

# 2021 House of Delegates Handbook



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91st Annual Convention  
June 27-June 29, 2021

# 91st NAHU Convention

## House of Delegates - Standing Rules of Order

- 1) At the beginning of the House of Delegates, the Chair will ask for approval of these Standing Rules of Order. A majority (more than half of the votes cast) is needed to approve the Standing Rules of Order.
- 2) The most current edition of *The Standard Code of Parliamentary Procedure* (formerly known as “Sturgis”) will govern the House in all cases in which they are applicable and in which they are not inconsistent with the Bylaws of NAHU, and these Standing Rules of Order.
- 3) At the first General Session the Nominations Committee will file its report after which nominations from the floor will be in order. Nominations will then be closed. Those members seeking nationally elected positions which are being challenged will have a set amount of time to present themselves and/or any member endorsements before the General Session. The length of time, which shall be no less than two minutes, will be determined and communicated to the candidates no later than six weeks prior to the Annual Convention.
- 4) At the opening of the House of Delegates session, the Secretary shall report the number of eligible delegates allowed to vote at the House. Members of the current Board of Trustees and Past National Presidents vote as delegates, but are not counted within their local or state chapters. Their votes will be counted separately.
- 5) The Chair may appoint a parliamentarian for the House of Delegates.
- 6) The Nominations Committee’s report will be communicated to the chapters no later than sixty days prior to Annual Convention. Elections for any contested executive officers or contested Regional Vice President will occur in the House of Delegates. Contested officer elections shall be conducted by written ballot.
- 7) The Election Committee shall consist of the chairperson, who shall be the Immediate Past President, and regional members of the committee, who shall be one each from their respective region appointed by the Regional Vice President and approved by the entire Board of Trustees. They shall be members in good standing of NAHU. They shall not be currently running for office. If such should occur, his or her name should be withdrawn and the appropriate Regional Vice President will replace their name with another member in good standing.
- 8) Candidates may appoint one official Observer on their behalf who may attend the tabulation of the ballot votes but shall not participate in the actual count. The Observer may not be the candidate, another candidate, or an officer. In the event the Observer believes there is a discrepancy in the tabulation the Election Committee shall recount. No further complaint shall be in order by the Observer following the recount and agreement of the Election Committee as to its accuracy. The Election Committee chairman shall sign the report attesting to its accuracy.
- 9) Bylaw amendments and resolutions shall be read by the Secretary twice prior to any vote. The first reading will be prior to debate on the amendment or resolution. The final reading will be just prior to the vote on the amendment or resolution and will contain any amendments or changes approved by the House of Delegates.

- 10) Speakers will be allowed two minutes to speak on an issue. The Chair shall recognize a maximum number of three speakers for and three speakers opposed to each issue. The Chair may choose to allow more than three speakers on a particular topic, at his discretion. A time keeper will be appointed by the Chair.
- 11) All reports, amendments to qualified bylaw amendments, or resolutions shall be presented to the Secretary in written form before being presented to the House of Delegates.
- 12) At the end of the time allotted for debate on a question before the House, a voice or standing vote will be taken. Any delegate may ask the Chair for a recorded vote. If such vote is requested, the Chair shall ask each State President (or representative thereof) to record the votes for their state and report said votes to the Secretary when the state's name is called in a roll call vote.
- 13) Once the House of Delegates has finished the business of the day, the President will swear in the President-Elect as the new President of NAHU. The newly installed President will then swear in the newly elected Officers and Regional Vice Presidents of NAHU, and may then address the House of Delegates as President. At the conclusion of his speech, the new President may adjourn the House of Delegates.

National Association of Health Underwriter  
House of Delegates  
June 29, 2021

Agenda

Call to Order

Adoption of Credentials Report (Majority)

Adoption of Standing Rules of Order (Majority)

Adoption of Proposed Agenda (Majority)

Report on the Minutes of 2020 House of Delegates

Report of Board of Trustees (BoT)

Report on Financials

Voting for Contested Board of Trustee Position - Secretary

Adoption of Proposed Bylaws Amendments Proposals  
Article VIII, Section 2(A)

Past President's Remarks

Presentation of President's Pin and Gavel

Swearing in of 2021-2022 President

Installation of 2021-2022 Board of Trustees

Remarks of Incoming President

## Following is the bylaws amendments as recommended by NAHU's Board of Trustees.

The Board of Trustees recommends a bylaws change effective July 1, 2021 to allow alternative dues payment models.

Article VIII-Board of Trustees, Section 2(A) would be amended to read as follows:

A. The Board of Trustees shall establish and define policies, set and review budgets and have full administrative authority in all matters of the association. The Board of Trustees shall also have the authority to establish, modify and manage alternate dues models consistent with the organizational and financial needs of the organization while preserving individual membership.

## Rational for the Bylaws Change

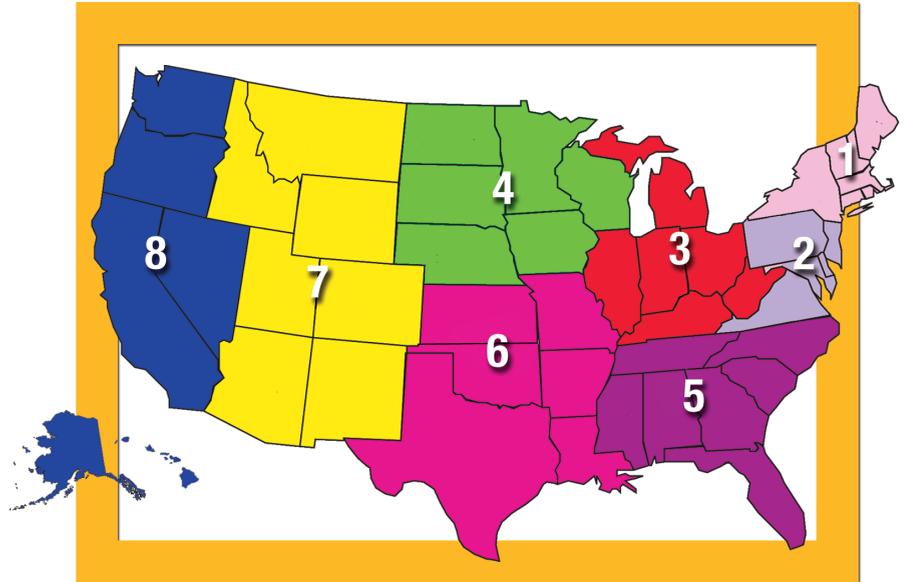
The proposed change in our bylaws has followed a deliberate and thorough review of the needs of our members in various types of practice settings. We have observed that members who work in an agency setting in particular may be more likely to become members if dues are collected in a way that is simpler and more predictable for the agency.

Over the past year the NAHU staff and board of trustees has conducted pilot projects to test whether alternative models can be effective in increasing membership and association revenue while making dues payments simpler, more affordable and more predictable for participating agencies. We have found that we are able to increase the number of NAHU members, increase both dues and non-dues revenue both from dues, and increase engagement in association activities by participating agencies. **We have been able to achieve this without reducing state and local dues payments to chapters.**

In the midst of its discussion on this proposal, here are key points for NAHU members and delegates to consider about this recommendation from the Board of Trustees:

- Increased membership numbers allow us to be more effective on a legislative and regulatory basis.
- Increased revenues allow us to bring more value to every member.
- More membership participation from each agency results in greater participation in events and professional development at both the national and chapter level.
- Having a better balance of revenue sources for the association ensures that NAHU has a strong foundation for long-term success.
- We have an important obligation to our members and our staff to provide stability, and this proposed change is an essential element of a long-term plan for NAHU and its work for our profession, now and into the future.

# 2021-2022 BOARD OF TRUSTEES CANDIDATES



At NAHU's Annual Convention, which will be held this month, delegates from across the country will elect the Board of Trustees that will lead the association for the next year.

Regional vice presidents serve a two-year term; this year, the odd-numbered regions are up for election. The slate of candidates is:

President: **Eugene Starks**

President-Elect: **Kelly Fristoe**

Vice President: **Eric Kohlsdorf**

Treasurer: **Alycia Riedl**

Secretary  
(contested): **Patrick Burns  
and Susan Rider**

*Region 1*  
Vice President: **Michele Gentile**

*Region 3*  
Vice President: **Catherine Cooper**

*Region 5*  
Vice President: **Mychal Walker Sr.**

*Region 7*  
Vice President: **Robert Tierney**

## EUGENE STARKS

*PRESIDENT*



**BIO:** Eugene Starks is a principal with Benefit Administration Services Ltd./Acuity Group LLC, a full-service employee benefits TPA, consulting and brokerage firm.

Eugene merged his independent employee benefits brokerage company, Starks & Company Inc., with BAS in 2007. In 2014, Eugene and his partners launched the Acuity Group, an agency that integrates innovative technologies across the entire HR and employee benefits spectrum. Prior to starting his own company, Eugene worked as the director of client services with Advantage Health Plan, a New Orleans-based managed healthcare organization.

Throughout his career, Eugene experienced the impact of NAHU's reach on

a personal level and on a national scale. Eugene currently serves as president-elect on the NAHU Board of Trustees. He served as HUPAC chairman in 2015-2016. Eugene also served as president of the Mississippi AHU in 2011-2012, and as president of the Jackson AHU in 2010-2011. He received the coveted McNair-Mobley Award in 2010-2011 for outstanding leadership.

Eugene earned a B.S. in political science from the University of Southern Mississippi and is a graduate of the United States Chamber of Commerce Institute for Organization Management. Eugene is married for over 34 years to his wife, Lori Graham Starks, and has two incredible daughters, Maggie Starks Oliver and Darby Starks.

**VISION:** I recognize the unique challenges facing employee benefits professionals and their clients, especially in the new post-COVID-19 world. Employee benefits services and healthcare delivery is changing dramatically. NAHU is uniquely positioned to play a key role in reshaping the healthcare industry and ensuring our clients receive cost-effective delivery of services. In this dynamic market, I understand the need to grow NAHU's presence among members of Congress and with the current Administration. I know that NAHU's ability to effect change in DC starts with its members. NAHU is the preeminent association of employee benefits professionals in the U.S., and the only association that represents the voice of those actually paying for healthcare. I see an untapped market of benefits specialists and lawmakers who need to hear NAHU's message. I chose to run for NAHU president to continue my mission to serve, sharing NAHU's message and expanding NAHU's reach across the country.

I know that building greater respect and effectiveness for NAHU starts at the member and local chapter level. As president, I will continue my work with NAHU leadership to bring the organization's industry-leading experience and innovative tools to members. Empowering NAHU members with actionable tools and knowledge increases their ability to emerge as leading employee benefits professionals. Members' success will draw their peers to the organization that has equipped them with the forward-looking strategies needed to compete in an ever-changing industry.

I grew up building houses and I know that a house cannot stand without a strong foundation. The work done by NAHU's DC team will not stand unless it is backed by strong, knowledgeable and engaged NAHU members. My mission is to equip individual members with the resources they need to build successful practices, creating the solid foundation NAHU needs to deliver industry change.

## KELLY FRISTOE

### *PRESIDENT-ELECT*



**BIO:** Kelly is president of Financial Partners in Wichita Falls, Texas. He began his insurance career in 1991 and joined NAHU in 1993. NAHU has been the learning and advocacy tool that has propelled him throughout his career to better his clients and grow his agency.

Kelly's home chapter is the Texoma AHU. He served as the Texoma AHU president in 1995-96. He has served on the Texas AHU board in several board and committee roles and was its president in 2012-13. That same year, TAHU was presented the Robert Osler Professional Development Award and the Landmark Award. At the same time, Kelly received NAHU's Distinguished Service Award, Legislative Achievement Award and Presidential Citation.

Kelly has served on NAHU's Media Relations Committee and on the HUPAC Board for Region 6 and remains a Capitol Club contributor to HUPAC. In addition, Kelly served as NAHU's Region 6 vice president for two consecutive terms. He is a Lifetime & Qualifying Soaring Eagle LPRT member. Kelly previously served as NAHU's secretary, treasurer and, most recently, vice president. He is also a long-time member of NAIFA and a graduate of NAIFA's Leadership In Life Institute.

Kelly has been married to his wife Jana, since 1989. They have three daughters, two sons-in-law and three grandsons.

**VISION:** Our industry continues to change at a rapid pace, which makes it of utmost importance that NAHU and its leaders be willing to go to extraordinary lengths to achieve results that defy all of the assumptions. I believe this can be done by adhering to the eight practical pillars of trust from David Horsager's book *The Trust Edge*. I have seen firsthand that when leaders learn to implement these pillars, it produces incredible and fascinating results. As president-elect, I commit myself to these principles and will encourage others to do so also.

**Clarity:** People trust the clear and mistrust the ambiguous. NAHU's leaders MUST have clarity.

**Compassion:** People put faith in those who care beyond themselves. NAHU's leaders MUST be compassionate.

**Character:** People notice those who do what is right over what is easy. NAHU's leaders MUST continue to display impeccable character.

**Competency:** People have confidence in those who stay fresh, relevant and capable. NAHU's leaders MUST remain competent when dealing with our industry's changing climate.

**Commitment:** People believe in those who stand through adversity. NAHU's leaders MUST remain vigilant in its commitment to our members, our industry and the consumers we serve.

**Connection:** People want to follow, buy from and be around friends. NAHU's leaders MUST continue to connect with other industry professionals, stakeholders and legislators and find synergies and efficiencies along the way.

**Consistency:** People love to see the little things done consistently. NAHU's leaders MUST remain consistent in everything we do.

## ERIC KOHLSDORF

*VICE PRESIDENT*



**BIO:** NAHU has been a vital piece in Eric's professional success since he joined in 1992. He has owned an independent brokerage in Des Moines, Iowa, since 2007. In this almost 30 years, the relationships that he has developed with other NAHU members are irreplaceable!

Within NAHU, he has served as president of the Des Moines Area AHU and twice as president of the Iowa AHU. Additionally, Eric has done extensive work on the legislative front. In 2019, he received the NAHU Distinguished Service Award for work on behalf of Iowa and NAHU members including his community involvement. He has also worked on a regional and national level for NAHU, rising to HUPAC chair in 2016 before being elected as NAHU secretary. He has also earned and continues to qualify for LPRT. Currently, Eric serves as the treasurer on the NAHU Board of Trustees

and is heavily invested in the organizational structure of the strategic plan.

Iowa Governor Terry Branstad reached out to Eric in 2015, asking him to serve on the state's CHIP Board. He later became the chairman of that board and was reappointed by Gov. Kim Reynolds. He has recently completed his sixth and final year on the board and stepped away knowing nearly 100,000 children have healthcare coverage under CHIP Iowa.

Eric has been blessed to work in an industry that allows him to serve others but most important is his role as husband and father. Alongside his wife, Brooke, he has three children. They learned raising children requires partnership. It's a responsibility that brings joy and humility with hope their children learn by example the importance of giving back.

**VISION:** As fellow members, you know the advocacy NAHU brings to us across the country. We have faced and will continue to see adversity in the future. We must build on our past successes and lead into the future. Together we can equip our local and state chapters to provide a member-driven experience that delivers relevant, demanded and effective professional tools for use with clients. This experience certainly involves a powerful legislative arm that not only reacts to but defines how healthcare will look in the United States tomorrow. Equally important, we must capitalize and align efforts vertically and horizontally so chapters can efficiently access our best practices from across the country, elevating the members' experience and solidifying NAHU's position as THE industry leader.

This "bottom up" philosophy will provide a blueprint for every member and every chapter to become stronger. Having grown through the organization, my perspective remains diligent toward helping agents, brokers and consultants win and retain business. With strong leadership, conviction and foundation, our vision can become reality.

## ALYCIA RIEDL

### TREASURER



**BIO:** Alycia Riedl is a principal and client relationship manager in Mercer's Minneapolis office. She has 20+ years of experience in human resources and benefits consulting and is heavily involved in client relationship and team leadership activities, predominantly for Fortune 500 employers in the Twin Cities.

Alycia has been interviewed by media on a range of topics including healthcare, the ACA, public and private exchanges, and the employee benefits market. She speaks topics such as the strategic value of total rewards, the impact of wellbeing programs, employee experience, DEI and the future of benefits, and the changing workforce.

Prior to joining Mercer, Alycia was a senior consultant in the health and group benefits practice at Willis Towers Watson, where she consulted with midsize and large

employers about their employee benefits strategy. Alycia has also worked for two Minnesota health insurance carriers and an agency as an account executive, sales executive and consultant.

Alycia currently serves as secretary on NAHU's Board of Trustees. She has been a member of many committees, including the Futures Advisory Task Force, the Finance Committee, the Vision 2025 Leadership Team and the Benchmarking Committee.

Alycia is the former president of the Minnesota AHU. She was highly involved with the MN State Marketplace, MNsure, and was called on as an expert by MNsure and legislators alike. Alycia enjoys spending time with her family (including those with four legs) and friends, volunteering, yoga, reading, hiking, traveling, cooking, kayaking and drawing.

**VISION:** My vision for NAHU is that we live and breathe our purpose to Educate, Empower and Engage our members. To realize this vision, we have a lot of work to do. My passion is helping others in our association to attain their goals.

I grew up the child of a proud NAHU member leader, an agent who pulled up his bootstraps and got the work done. He taught me to work hard, serve with passion, love learning and never stop evolving. Now more than ever, we must continue to work, stand and grow together if we want to ensure that our industry and association has a successful future.

Our industry and the people who work in it come from all walks of life and serve many different clients and segments but, in the end, we are all working to help people. NAHU must help us bring our combined strength forward.

NAHU has given back to me in more ways than I could ever express to you in words. Giving back to this community has become a core part of who I am. I commit to you that I will work hard, push hard, play hard and give all that I can to see this association attain its vision.

Our future is bright. The world is changing at a rapid pace. Although that that can be overwhelming and hard to get our arms around, it also is EXCITING. I am energized by where we are heading and cannot wait to continue serving our amazing association and members!

## PATRICK BURNS

### SECRETARY



**BIO:** Patrick is a graduate of the University of California, Berkeley, and has been a member of the insurance world since 1988. For the past 17 years, he has worked as an independent agent primarily in the small and midsize marketplace.

Patrick has been a member of NAHU for 16 years. He has been active on his local board for that time, serving as legislative chair, treasurer, PAC chair and president for multiple terms. He also served on the state board from 2012 to 2018, serving as legislative chair, corporate affairs vice president, community outreach chair and president. He also is the CAHU PAC chair since 2016 and the former CAHU Foundation chair and current board member.

Patrick served on NAHU's Cost-Containment Committee, Media Relations Committee and Legislative Council. He also participated in the NAHU 2020 focus group and the NAHU 2025 group. He has been awarded the NAHU Spirit of Freedom Legislative Award.

During Patrick's term as CAHU president, he led the fight against Proposition 45, a ballot initiative that would have given the state insurance commissioner full control over rates, plans and coverage for all Californians.

CAHU developed a strong working relationship with Covered California, where agents delivered the bulk of membership to the successful exchange. It ensured that Covered California would pay market rates for group insurance compensation under the SHOP program.

Pat is active on the Board of the North East Medical Services Foundation, a large federally qualified community health clinic in San Francisco. He has coached soccer and football for over 15 years. He is married to Colleen (a NAHU member) for 25 years, and they have two boys, Connor (22) and Liam (19).

**VISION:** I am proud to have served our association for the past 16 years and to have been nominated for secretary. I will do all I can to make our association better for our members and our industry. This is a critical time in our nation, our industry and our association.

It is important for all of us to gather together to help work in this time of change in our industry. We will be facing challenges both economically and philosophically with our clients, our membership and elected officials over the next few years as we wind out of the pandemic issues. We will need to be strong together - together we are always better.

As we roll out NAHU Vision 2025, our focus should be on elevating our level of communication, making our programs and resources more readily available to our membership and assisting those who make the commitment to be NAHU leaders at the national, state and local levels to make their lives easier and their work more efficient. We also need to communicate more effectively with the public.

NAHU has been a boon to me and my career. I love this association and I want to make it our legacy that we leave it stronger than it has been. Together I think we can.

## SUSAN RIDER

### SECRETARY



**BIO:** Susan serves as chief operating officer and head of sales for Preventia Group, a national telehealth company specializing in lifestyle medicine, mental health and food is medicine.

For the previous 12 years, Susan worked for Gregory & Appel Insurance, where she helped employers align their HR strategies with their total reward strategies for their future workforce.

Susan is regularly asked to speak to the media regarding employee benefits, wellness and human resource topics. She is an instructor for several NAHU certification courses and a national presenter, focusing on leadership, compliance and self-funding topics.

For NAHU, she has served as professional development chair, media chair and young agent chair. She routinely submits data for NAHU comment letters. Regionally, she has served as professional development

chair, retention chair, young agent chair and media chair.

For the Indiana AHU, she has served as legislative chair, president and young agent chair, and on the Day on the Hill committee. For her local chapter, she has been president, president-elect, secretary and event chair, and served on the Sales Congress Committee.

Projects she has worked on include the ISAHU public/private partnership on collaboration for tobacco cessation change, NAHU's Mentoring Program, NAHU's Diversity, Equity & Inclusion Task Force, the NAHU Mental Health Task Force and the HIP 2.0 (Indiana Medicaid Expansion).

Susan is adjunct faculty of organizational leadership at IUPUI, on the CE Advisory Council of the Indiana Department of Insurance, a board member of the Domestic Violence Network and a guild member of Damar Services.

**VISION:** As a NAHU member, I believe that our leaders must model the way, inspire a shared vision, challenge the process, enable others to act and encourage the heart.

Leadership means different things to different people. By leveraging the strengths, knowledge and leadership expertise, my diverse team of leaders from across the country must prepare our members for industry changes.

The role of the broker/agent/consultant is critical to the future of employee benefits. The services that we provide and the products we sell will continue to evolve and our role to educate and advocate on behalf of our clients will not go away.

My vision is for NAHU to be the association of choice for all employee benefit professionals. We are just scratching the surface with our capabilities.

I believe in leading with consistency, integrity, fairness, humility and transparent communication. I am dedicated to helping NAHU identify and develop future leaders to ensure members are prepared to take on leadership roles that become available—locally, statewide, regionally and nationally.

I believe we need to encourage more collaborative efforts among councils/committees within NAHU to bring the best results to our chapters.

My curiosity drives me to ask questions, and learning more about our members and their needs encourages me to look at opportunities through a different lens. The member experience is critical to the future of NAHU.

To survive and thrive, we must identify, execute and lead strategic change.

Are you ready to help take NAHU to new heights?

## MICHELE GENTILE

### *REGION 1 VICE PRESIDENT*



**BIO:** Michele has a bachelor's degree in sociology from the University at Albany as well as a master's degree in health services administration from Iona College.

She started her career as a small-group medical sales rep on the carrier side in 1996 and moved to the general agent side with BenefitMall in 1999, where she is still employed today. Michele is responsible for servicing and renewing some of the largest/highest-revenue clients on the BenefitMall New York book of business.

Michele became a NAHU member in 2001 and started getting involved in 2006 as the NY Metro chapter was reforming, and she helped shape that chapter into what it is today. She has held all officer positions and

mentored many of her successors. She also helped design a structure for sponsorships that guaranteed that the chapter would always be financially stable and singlehandedly recruited many of the initial sponsors. Michele convinced some of the largest carriers and general agents in the area to sign on, which led to the chapter being able to recruit the rest. Even after her tenure as president was up in 2013, she stayed on and remains events chair while maintaining a chair position on the NYS board. She has also been the Region 1 awards chair for the last three years. She has been awarded the President's Award and the Lifetime Achievement Award from NYMAHU as well as the Outstanding Service Award from NYSAHU.

**VISION:** My vision is to make sure that all members and non-members are aware of the value of NAHU membership. I do not want industry professionals to feel like it is just something that they "should do" for their career but want them to "want it" and understand why it is so valuable. I plan on promoting all the membership perks and programs that are offered from national as well as soliciting opinions on what they think their state/chapter needs. We need to keep retention rates up, especially in this environment where recruitment of new members is especially difficult. My hope is to find a topic that is important to each of our states/chapters and be able to help get a program going so that they can each retain and grow membership. We have to do everything possible to revitalize local chapters, making them viable and relevant to NAHU's mission and vision.

## CATHERINE COOPER

### REGION 3 VICE PRESIDENT



**BIO:** Cathy began her insurance career somewhat by accident. After graduating from Michigan State University with a bachelor of arts in public administration, she was employed by Michigan's governor. When the governor lost his reelection race, her insurance career began.

For the past 30 years, Cathy has worked in various capacities the health insurance industry on the managing agent, carrier and agency sides of the business. Cathy is currently executive vice president/chief operating officer of Health Alliance Administrators Inc. (HAA) located in Novi, Michigan. HAA is an independent managing general agent for Health Alliance Plan, providing sales and service to independent agents for their individual and group customers of less than 100 employees.

Cathy has been a member of the National Association of Health Underwriters for 22 years. In that time, she has served in numerous positions at the local, state and regional levels. This includes serving twice as president of Metro Detroit AHU and as president of the Michigan AHU. Since 2005,

she has consistently been the legislative and/or HUPAC chair for her local or state chapters. Cathy was awarded a State Legislative Achievement Award in 2012 and an NAHU Distinguished Service Award in 2014.

For the past seven years, she has served on the HUPAC Board of Trustees and is currently past national chair and Region 3 HUPAC chair. Cathy is also serving as the at-large member on NAHU's Finance Committee.

In her home state of Michigan, she is currently MAHU secretary, legislative co-chair and HUPAC chair, and she oversees the state PAC. Cathy has been an LPRT qualifier since 2004 and has been a Triple Crown Award qualifier for five years.

Cathy is grateful to the association for the knowledge she has gained over the years, in addition to the many friends she has met along the way. She has three children and lives in Livonia, Michigan. Her two adult children, Mati and Drake, are pursuing their own careers post college graduation. Her youngest, Lukas, is a senior in high school.

**VISION:** My vision for NAHU and Region 3 is in preserving the future of this organization that I have benefited from for the past 20+ years. To do so, we must remain relevant in these changing times. Our members must find value in their membership and that value must be top of mind as the reason they choose to continue their membership. I also want to develop leaders at all levels who will ensure the future of the great organization.

Region 3 is an amazing group of people, and I am thrilled to be nominated to represent them as RVP. I look forward to following in the footsteps of Mike Deagle to serve Region 3.

## MYCHAL WALKER SR.

### REGION 5 VICE PRESIDENT



**BIO:** Mychal began his career in insurance and financial services in 2007. He became licensed in health, life and accident, followed by property and casualty in 2008. The area of practice has focused on providing advice and products to the senior markets, clients above the age of 65. Consultation has involved Medicare Advantage, Medicare supplement, prescription drugs, annuities, Social Security benefit analysis and long-term care.

A second area of practice revolves around providing group insurance for small, medium and large businesses. Providing healthcare to small businesses is not only critical to providing access to healthcare for employees of small businesses, but also crucial for small business owners to remain competitive and retain employees.

Mychal has served as the president of the Atlanta AHU, served two terms as president of the Georgia AHU, four years on NAHU's Medicare Advisory Committee and four years as the chair of HUPAC for the National Association of Health Underwriters.

Recognition for service has not gone unnoticed by colleagues in the industry. Mychal has received many awards, including but not limited to the Presidential Citation in 2015 for service as president of the Atlanta Chapter, State Legislative of Excellence Award, 2018 and 2019, and Outstanding Regional Chair, 2017-2018. Mychal is also a qualifier for LPRT. In addition, he has earned the designation of Certified Long-Term Consultant.

**VISION:** The vision I have for NAHU is for it to become a household name in the area of healthcare advocacy for consumers and industry professionals. We should be the go-to organization for insight, input and having a seat at the table in all matters relating to healthcare for the public. We have the resources, the staff and the brain trust to play an integral role in the development and implementation of new ideas, products and innovation as it relates to the delivery of a better and improved healthcare system in the United States.

You may ask, "How might that be accomplished?" It will be accomplished by systematically implementing a robust public relations campaign nationwide so that the end-users know that we exist and conveying that we are truly an advocate for their wellbeing, financially and physically. Finally, we must insert ourselves into a seat at the table when matters involving healthcare are taking place.

## ROBERT TIERNEY

### REGION 7 VICE PRESIDENT



**BIO:** Robert Tierney started his employee benefits career in 1996 by accident. As a December 1995 graduate of Boise State with a degree in Math and Education, he expected to make a living teaching and coaching. Although he has coached many basketball, volleyball and softball teams, he traded classrooms for meeting rooms.

Robert's first job at Sedgwick Nobel Lowndes introduced him to underwriting for large self-funded employers in Boise, Idaho. His passion for teaching and love of numbers found an untraditional home as a technical consultant where he thrived by finding trends, projecting claims, and guiding employers through the risks and rewards of self-funding. SNL introduced him to NAHU early in his career and he credits NAHU for helping him develop and sharpen his professional and leadership skills.

During his 25+ year career, Robert has sought out organizations that have allowed him to explore the industry, learn new perspectives, and grow his knowledge and versatility. At AmeriBen (a TPA), he was a regional manager of retention, moved on to primary health insurance as the director of sales and underwriting for an insurance plan majority owned by physicians, and finally rounded out his career experience as the chief operating officer of Delta Dental Plan of Idaho.

Taking the opportunity to join his mentor back on the broker side, he founded Tierney Consulting in 2004. That same year, he became the secretary of the Idaho Association of Health Underwriters. His first association role kick-started his 15 years of passion for serving in the leadership of all levels of NAHU.

**VISION:** NAHU members will be the most respected, trusted and knowledgeable professionals in the industry because of their active participation in NAHU.

Our lofty goals will require the three pillars of membership as a foundation: 1) legislative advocacy at the state and federal levels, 2) professional development to refine understanding of the political landscape and develop future leaders of the movement, and 3) service to others.

We will continue to speak with one voice on Capitol Hill. With the help of our professional NAHU staff, we will work tirelessly to influence legislation that protects consumers, lowers cost for employers, and promotes personal accountability for health outcomes.

Whether a member is new to the industry, from a large agency or a one-person shop, all members will find support to grow their skill set and be provided the opportunity to serve at every level of the organization, to be heard and to be advocated for. Our collective expertise and individual perspectives all have value and, when channeled appropriately, we will advocate for a better healthcare delivery and financing system for our clients, the end consumers.

The organization, the members and the staff of NAHU are perfectly positioned to make a positive impact on the future of the healthcare delivery and financing system. Through its passionate membership base and with the support of its staff, we will drive positive change both at home and nationally.