

April 2006

## Take a Look at Us Now...

### *Health Underwriters Political Action Committee Makes Great Strides*

*by Aline Roberts, VCAHU Awards Chair; HUPAC Chair*

**I**n the February 2006 issue of HIU magazine, NAHU CEO Janet Trautwein gave us a “Call to Action.” As she states, “Now is the very time we can least afford to relax our efforts. Washington is in a huge state of change right now. We have mid-term congressional elections later this year and a presidential election in 2008 with no certainty whatsoever as to the outcomes.”

That uncertainty is where HUPAC can help our legislative efforts. We need to, no, **we must** be at the table and a part of the discussion on health care if we are going to be



*The author (far right) and VCAHU Legislative Chair Connie Zarkowski meet with Senator Elton Gallegly during NAHU's Capitol Conference in Washington, D.C., last month.*

part of the solution. It is your support of HUPAC that empowers our Legislative Council and lobbyist.

Last year under Ed Roling's term, the HUPAC Board of Trustees (BOT) updated the Articles of Association. The BOT has continued to work on HUPAC and we have several changes:

- We have a new administrator for HUPAC, Wade Williams and PACServices. The transfer of information is finally complete.
  - We are running a “beta test” with Arizona and Idaho to see how HUPAC can conduct a collaborative effort for both state and federal issues.
  - We have a new brochure. “HUPAC Good Medicine for American's Health Care.” You should have received one in the February 2006 HIU magazine. If you would like more, contact Jennifer Hillert at NAHU.
  - We will be sending out renewals for members that contribute to HUPAC on an annual basis.
  - We have a new website, [www.hupac.org](http://www.hupac.org). On this site you can find out about what we are doing, up-coming events, and how to sign up online.
- HUPAC has a raffle for our National Conference to be held in the beautiful city by the bay, San Francisco. The winner of the raffle will get:
- Airfare for one (on American Airlines)
  - Registration for the Conference
  - Hotel room at the Conference
  - Transportation
  - A special night at the Brothers Light House B & B in the middle of San Francisco Bay (no, it's not Alcatraz).

For more information, or to sign up to support HUPAC, go to [www.hupac.org](http://www.hupac.org). Thank you for your patience and support.

## President's Message

Greetings! VCAHU certainly has a lot going on right now. We have a most interesting April meeting lined up for you. If a bigger name doesn't get in the way, we will have Insurance Commissioner candidate Steve Poizner and State Controller candidate Tony Strickland coming to talk to us. What a treat! We can hear all about their platforms as well as ask our own questions. In fact, if you have questions for either candidate, please get them to me by April 17 so we can incorporate them into the meeting. **To better accommodate the candidates' schedules, we have moved the meeting to a different day and location: Thursday, April 20, at the Los Robles Greens Golf Course in Thousand Oaks.** Mark your calendars. We hope you will attend.

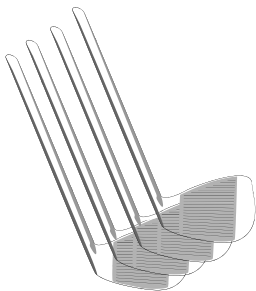


We are actively looking to fill board positions for next year. Brandan Martin needs your support and involvement. Remember, by volunteering your time, you **WILL** make a difference. This chapter cannot thrive without help. A list of available board positions can be found in Brandan's article on page 3.

The Golf Tournament is less than a month away! Carrier reps... have you invited your agents to play? It's going to be a great day with lots of fun, raffle prizes and great food. We are looking for volunteers to help that day. If you are interested, let me know as soon as possible.

That's it for now. Have a great month!

**Debbie Blander**  
VCAHU President  
2005-2006



## March Meeting Wrap-Up

by Karen Wood, Programs Chair

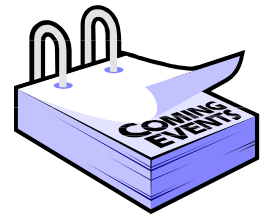
Those who did not make it to our March membership meeting missed an interesting speaker in Dr. John E. Mattison from Kaiser Permanente. Dr. Mattison discussed electronic patient records and how they will impact the future. Suprisingly, I learned that electronic patient records will have a greater impact on treating patients than on keeping track of their medical records. Dr. Mattison had a lot of good information about how the use of electronic records is helping doctors to administer care, prescribe drugs and track outcomes of chronic, serious illnesses. In addition, he addressed the measures being taken to insure privacy and punish those who violate the law.

Many thanks to Tricia Romp for helping bring Dr. Mattison to VCAHU.

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## Coming Events

**Remember to RSVP to all member events.**



- **April 20** - Monthly Membership Lunch Meeting (11:30 a.m. - 1:30 p.m.), Los Robles Greens Golf Course, 299 S. Moorpark Rd., Thousand Oaks **Speakers: Steve Poizner, Insurance Commissioner Candidate; Tony Strickland, State Controller Candidate**
- **May 1** - Golf Tournament, 11:30 a.m. registration, 1 p.m. shotgun start, Sterling Hills Golf Club
- **May 2** - Board Meeting (9 - 11 a.m.), Westlake Village
- **May 16** - Monthly Membership lunch meeting (11:30 a.m. - 1:30 p.m.), Courtyard by Marriott, Oxnard; **Speaker: Brian Sullivan, "International Health & Travel Insurance" (1 hour CE, #179079)**
- **June 2** - 12th Annual Sales Symposium and final Membership Meeting (8 a.m. - 2:30 p.m.), Courtyard by Marriott, Oxnard
- **June 6** - Final Board Meeting (9 - 11 a.m.), Westlake Village

## Membership Report *by Jason Herbison, Membership Chair*

As health insurance professionals, I know that you are keenly aware of how client retention affects your overall book of business. Whether you are a carrier rep or an agent, we all need to retain our long-time clients and find new ones to write. Our membership for the association works exactly the same way. We need to keep our veteran members and recruit new membership in order for our association to grow in numbers and in voice.

This year we have done a great job identifying and attracting new prospective members and encouraging them to join our chapter. We are at 107 active members, and we actually have 17 new members since last May. Unfortunately, we have not done such a great job at retaining many of the members who have signed up in years past; 11 did not renew their membership this year. To date, our chapter is in the bottom three in the state for member retention. When looking at the numbers, it is clear that we are down a bit and not meeting our goals.

The good news is that most members have simply lapsed for non-payment due to forgetting their anniversary date. Even better news is that this can be avoided by simply setting up your renewal on a month-to-month recurring payment via bank draft. Doing this will help VCAHU significantly improve its overall growth rate and help us to become a much stronger chapter.

I'd like to welcome our newest members and, as always, thank their sponsors:

### Member

David T. Koppa CLU,ChFC,LUTCF  
Kip Meredith  
Anthony Cravello  
Billie Jo Cravello

### Sponsor

Toni G. Santaella  
Marcy Rodgers  
Jason Herbison  
Jason Herbison

## Announcing...Your 2006 - 2007 VCAHU Board of Directors!

*by Brandan Martin, President-Elect*

As your incoming VCAHU president, I wanted to take a moment to thank all the people who have supported our local chapter over the years and who are currently donating their time and energy to the board. I am pleased to announce that, as of press time, the following people have volunteered to be part of the 2006 – 2007 board of directors:

**President** – Brandan Martin; **President-Elect** – Open  
**Immediate Past President** – Debbie Blander;  
**Treasurer** – Karen Wood; **Membership** – Chris McConathy; **Communications** – Open; **Education** – Open; **Legislation** – Connie Zarkowski; **PAC** – Open;  
**Secretary** – Open; **Newsletter** – Cindy Jones; **Golf Chair** – Stu Avery; **Awards** – Aline Roberts; **Members at Large** – Aline Roberts/Open.

As you can see, there are still many positions open, and I welcome anyone who would like to be part of a fantastic organization like VCAHU. Please remember that VCAHU is a volunteer organization, and without the assistance of volunteers, we will be unable to bring you the beneficial programs that we have provided in the

past. If you are interested in becoming a member of the board, please contact me at (805) 987-4560.

I look forward to serving you as president and to having a great year.



*VCAHU board members have the opportunity to serve our chapter and the industry at large by participating in state and national events like Capitol Conference, held annually in Washington, D.C. Pictured here, in front of our nation's capitol, are president Debbie Blander and PAC Chair Christopher Denton.*

## Coming Down the Home Stretch

by Christopher Denton, PAC Chair

I participate in a quarterly conference call with all of the California chapter PAC chairs. Out of 10 local chapters, we place 4th in donations toward meeting our goal of \$23,200. The Ventura Chapter has come along way, thanks to your generous participation. Our progress from September 1, 2005 through March 1, 2006 is \$9,480.95. We have the momentum to make it to the top three if we keep up our participation in the monthly 50/50 raffle that is held at our lunch meetings, as well as the automatic deductions billed to your debit or credit cards.

If you wish to participate in auto deduction, please email me at christopher.denton@blueshieldca.com or contact me by phone at (818) 228-6537.

Keep up the good work!

### March PAC Contributions

Debit card donations: \$157.00

Credit card donations: \$410.00

One-time contributions: \$1,760

## Thank You to Our Sponsors

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### Silver Level

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