

California Agents and Health Insurance Professionals



CAHIP

Shaping the *future* of healthcare
NABIP - California

BOARD OF DIRECTORS MEETING MINUTES

CAHIP BOARD OF DIRECTORS MEETING
3/18/2025

CALL TO ORDER
8:35am

Motion to accept consent agenda by Tim, Second by Kristie, Carries

President Report: Rosamaria Marrujo

- Financial issues – we are down with both membership and sponsorship. As we explore how we can address this, we are trying to be creative with new revenue streams. We need help with Capitol Summit – please help us increase both registration and sponsorship and note that we may have to limit travel reimbursements and discounts for CAHIP board. Innovate Expo resulted in a ~\$20K budget shortfall.
- Lobbyist Contract:
 - New contract from Faith: discounting by \$500. And does not lock us in long term.
 - Discussion includes concerns about budget and whether PAC funds are available
 - lobbyist work is not related to our problems with membership/sponsorship and should not be considered for cost savings.
 - Caution that we cannot review this expense in a vacuum without keeping full budget in mind.
 - Can lobbyist contract be re-evaluated monthly as we watch our budget?
 - Motion to approve new contract with Faith Borges, Seconded, Carries (unanimous)
- Nomination to NABIP: Tim Kanter as VP
 - Motion by Jack, Second by Vanessa.
 - Discussion: Why? Concerns about decline of the association as a whole; swift change is necessary; I believe I have the experience to make an impact quickly. This is not a contest of Tim vs. Michael; contest for the position and who can make the best positive impact. Reminder: Nomination is not an endorsement; This is the first year NABIP is in the black and has profitable events.
 - Motion carries (1 nay, 1 abstention)

President Elect: Dawn McFarland

- Noting that we will hold a strategic planning session at Capitol Summit on Monday at 1pm – Sharon to explore whether moving BOD sessions to Faith's office is possible for cost savings.
- Recap of Innovation Expo: over 200 registrants, an approximate \$20K revenue shortfall vs. CAHIP Budget

Immediate Past President: Tim Kanter

- P&P Edits: mostly "clerical" in nature
- Motion to approve edits to P&P 1001, 1002, 1003, 1004, 1005, 3004, 3015, 5001, 5002. Second, Carries
- Bylaws will be reviewed next month – and will require an email vote (unanimous) since less than 30 days before HOD meeting.
- Delegates: Typically Pres/Pres-Elect from each chapter but any active member may serve as delegate to vote at Cap Sum.

Executive Director: Sharon Frank

- D&O Policy – new quote from Travelers; sharing full transparency that Tim’s company will get 10% commission (\$56). Policy fee goes to Travelers/Gateway Specialty Insurance.
- Motion to accept, Second, Carries.(1 abstention)

Member Recognition (Awards): Pat Stiffler

- Disappointed at the low number of award applications received
- Working on Landmark, Presidential Citation, Media, etc.

Communications: Kristie Scavarda

- Social media – continue like/share/comment! It has been very helpful in getting us more exposure. Guest speaker from NABIP last week helped share best practices.
- Make sure all chapter leadership is following CAHIP on social media.

Corporate Affairs (Sponsorship): Elizabeth Underhill

- We are quite short of goals and requiring all board members to help.
- We are about 65% of the \$82K goal for annual sponsorship for the year.
- Thank you to those who are helping with outreach assignments; follow up will continue for those who are

Professional Development: Manny Alcaine

- Will record a workshop in advance of CapSum – possibly will help with sponsorship as well.

Public Affairs: Vanessa Ignacio

- Continuing to work on op eds/press releases, etc.

Community Outreach (Foundation): Pat Burns

- NABIP Foundation continuing work in consumer education
- CAHIP Foundation still awaiting updated status from Attorney General

Medicare: Henry Romero – not present

- CAHIP will look to schedule a meeting with Medicare chairs for an April meeting via doodle.

DEIB: Kerri Sanford

- Fri meeting.
- Save the date 4/24 for CAHIP webinar.

PAC: Jack Holder

- Shared report link:
https://docs.google.com/spreadsheets/d/1OgmxSggDt_ne9sUPBKpcqI_JHz89r4er/edit?usp=drivesdk&ouid=103074560336290547888&rtpof=true&sd=true
- Note: some contributors have fallen off and confuse CAHIP PAC with NABIP PAC.
- Pins for diamond level donors have been ordered.

[reminder that Bylaws edit review will require vote by email as April BOD meeting is less than 30 days in advance of HOD meeting. No issues noted.]

Legislation: Paul Roberts/Faith Borges

- Bill Review went through a record number of issues
- Motion to approve positions, Second, Carries.
- Formal list will follow and will be posted online.
- Continued discussion will occur during Thursday monthly meetings.

Finance: Shannon Zajec – not present; Sharon presented.

- Membership is currently under 1300, presenting a monthly \$2K budget shortfall vs. the 1400 originally expected.
- We are exploring new allocation of annual partners for next year instead of 50/50 for the 2 events to show more transparency around success of events on their own.
- Innovation Expo was profitable and resulted in a net +\$35K revenue, including the allocation of annual partners, but presents a shortfall of ~\$15K is the CAHIP Budget.

Membership: Irma Romero not present; Rosamaria presented.

- March Madness:
 - a. Call-a-thon Friday
 - b. New Member Orientation next week
 - c. Continued surveys for member profiles
- [Pat Burns – agency dues model revenue has been relaunched]

LOCAL CHAPTERS:

Invite Rosamaria to your events!

Central: Kim Ball

- Struggling financially; crab feed fundraiser was successful; looking for board members.

Golden Gate: Cathy Little

- 3 delegates submitted; March Madness membership social with 20+ registrants; looking at lapsed membership

Inland Empire: David Johnston

- Great member event; board succession is a problem – retirement; new member packet with CAHIP/NABIP materials to avoid loss after 1 year of membership.

LA: Bruce Benton (Dede had to leave)

- Planning annual convention 4/29 at Braemar Country Club; Day at the Races for PAC mirrored on San Diego event; building board for next year; many successful chapters have Past Pres councils with institutional guidance for new leadership; looking at doing strategic planning early this year and needs to re-invent/share new mission/vision/purpose for all of NABIP.

OC: Barbara Ciudad had to leave; Pat Stiffler presenting.

- Craig Gussin joined last member meeting; golf tournament benefiting cystic fibrosis; May elections and member event; Denim & Diamonds.

NorCal: David Brabender

- Successful crab feed event, golf/cornhold/PAC event. Funding issues with carriers declining to renew membership/sponsorship. Past President Council – scholarship with \$5K that grew to \$10K for chapter leadership.

San Diego: Ricky Haisha

- Medicare Roundtable Meetings occurring monthly – bringing value to membership. Corn hole event/golf simulator – successful for PAC. DEIB webinar – had 10 attendees and recording is available. 3/19 Tech Day 2.0 – future of AI – 80 registrants in Del Mar. Next

month Dancing Showdown on 4/25. Thank you to Jasmine for great coverage in BIP magazine.

Santa Barbara: Laura not present. No report.

Ventura: Juli Cantor

- Similar challenges – not with membership but with getting people to the events. Next 3 months include all in person events. Open to new ideas to engage with members.

Silicon Valley: Jennifer McKenzie not present.

- 3/27 member meeting downtown with leg CE. Golf and paint/sip night in June. Looking to collaborate with other chapters.

Meeting adjourned at 10:22am.



Board Meeting Sign in Sheet: March 18, 2025

8:30-10:00 am PT

Location: Zoom

Executive Board	Title	Attendance Noted		
Rosamaria Marrujo	President	x		
Dawn McFarland	President-Elect	x		
Tim Kanter	Immediate Past President	x		
Shannon Zajec	VP Finance			
Paul Roberts	VP Legislation	x		
Irma Romero	VP Membership	x		
Manny Alcaine	VP Professional Development	x		
Jack Holder	VP PAC	x		
Vanessa Ignacio	VP Public Affairs	x		
Elizabeth Underhill	VP Corporate Relations	x		
Kristie Scavarda	VP Communications	x		
Pat Burns	VP Community Outreach	x		
President or Voting Member (Sub)			Sub	
Kim Ball	Central California President	x		
Cathy Little	Golden Gate	x	Irma Romero	

	President			
David Johnston	Inland Empire President	x	Cherie Crutcher	
Dede Kennedy	LA President	x	Josh Kaufman	
Barbara Ciudad	Orange County President	x	Sarah Knapp	x
David Brabender	Sacramento President	x	Brad Wright	
Ricky Haisha	San Diego President	x		
Laura Murphy	Santa Barbara President	x		
Jennifer McKenzie	Silicon Valley President	x		
Juli Canter	Ventura County President	x	David Garcia	

COMMITTEE CHAIRS/MISC:

Faith Borges	Lobbyist	x
Patricia Stiffler	Member Recognition Chair	x
Kerri Sanford	DEIB Chair	x
Henry Romero	Medicare Co-Chair: Southern CA	
Janet Powelson		x
Sue Wakamoto Lee	Parliamentarian	
Sharon Frank	Exec Director	x
Lisa Strug	Exec Director	x

Craig Gussin x
Rick Coburn x

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