect of your life. Treating all with dignity and respect. My interpretation is simple is it's a heart matter to capture the hearts of clients, students, team members, family and those you meet each day you must have a cause bigger than your self. (Vertical is through threats)

2) Don't play with snakes. Do not blur the lines. ----- Loose your integrity and you loose everything. Coach's example was a young player that was playing with snakes and showing off that he was able to hold a rattlesnake without consequences and with one-second loss of focus the young man was bitten and for years after wards was affected by the bite. Our choices are the same when we choose to run with people or ideas that go against ethical and moral foundations the

bite will burn for years to come.

3) See the finished product. Attitude follows behavior, change your behavior, and attitude will follow.

4) Focus on the finished product. Who do you want to be? We become the total sum of our decisions. Bad things are bound to happen, your best effort is all that matters. What will you do when no will know? Look in the mirror and do an interview of your self!

5) Get out of the boat and drive the wagon. Example used Mathew: 14 22 -34 Jesus Walks on the Water immediately Jesus made the disciples get into the boat and go on ahead of him to the other side, while he dismissed the crowd. After he had dismissed them, he went up on a mountainside by himself to pray. When evening came, he was there alone, but the boat was already a considerable distance[a] from land, buffeted by the waves because the wind was against it. During the fourth watch of the night Jesus went out to them, walking on the lake. When the disciples saw him walking on the lake, they were terrified. "It's a ghost," they said, and cried out in fear. But Jesus immediately said to them: "Take courage! It is I. Don't be afraid." "Lord, if it's you," Peter replied, "tell me to come to you on the water." "Come," he said. Then Peter got down

EASTERN IDAHO

Our next meeting will be held September 16th at Perkins Family Restaurant in

Pocatello. The time will be from 11:45 - 1:00. Chapter officers will be sworn in and the Idaho Food Bank will receive a check. Speaker is TBA

Trent Sutton (President) tsutton@semonsfinancial.com or 208-238-1171

SOUTHERN IDAHO

Southern Idaho starts meetings again in the fall (more information in the following issues).

Board meetings are the 2nd Monday of each month. Chapter Membership meetings are the 3rd Thursday of every month at 11:30. Note, that the location will be changed and the new location will be announced soon.

Andy Lyda (President) alyda@regence.com or 208-737-4117

NORTH IDAHO

The North Idaho Chapter of Health Underwriters is off from June through August.

Chapter Membership meetings resume in September and are the first Tuesday of each month at 11:30 in the Coeur d'Alene Resort at the Shore Lounge.

Dave Munger (President) dhamunberins@roadrunner.com OR 208-687-2204

TREASURE VALLEY

Next meeting is Thursday, Sept 10th from 7:30am to 9:00am at the Blue Cross Conference Center (3000 E Pine Meridian, ID)

Legislative Overview/Update—1 CE Credit

Cost is \$15 for a buffet breakfast. (Note: Save \$20 by signing up for the annual pre-pay for \$100).

Trent Nate (President) tcnate@regence.com or 208-333-7814

REGION 7 (CONTINUED FROM 2)

out of the boat, walked on the water and came toward Jesus. But when he saw the wind, he was afraid and, beginning to sink, cried out, "Lord, save me!" Immediately Jesus reached out his hand and caught him. "You of little faith," he said, "why did you doubt? And when they climbed into the boat, the wind died down. 33Then those who were in the boat worshiped him, saying, "Truly you are the Son of God. "When they had crossed over, they landed at Genesaret. And when the men of that place recognized Jesus, they sent word to all the surrounding country. People brought all their sick to him 36and begged him to let the

sick just touch the edge of his cloak, and all who touched him were healed.

What did they other 11 do? They sat in the boat in fear, which will you do? Get out of the boat and drive the wagon.

6) No Regrets! We put off doing things with family, work, health and faith. Why? There is always tomorrow, but every thing has an end. Summer and each season, Larry gave the example of high school and how when you're a freshmen you never think it will end and it does your left in a field of hopes that you did your best you had more time. But no more!

The Pain of Regret Never Goes away! Nothing happens by wishing.

- The pain of hard work Dan Gable once said, "No one ever drowned in sweat". It won't kill you to work hard. Working harder you are more accomplished and satisfied. I would feel much better after working out than I would if I ate some brownies, despite how good they taste.

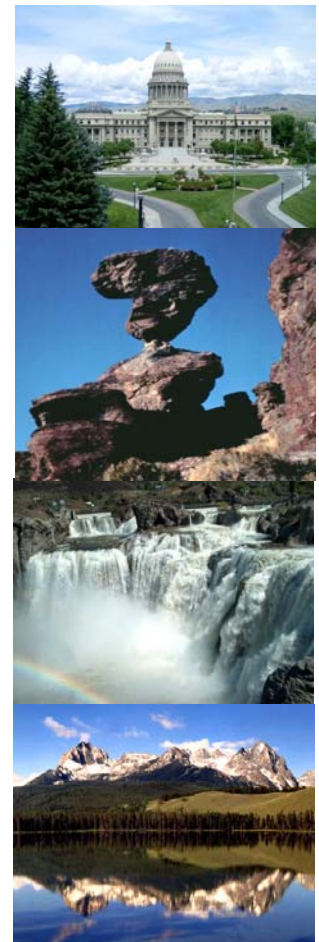
- Working hard brings satisfaction in itself. Knowing that you tried as hard as you possibly could is better than any happiness you could achieve through sheer God-given gifts. it's not the small things that make hard work worth it, it's the big things. Waking

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CONTEST

This month's contest is to find the image. In this issue of *Viewpoint* are two (2) hidden items. One is a Triple Crown logo and one is a picture of last month's contest winner Terrie Trevino. Just email where they are located to Wendy!

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Last month's picture was Rutherford B. Hayes

Winner is Joyce Carlson!

UPCOMING EVENTS

2010 NAHU Capitol Conference

Day: March 8-10, 2010

Location: JW Marriott Hotel Washington, DC

2010 NAHU Annual Convention & Exhibition

Day: June 27-30, 2010

Location: Hyatt Regency Chicago, IL

For more information on these events or other events please visit the NAHU or IAHU websites listed below:

[Www.nahu.org](http://www.nahu.org)

[Www.iahu.org](http://www.iahu.org)

REGION 7 (CONTINUED FROM 3)

up an hour early to work out before practice, or to finish a project at work sooner, are a big thing. It's the big preparations that make all the difference.

It was a pleasure to be inspired and at the same time to be exposed to the professionalism of NAHU and learning aspects of the NAHU process. It was a awesome to be repre-

senting the great state of Idaho and serving an organization so committed to professional improvement and integrity.

Cal Joski

SPONSOR FOCUS

Insurance Network America was founded by Jerry Hartman and Donald Branton in 1987. Over the years, Insurance Network has helped independent insurance agents place more than 85,000 lives with premium in excess of \$600,000,000. They are very proud of their growth, but even more proud that they have always maintained the high standards of sales and service on which they were founded.

Today, with 34 employees in Idaho and Pennsylvania, Insurance Network America represents dozens of insurance companies with a wide range of products. They have fully insured and self funded health insurance products for agents who work with indi-

viduals and groups. They also provide their agents with access to a wide array of ancillary products, Gap products and mini-med plans. In addition, agents can turn to Insurance Network for Annuities,



Life Insurance and Long Term Care Insurance.

Insurance Network's staff and executive team have always been very supportive of the health underwriter's organization, not only with their financial support, but also by volunteering their time and attending critical events.

Independent insurance agents who are interested in working with an organization who will provide them with sales support that goes far beyond access to unique products, should learn more about this company by visiting their website at

www.insurancenetwerk.com or by calling them at 344-1143 or 1-800-456-7999.

Better yet, stop by their home office at the corner of Federal Way and Overland, where their President, Lauri Beck would love to introduce you to their team.



We want you!

Now is the time to help out.

Get Involved in **YOUR**
Idaho Association of Health
Underwriters!