



NOTICE OF DUES INCREASE

\$5.00 per month (California Association of Health Underwriters)

Approved at CAHU House of Delegates, May 22, 2018

***\$5.00 per month (National Association of Health Underwriters)**

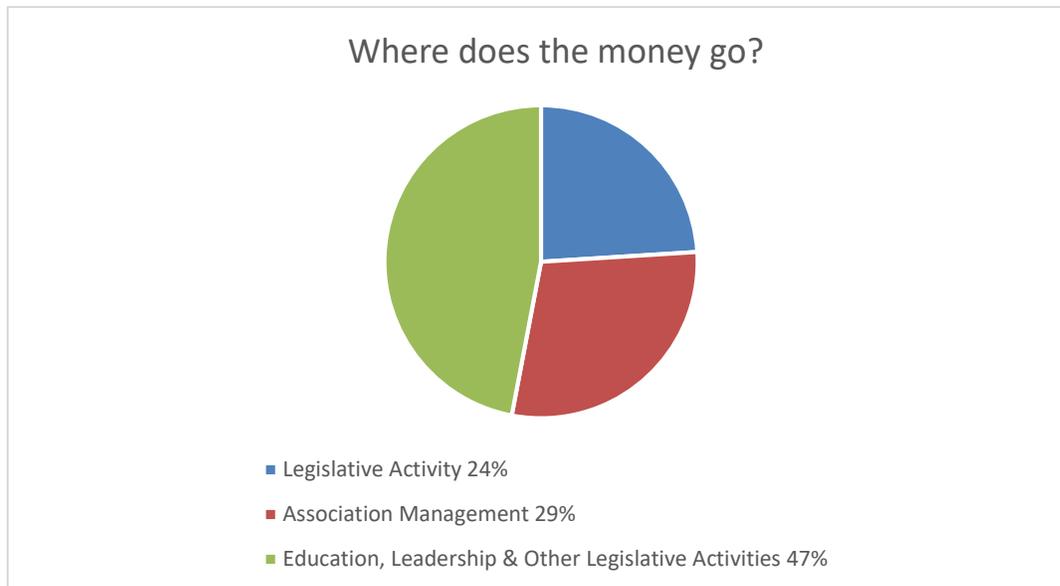
Approved at NAHU House of Delegates, June 26, 2018

Effective January 1, 2019

Dear CAHU Members:

We want to take this opportunity to thank you once again for your membership in the California Association of Health Underwriters. Your membership dues finance three separate and distinct parts of our great association.

Currently, \$170.00 of your annual dues are allocated to CAHU. CAHU relies in large part on unpaid volunteers to manage critical functions. In California, we face a uniquely challenging and complex legislative and regulatory environment.



Over the past several years, CAHU and its members have been faced with unprecedented challenges. Despite what happens in Washington, D.C., California lawmakers are focused on the preservation of the Affordable Care Act, further expansion of coverage to all Californians, including the undocumented and, Universal Health Care in all its forms and variations, including single payer. CAHU is faced with an increasingly complicated, complex and challenging political and social environment, which requires us to navigate our organization at an increasingly sophisticated and savvy level.

In order for CAHU to expand our footprint, influence in Sacramento and serve our member's interests, we will need to deploy resources outside the scope of our volunteer leadership. This includes researchers, economists, public policy organizations and political pollsters, to name a few. **CAHU's impact and success will be proportionate to our ability to expand our infrastructure.**

CAHU has not had its dues increased in over 10 years. This new revenue will be dedicated to funding outside consultants and the resources necessary to produce California specific policy analysis, position papers, public relations campaigns and establish legislative and regulatory recommendations to lawmakers.

Our industry is changing and evolving rapidly. Membership is down across the country, mostly due to mergers and acquisitions, an aging agent/broker population, and those exiting the industry for a variety of reasons. While new membership recruitment and retention remains the lifeblood of our organization, we may very likely be realizing a trend of fewer members supporting our national, state and local associations.

Currently, \$220.00 of your annual dues is allocated to NAHU in Washington, DC, providing government affairs and legislative advocacy at the federal level, public relations, professional development and education resources, leadership and chapter development, membership services, communications and our national organization's governance. These services are managed through paid staff professionals under the direction of our Executive Vice President and CEO, Janet Trautwein, and national volunteer leadership.

For the reasons listed above, and in light of the amazing job that NAHU does, the NAHU House of Delegates voted in favor of a national dues increase as well, in two phases. The first phase will take effect January 1, 2019 and will increase NAHU dues \$5.00 per month. The second increase will take effect January 1, 2020 and will increase NAHU dues \$8.00 per year on an ongoing basis. The second increase will be subject to review by the House of Delegates every three years, based on benchmarks established by the NAHU Board of Trustees. These benchmarks will be monitored by staff and the Finance Committee, and a report shall be provided to members at the Capitol Conference preceding the House of Delegates for review.

We are sincerely hopeful our members will remain high-spirited, supportive and passionately engaged as we continue to protect and advance our members interests and thrive in our ever so noble industry.