

California Agents and Health Insurance Professionals



CAHIP

Shaping the *future* of healthcare
NABIP - California

BOARD OF DIRECTORS MEETING MINUTES

CAHIP BOARD MEETING JUNE 17, 2025

8:32am President Rosamaria Marrujo

- Call to order
- Motion to approve consent agenda, second, carries
- Strategic planning was productive and looking forward to continuing our work together.
- Please share a win for celebration of our past year of work within all reports.
- My win is that we had a productive year working with Exec Dir and Chairs to streamline efforts and make progress in advocacy initiatives.
- NABIP Annual Convention – many attending. Many delegates.
 - Fri – first timers event.
 - Sat – event at comedy show.
 - Sun – potential event.
- Thank you!

8:38 IPP Tim Kanter

- Governance – Win: All P&Ps that needed review this year were addressed.
- New P&P to establish best practices for communications and event production – reminder that all meetings virtual or in-person should include items like Membership and PAC pitches, etc.
 - Motion to approve P&P as it is written with a new policy number, second, carries.

8:42 Pres Elect Dawn McFarland

- Win: Stoked that strategic planning took place and we can start in July with progress
- Hoping for chapter dinners more regularly – looking for Sat or Sun in Miami.
- Executive director proposal (Jaffe exits meeting)

9:27 Finance Shannon Zajec

- \$20K from reserves in early May.
- Membership dues auditing reporting being developed.
- Motion to accept May financials, second, Carries.

9:30 Executive Director Sharon Frank

- Win: Working with all board members has been a pleasure and looking forward to continued progress in the future.

9:31 Awards Pat Stiffler (report shared via email)

- For my report, I want to thank all the Chapter Leaders and awards chairs for working so hard to get their certification submissions in. I'm happy to report that all Chapters received certification, and CA received the Blue Ribbon of

Excellence. That is also one of our wins, along with the NABIP Legislative Award at Cap Conference.

- Hopefully more wins to come at the NABIP Convention!

9:32 Communications Kristie Scavarda

- Thanks for all the newsletter submissions
- Wants to hold everyone accountable (like Manny said earlier)
- Increased presence on social media will continue with new help from John/Brandi

9:33 Corporate Affairs Elizabeth Underhill

- Win: We're in a good groove with processing and starting to open up communication and collaboration with local chapters
- We are behind goals
- New survey went out yesterday – please take the survey for member demographics/business profiles. We hope to use info to help us structure sponsorships to maximize opportunities and will share results with local chapters.
- Pat Burns – please repeat the survey eblasts (not appropriate on social media).

9:36am PAC Jack Holder

- Win: New leadership, new reporting and cleaner data.
- Meeting Tues 6/24 to elect new PAC Board.
- Wishing Jordan a great year with lots of fundraising

9:40am PD Manny Alcaine

- New CE Partnership agreement for revenue and promotion
- Innovation Expo – San Diego Feb 11
- Regional dinners on quarterly basis – reintroduce CAHIP as the #1 advocacy group on behalf of consumers of healthcare. Starting with Northern California. Hoping that revenue might help rebuild our reserves.
- Kerry – please consider grouping LA in southern ca.
- PD Chairs should share by late July their full year of plans for collaborated promotion through CAHIP – virtual events made available to whole state, with a consistent coupon code.

Public Affairs Vanessa Ignacio

- Win: Published in CalBroker magazine and press releases for both Rosamaria and Dawn.

9:47am Community Outreach/Foundation Pat Burns

- Win: While we work towards the foundation's status being re-instated, we have a better idea of where we want to be.
- Goal to launch emerging leaders in Jan. Will be a large-scale new initiative – not a heavy lift on chapters, but hopeful for participation and engagement.

9:49 Medicare – Henry Romero not present. Brian Bilhartz (new co-chair) excited to get going.

9:53am Leg Paul Roberts

- Bill will be heard through Senate committee and we'll continue to track it across finish line
- We debriefed on Capitol Summit and the team led by Janet is investigating new formats/dates (moving away from Kimpton Sawyer). We will be at the mercy of the CA legislature's calendar.
- Hats off to Faith for serving as a great anchor for CAHIP with continuity through her own transition.

9:55am Membership Irma Romero (not present)

- Win – Systematizing of membership updates and looking forward to continuing.

MISC: Reminder Save the Date for Region 8 Aug 20-21. (Doesn't start until 5pm)

CHAPTER REPORTS:

CC - Kim Ball (not present)

GG – Cathy Little:

- Win: Leadership engaging with committees for support.
- Transitioning board.
- Grateful to have Manny and Irma.

IE David Johnson

- Win: Cherie Crutcher as Pres-Elect and succession planning.
- Successful sales symposium. 4 CE. Leg update.
- Charity golf tournament

LA Dede Kennedy

- Win: Overcoming major calamities following allowing our board to step back/down as necessary. PD Chair stepping down. Wildfire affects on Pres.
- Thank you to Bruce for pro-actively stepping up on my behalf.
- PAC event was a successful sell-out and strategic planning coming later this week.
- Anticipating that this is the 3rd and final time to serve as Pres of LA – expressing gratitude.

OC Barbara Ciudad

- Win: Symposium success. Thank you to Sarah.
- Strategic planning held. Women in Business event.

NorCal Brad Wright

- Win: 8 new board members and new leadership coming in!

- Successful golf tournament
- Planning on fully in-person events next year.

San Diego Ricky Haisha

- Win: Replacing board members, and filling a position for sponsorship
- Strategic planning held last week
- Golf tomorrow
- Medicare roundtable 6/26
- Membership is growing.

Santa Barbara Laura Murphy

- Win: Event netted \$3K

Silicon Valley Jennifer McKenzie

- Win: Full board!
- Golf tournament success.
- Board wrap up tomorrow
- Strategic planning in July.

Ventura Juli Canter (not present, shared via email)

- We had a very successful Axe Throwing Event on June 10th.
- Carriers, GA's , brokers, and other vendors joined the event.
- It seems the social events are drawing people to attend and sponsor...
- We raised money for PAC and gave out great raffle prizes. Everyone had a great time.
- Thank you Dawn McFarland for joining us...

10:10am Meeting adjourned.



Board Meeting Sign in Sheet: June 17, 2025

2:00pm

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	x		
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			
Cathy Little	Golden Gate	x	Irma Romero	

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

COMMITTEE CHAIRS/MISC:

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

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