

Charity Begins at Home

N.C. Coastal AHU Strategic Plan 2009-2010

July 1st, 2009

July 1, 2009 membership stands at 93 members, our industry is under attack and our client base has faced the worst economy since the Great Depression. This has created a perfect storm for forces that wish to change health care as we know it today.

The greatest challenge we have normally faced is increasing and retaining members. This year it is more important than ever to get new members to give Health Underwriters a larger and louder voice on the local, state, and federal levels. This year our board has been charged with the goal of becoming Triple Crown winners to help meet our goals for membership.

We will continue to support local charities such as Tileston Health Clinic, American Heart Association, and Domestic Violence Shelter. This year we have added one more important charity, Coastal Association of Health Underwriters. The goal for this year is to focus on raising funds for our local association to build a war chest for the coming battle on health care. We plan to raise funds for a member scholarship to send a deserving member to Washington DC, for the Capital conference 2010. Our goal is to get members involved to qualify for the trip.

We plan to retain funds to get our association on a firm financial footing for future years.

Projects for our year include our annual Golf Tournament, Christmas Silent Auction, and monthly auctions of donated items to raise funds.

In order to gain member involvement we plan on monthly meeting topics such as social networking, long term care, estate planning, HSA, a cardiologist, member Christmas party, and cookout in June 2010 for all family members.

This year's focus needs to be on Coastal so that we can continue to accomplish community service for years to come.

Charity truly does begin at home.

Michael A. Smith

President, CAHU 2009-2010