



**Board of Directors Meeting Minutes
March 17, 2023 10AM**

Join Zoom

<https://www.google.com/url?q=https://us06web.zoom.us/j/86786784161?pwd%3DY3orVIBjbmtORTFPZkhhd0Q4YWQ1Zz09&sa=D&source=calendar&ust=1643119448430674&usg=AOvVaw1CHaBDT25m3IIIZNuoxJVt>

Lois Slick	President
Lisa Smude	Past President
Chrissy Draper	Secretary/ Treasurer
Chad Engstrom	Business Partner liaison / ASHHRA Liason
Heidi Powell	Scholarship / Education Director
Laurie Daniels	Membership Director
Dave Mandel	Business Partner – Member at Large
Blake Martin	Business Partner – Member at Large
Mary Hoffman	Social Media Director
Brianne Ptacek	Salary Survey Director
Shannon Demgen	Chapter Management Director
Jessica Gervenak	Member at Large
Nicole Nyberg	Member at Large
Roxanne Hejhal	Communications and Marketing Director

Agenda

1. Call to Order Lois Slick, President
 - a. 10:04 AM
2. Presentation of the Feb. Board Minutes Chrissy Draper, Secretary/Treasurer
 - a. Chad motions to approve, Nicole Nyberg Seconds
 - b. Approved unanimously
3. Treasurer Report Chrissy Draper, Secretary/Treasurer
 - a. Assets: \$128,425.38
 - b. Checking: \$76,292.98

- c. Net Income: \$16180.00
- d. Membership Dues: \$11,379.00
- e. Could put money into CD's to get a better rate.
 - i. 15k CD renews on 6/20/23
 - ii. Proposal to put 20k into the 15k CD that is maturing, depending on what the rates are.
 - iii. [Chrissy to check on CD rates and report to the board](#)
- f. Chad motions to approve treasurer report, Lisa seconds
 - i. Motion approved unanimously

4. Old Business

- a. MMGMA conference panel – how did it go? Lois Slick, President
 - i. No updates
- b. Business Contact Template Lois Slick, President
 - i. Other board members to fill out the contact sheet, and to reach out to vendors
 - ii. Could create a letter that comes from specific names on the board.
 - 1. Best contact is face to face, then phone call, then e-mail
 - 2. USI – Chad is in contact
 - a. Dan from USI has reached out to leadership – he wants some options.
 - i. Bronze, Silver, Gold, Platinum
 - ii. What is the Dollar amount to have USI be the exclusive Insurance Business Partner.
 - 1. This would eliminate some current, long standing business partners – Blake, Maybe Dave.
 - iii. Board leans that this is not a good idea.
 - iv. Means that members may be forced into a relationship, other options become not available.
 - v. The board has determined to not offer exclusive sponsorship, but will determine other ideas.
 - 3. Other sponsorship options
 - a. ASHHRA is letting BP's run webinars – maybe HHRAM can make this more available to BP's. Not sales, informative.
 - i. If they are at a certain level, it could be included
 - ii. Blake, Chad, Lois to discuss some options and bring them back to the board.
 - iii. How do BP's see adding value?
 - 1. Look at increasing membership and increasing conference attendance.

2. Offering the conference for free, get members in the door, and increasing the cost of business partners to cover the cost of the conference.
 - a. Maybe free for first time attendees?
 3. BP cost is low – if we can increase attendance, can increase BP cost.
- c.** 2023 Spring Conference Update & Budget Shannon Demgen & Lisa Smude
- i.** 19 paid attendees
 - 1.** Will continue to send e-mails
 - ii.** Budget – [Lisa to find out how many attendees are needed to break even.](#)
 - 1.** Evening event will be low cost
- d.** 2023 Fall Conference Mary Hoffmann, Roxie Hejhal & Lois Slick
- i.** Have Madden’s booked
 - ii.** Trying to find one more Keynote speaker
 - iii.** September 27th – 29th
 - iv.** Hoodies could be an option for fall, or alternate option instead of bomber jackets.
- e.** 2023 Goal Updates Lois Slick, President
- i.** Members
 - 1.** 159 with 10 overdue
 - 2.** 3 new members this week
 - ii.** [Chad to send email to members at large, to engage](#)
 - iii.** Social Media
 - 1.** Skipped
 - iv.** Website
 - 1.** New pages have been added
 - 2.** Will be promoted at spring conference
 - 3.** Maty to promote on social media pages
 - 4.** They were put in the brochure
- f.** BP memberships (question from Incentive Services 2/17) Lois Slick, President
- i.** What BP’s get for being a member?
 - 1.** Chad responded back, Good on that front.
 - 2.** That is a normal structuring
- g.** Job postings on website – members/non-members (question from 3/3) Lois Slick, President
- i.** You do not need to be a HHRAM member to post on the HHRAM job board, currently.
 - ii.** Could charge a small fee for non-members.
 - iii.** Laurie could connect with those who want to post – try to get them to be members.
 - 1.** Waive the fee to post, if they become a member.
 - iv.** [TEAM to look into options – people can subscribe to the job board to get notifications about new job posting.](#)
 - v.** [TEAM to look into adding Laurie to job board notifications.](#)

5. New Business

- a. Chapter Management Award – 3 star Lois Slick, President
 - i.
- b. Business Partner perks – webinars? Lois Slick, President
 - i. Discussed above
- c. Promotion of Q&A, Job Descriptions, Policies on HHRAM website Lois Slick, President
 - i. Discussed above

6. 2023 Goals

<i>Goal</i>	<i>Presenter</i>	<i>Updates</i>
<p>Membership: Increase Membership by 3% from 2022 (ended at 160 members in 2022) and diversify membership by adding 1 (one) nonhealthcare membership (i.e. Dental, Mental Health, & Vision). Also increase ASHHRA Membership by 2 people. Engage Members at large to reach out.</p>	Laurie Daniels and Lisa Smude	<p>Currently 20 ASHHRA Members (ASHHRA would like 20% of members to be ASHHRA members)</p> <p>Laurie is in contact with members non-renewed.</p> <p>A lot of ASHHRA members are NOT HHRAM members – could be a good way to grow membership – Laurie and Lisa to see how to contact those individuals.</p>
<p>Business Partners: Create BP relationship template Engage members at large to reach out.</p>	Chad Engstrom / Dave Mandel	<p>Dave and Chad have created a template to send to vendors. Then HHRAM BP's could fill it out, this may give some traction. BP's identify relationships with vendors, and reach out to get them on-board with HHRAM.</p>
<p>Increase Social Media Presence and following Advertise ASHHRA Events at least 2 times a year (for chapter management points)</p> <p>Website: Increase resources and tools for members.</p>	<p>Mary Hoffman and Lisa Smude</p> <p>Lois Slick & Roxanne Hejhal</p>	<p>Posting on LinkedIn and Facebook. Mary will create an Instagram account – would be fun to have some reels with BP's and people at conferences.</p> <p>Q&A page has been created under member resources.</p> <p>Looking into posting sample job descriptions, policies, etc – may have to post a disclaimer that it</p>

<p>Salary Survey: Look into increasing jobs on salary survey</p>	<p>Brianne Ptacek</p>	<p>is not legal advice. Concerns lie in the quality – if they are coming from different companies, want to make sure they reflect well on HHRAM.</p> <p>Open a new page with forum where people can post job descriptions, and policies, and be sure to post SHRM ‘this is not legal advice’ disclaimer</p> <p>Put the Q&A and the other forum in emails, newsletters, etc.</p> <p>Brianne is collecting information from members on what other jobs are out there that would entice people to buy the survey.</p>
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7. Updates

- a. President Lois Slick
- b. Past President Lisa Smude
- c. Secretary/Treasurer Chrissy Draper
- d. Business Partner Liaison Chad Engstrom
- e. Scholarship Director Heidi Powell
- f. Director of Education Open
 - 1. Kyle Buckingham could be interested in this position
 - 2. The board is in support of this
- g. Communications and Marketing Roxy Hejhal
 - 1. Roxy will be switching companies, but should be able to stay on the board
- h. Membership Laurie Daniels
 - 1. ASHHRA member list – trying to find the contact information, trying to get them as a member
 - 2. Working on non-medical members
- i. ASHHRA Liaison Lois Slick
 - 1. Non-existent position right now – ASHHRA does not have a regional position right now.
 - 2. . TEAM to create Microsoft form where they can fill out their info – connect to a QR code – Name, Company, Email, Phone
 - 1. Send Chad 10 – 1/2 sheets – also make Chad a few badges with QR codes and lanyards
- j. Salary Survey Brianne Ptacek
- k. Business Partner Members at Large Dave Mandel & Blake Martin

- l. Social Media Director
- m. Chapter Management Director
- n. Member at large
- o. Member at large

Mary Hoffman
 Shannon Demgen
 Jessica Frank
 Nicole Nyberg

2023 HHRAM Board Members

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Future meeting	April 21, 2023 @ 10:00
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Meeting adjourned: 11:36 AM