



MISSOURI ASSOCIATION OF HEALTH UNDERWRITERS
STRATEGIC PLAN FOR CHAPTER DEVELOPMENT
July 1, 2014 – June 30, 2015

GOAL	PLAN OF ACTION	POINT PERSON	TIMELINE
Increase Membership	Membership Development event in Cape Girardeau, SE Missouri	Emily Bremer and Kurt May	February –June of 2015
	Membership Event in Jefferson City, Central Missouri	Emily Bremer and Becki Jennings	March 2015
	Create tools for local chapters: new member welcome packet, new member welcome letter, new member statewide application, etc.	Emily Bremer	By 12/01/2014
Centralize Services within the State	Transition the SLAHU Symposium to a Statewide event	Emily Bremer, Amy Kern and Carla Wessel	First joint event in September 2014, will continue through fall of 2016
	Transition the SLAHU Day at the Capital to a Statewide event, and combine with Jefferson City membership event	Emily Bremer, Ken Schmidt and Becki Jennings	March 2015
	Begin to work with SLAHU more directly on the lobbyist and participate in the vetting process, bring ideas about new lobbyists	Ken Schmidt and Bill Hill	Throughout the year
Expand Legislative Efforts	Promote the new State PAC and encourage use funds to support 2014 elections	David Miller, Sam Drysdale	Prior to November 2014 elections and throughout the year
	Send at least two board members including Leg Chair to Capital Conference	Ken Schmidt	February 2015
	Pursue NAHU financial support for the ongoing legal battle involving Navigator	John Osborn	Fall 2014

	legislation		
	Increase communication efforts to members regarding legislative activity and ways that they can get involved	Emily Bremer and Bill Hill	Throughout the year
	Participate in SHOP early launch	Emily Bremer	October 2014
	Participate in HHS regional broker calls	Emily Bremer and Ken Schmidt	Throughout the year
Increase Awareness of MOAHU	Increase Media Relations activity with press releases, articles, and getting the media to events like the Symposium	Bill Hill	Throughout the year
	Increase lobbying efforts in Washington D.C. and in Jefferson City	Ken Schmidt	Throughout the year
	Membership events in areas of the state where we do not have a presence	Emily Bremer, Kurt May and Becki Jennings	January – June 2015
	Increase quality and frequency of email communication to members	Emily Bremer	Throughout the year
	Create MOAHU LinkedIn page and build social media presence	Theresa Marshall	
Improve Chapter Administration	Start building forms and processes for MOAHU to build on going forward	Emily Bremer, Charlotte Horsman, Carla Wessel and Dave Miller	Throughout the year
	Update bylaws and policy and procedures	Ken Schmidt, Emily Bremer, Carla Wessel, David Miller	By end of 2014
	Set up cloud server and beginning scanning archive documents to store electronically	Emily Bremer	Throughout the year
Increase Awards Activity	Work towards achieving Landmark criteria and applying for Landmark	Charlotte Horsman and Emily Bremer	By April 2015
	Apply for certification and assist local chapter in their certification for Blue	David Miller and Emily Bremer	By September 30, 2014

	Ribbon status		
	Form past leadership council to create a state level award	Susan Sanders and Kevin Trokey	Throughout the year