

It's a WRAP of a wonderful year.....



WOW, a year has gone by already! It seems that time goes by more quickly than ever. I'm not sure if it's a function of getting older or more about how fast life moves these days. In reality, it's probably both. I started my term less than a month after my Mom had unexpectedly passed away and the wind was completely knocked out of my sails. As a result, I was personally a slow starter to my role as MAHU President, but I am so thankful that our board was not. They are truly wonderful professionals, dedicated to the industry, our association and our membership. I am blessed to call them friends. I'd like to share with you all that they accomplished this year.

Legislative - these efforts were led by Cathy Cooper with the assistance of our Lobbyist, Ryan Burtka from KRKM.

Day on the Hill - MAHU members met with legislators and their staffers to discuss our CE Carryover proposal. This proposal would allow agents to carry over up to 12 continuing education credits to their next reporting period. We are pleased to report that Governor Rick Snyder signed this bill into law on July 12, 2017 and it takes effect July 1, 2018. We also began to lay groundwork with the legislators for the 1332 Waivers. The waivers are a way for states to apply for exemptions from certain ACA provisions.

Cap Con - MAHU was able to award scholarship dollars that allowed two first-timers to attend Capitol Conference in Washington. We were glad to have Tim Bruce from NMAHU and Mark Merucci from MDAHU join us in DC. I'm sure they'll be back again! In addition, 41 other representatives from Michigan attended the conference - one of the largest contingencies yet.

Other - We also successfully quashed a proposal which would allow individuals with a felony on their record to become licensed insurance agents.

HUPAC - The Health Underwriters Political Action Committee was also led by Cathy Cooper and successfully increased participation in the PAC from 13% of our members contributing to 17% this year!

Membership & Retention - These efforts were led by Michelle Howard & Rob Roney and together they have successfully kept Michigan above the 800-member mark with an 83% retention rate. Not easy to do in these changing times.

Professional Development - With Suzy Alberts as Chair and Christine King as Vice Chair, MAHU was able to conduct a successful professional development day this year. Over 50 agents participated in one of two education tracks - one for Long Term Care and the other for Ethics and Ancillary Products. MDAHU held a successful Medicare Summit and WMAHU is looking to do so soon.

Media Relations - Our current NAHU President, Mike Embry, appeared on Fox 2 in Detroit's program, Let It Rip....twice! Mike moderated a panel discussion on the topic of skyrocketing health insurance premiums. I also had an opportunity to appear on WOTV 8 discussing how patients can become better informed about their insurance and how their coverage works.

Communications - In addition to this newsletter, one of our goals was to increase MAHU's presence on social media. We have a fair amount of interaction on Facebook & Linked In between members, but still need to focus on MAHU-driven messaging. I hope we can continue to improve in this area.

Individual & Medicare Agents - MAHU and NAHU are bringing more focus to this vital constituency within our membership. Work in this area is just beginning so watch for more in the coming months.

Awards - this area was led by chair, Val Cramer, assisted by MAHU Executive Director, Marcy Lay. They diligently documented the board's efforts throughout the year and it sure paid off at the National Convention in Orlando where we took home a number of awards.

Blue Ribbon of Excellence - Awarded to state chapters when each local chapter in their state has earned Silver Certification or higher. Certifications measure 14 areas of chapter management.

NMAHU achieved silver, WMAHU and SMAHU achieved gold and MDAHU and MAHU achieved Platinum. There were only five chapters nationally achieving Platinum status - Michigan has two of them! There were only 10 Blue Ribbons awarded nationally this year. Michigan has earned the Blue Ribbon every year since it began in 2009!

Landmark Award - Awarded to state chapters of varying sizes for outstanding achievements and excellence in serving their members and the industry. Michigan earned this distinction in the Large Chapter category! This is our 3rd in 3 years - a Three-peat!

Membership - GAINS Contest - Michigan earned the Large State Chapter recognition in the GAINS contest which assesses new membership growth, growth percentage and retention.

I would be remiss if I didn't acknowledge the individual achievements of a number of Michigan members. They earned a variety of awards:

Gordon Memorial Award - Insurance Person of the Year - Steve Selinsky from Metro Detroit is the winner this year! Such an incredible experience to see one of our own earn this high distinction for all of his dedication and service to our industry. Seeing him beam with pride, surrounded by his family was a wonderful experience. What an incredible accomplishment!

Presidential Citation - Metro Detroit President, Amy Purcilly, was recognized for her achievements.

Distinguished Service Award - Erika Sklar, MAHU Secretary, earned this award this year.

Membership Recruiter of the Year - Michelle Howard, MAHU President, has won this award for an impressive fourth time.

I congratulate and salute the efforts of the Michigan contingency! True professionals and well-deserved honors.

In closing, what a wild ride this MAHU Presidency has been! I am grateful for the service, dedication & friendship of our board. I am looking forward to all that Michelle Howard, new MAHU President, and her board will accomplish in the year ahead. It's been a wonderful opportunity to serve our members. Thank you!

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