

California Agents and Health Insurance Professionals



CAHIP

Shaping the *future* of healthcare
NABIP - California

BOARD OF DIRECTORS MEETING MINUTES

CAHIP BOD MEETING
FEBRUARY 4, 2025
QUEEN MARY, LONG BEACH + VIRTUAL

9:48 call to order

Consent agenda:

Tim moved to approve, Dawn seconded, Motion carries

Guest speaker Alicia Riedl

- Renewing the NABIP brand and proactive activities with 3 goals in mind:
 - Operational excellence
 - Financial vitality
 - Membership/Events – chapter support, influence, relationship building, brand building
- Toolkit from Brokers Making a Difference campaign; survey results for states to use both on hill and in local communities are coming shortly with AI generated insights and action steps.
- Question from Paul: What conversations are having at national level while things get more divisive politically, etc?
 - Social media posts have begun addressing; more coming from Jessica at CapCon; no taking sides; making sure we're not using rhetoric to our advantage and supporting all our members and advocating for all consumers.
 - Paul – CA is a deeply blue state in a spectrum of red/blue and bc of this we become a bit of a target.
 - Alycia – worried about all individuals and our country as a whole; look to our senior leadership for that voice of unity and hope we stay bipartisan within reason from top down
- Ricky – Has there been a time where we create a bridge to the medical community with the actual doctors and caregivers so we're all at the same table? Is this unrealistic?
 - Alycia – yes, we've tried to find common ground and are still trying with new coalition and relationship building. However niche group of providers are already working to change the system and the medical world seems to be splitting where we align with some areas and not on others.
 - Pat – Works with a local hospital that supports NABIP and shares alignment on many issues – even considering contribution to PAC – local opportunities do exist. We need to also focus on helping the independents stay in business, etc. and stay “local” in our support and alignment. We need to find new people to align with.
- Rosamaria – this is why CA is so intentional in bringing associations together and initiatives with coalitions in our state.
- Paul – we had started working together legislatively, but yes this was the first time getting these orgs together for a public association.

President Report: Rosamaria Marrujo

- Forming new ad hoc committee for membership retention with Rod Owen serving as chair. We will consider bylaws edit to make this an official board position.

- Swag shop – we want to expand it to local chapters. Please share any wish list of items. Will build brand and create revenue.

Immediate Past Pres Report: Tim Kanter

President Elect Report: Dawn McFarland

- Both are currently at OC board meeting discussing event calendars and bundled sponsorships
- Looking at possible next year locations for Expo – perhaps San Diego.
- Irma – would we consider a north CA expo? Needs to grow its legs first over a couple years before we can split to a 3rd event or move north.
- We want to work on a full event calendar with all chapters

Exec Director Report: Sharon Frank

- Cap Con ticket available at early bird pricing – Paul has already assigned it.

Member Recognition: Pat Stiffler

- Submitted for national awards.
- Would like Michele to come in to help with the state awards.
- We need more applications – especially from small chapters.
- We'll extend the deadline for state awards – instead of Feb. 25, end of March?
- Consider a non-physical award? Perhaps a digital signature?
- Incorporate awards into new swag?

Communications: Kristie Scavarda

(Wifi issues with zoom; Sharon presented on Kristie's behalf)

- We continue to have tremendous efforts on social media – including having gone live on both facebook and linkedin from Innovation Expo – with new monthly touchpoints on Medicare, Leg, and Membership
- Feb newsletter will focus on membership in advance of March Madness campaign
- March newsletter will include another rundown of all committee activities

Corporate Affairs: Elizabeth Underhill

(Elizabeth not present; Sharon presented on her behalf)

- Sponsorship remains low for both annual partnerships and event specific sponsors
- At next week's executive board meeting renewed assignments with updated outreach templates will be shared
- We are working with local chapters to understand their sponsorship opportunities and how we can best partner rather than compete for sponsorship. We shared a survey and invitation to our bi-weekly meetings over the next couple months.

Membership: Irma Romero

- Membership profile survey; we're extending our raffle through march for an expo 26 registration.
- Jack – use a discount on swag shop as a prize for all instead of raffle
- New collateral pieces from Bob
- Promote and share local events along with CAHIP

PAC: Jack Holder

- Thank you to all our generous donors, especially our diamond level like Pat here in this room
- Pat – we need to make more to support the leg activities we want. Need to sell PAC at EVERY chapter.

PD: Manuel Alcaine

- Thank you for all your support for Innovation Expo.

Public Affairs: Vanessa Ignacio

- Press release about event and new coalitions is under development

Community Outreach: Patrick Burns

- Fdn still waiting for state's approval status to launch new activities.

Medicare: Henry Romero

(not present, Rosamaria presented)

- Need a northern medicare chair.
- Working on a new advisory council with monthly meetings.

DEIB: Kerri Sanford

- Preparing for event in April.

Finance: Shannon Zajec

(not present, Sharon presented on her behalf)

- As we do not yet have monthend reporting, both January and February financials will be shared for review and approval in March's BOD meeting.

Leg: Paul Roberts

- Legislators just began their new terms and have about 6 weeks to write bills
- News regarding single payer leg is expected in next couple of days
- Bill review March 6 in Sacramento with prep meeting 2/27
- Capitol Summit – May 12-14
- So many new legislators – need to be educated about who we are and what we do.
- RFK confirmation is moving forward for senate vote next week; perhaps Dr. Oz will come to Cap Con.

CHAPTER REPORTS:

CC: not present

GG: Cathy Little

- Member appreciation event coming in March
- Annual CE Day in April – might include new trends and AI
- Golf tournament in fall.
- Award submissions coming.
- Working on sponsorships and recruiting.

IE: Kristie

Symposium/Golf tournament

Struggling iwith new leaers andmembers

LA – Bruce Benton (via chat comments)

- Strong chapter leadership and full Board. Planning annual symposium.. Building candidates for Board elections at Annual Meeting in June. Sending 6 people to Cap Con. Need a president-elect, and G-d willing, not me :) Love you all.
- we did a mid-year strategic planning in January. Moving in the right direction.

OC: Barbara Ciudad

- May 30 “Denim & Diamonds”

NorCal: not present

SD – Ricky Haisha

- Golf tourney
- Medicare roundtable
- Webinar – success
- 2/13 luncheon with CPA
- Cornhole on 2/28 - big PAC event

SB Laura Murphy

- PD Board member Trisha Rompe attended Expo.
- 2 going to DC and 2 to Sacramento

Ventura: David Garcia

- Pivoted an event around fires
- Feb social event
- March AI workshop

SV – Jennifer McKenzie

- Successful holiday party and conservative quarterly calendar with mixers
- Next year goal to get a second board member to Cap Con
- March member meeting with Paul/Faith on leg.
- Golf on June 12

Reminder: Feb 13 11am CAHIP Empowerment Through Connection: Leadership Stories
(Virtual presentation of Exec Board to Membership)

Meeting closed 11:30am



Board Meeting Sign in Sheet: Feb 4, 2025

9:30-11:00 am PT

Location: Queen Mary, Long Beach + 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			
Kristie Scavarda	VP Communications	zoom		
Pat Burns	VP Community Outreach	x		
President or Voting Member (Sub)			Sub	
Kim Ball	Central California President			
Cathy Little	Golden Gate	x	Irma Romero	x

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

COMMITTEE CHAIRS/MISC:

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

Rod Owen
Alicia Riedl

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