

## President's Message- **Kevin A. Roberts**

*"Good seasons start with good beginnings." Sparky Anderson*

At the incoming President's meeting at the NAHU Convention in San Antonio I got up and stated that we need to, "**Win the Hearts and Minds**" of our clients, our customers, the public. If we stand up and speak out on the important role we play for our clients we're seen as self serving to keep our careers, our jobs. But if our customers, the public, get up and states, "My agent helps me understand my benefits and provides me with personal service when I need it", then our message will be heard.

Unlike insurance purchased to cover their auto or home, the health and benefits coverage we provide is personal. We come to their aid in their moment of crisis and the financing for their healthcare gives the comfort that can make a difference. **Make lawmakers realize what you do for their voters.**

If we don't act on our own behalf we may experience a real downside of the massive healthcare overhaul, so much so that we may no longer exist. I said at the CAHU Board Meeting in September, "We're not in the perfect storm, we're in tornado alley."

So where do we go from here? We have 146 members down from a high of 175 a few years ago. In California; Los Angeles (408), Orange County (274), San Diego (257), Sacramento (209), and San Jose (191) all have a larger membership base than we have. Most of our membership is in; the East Bay 680 corridor (56%), then San Francisco (19%), Oakland (10%) and with 15% coming out of the general area.

**My goal is to reach 200 members while expanding our membership in the Oakland and San Francisco areas.** When the opportunity exists, we'll be having meetings in these areas to reach out to new members to join.

Why is this so important? **Membership makes us relevant** to the lawmakers that pass legislation on Capitol Hill and in Sacramento. PPACA's MLR provision has put agent commissions on the chopping block while in California AB 52 threatens to create a new level of regulation designed to squeeze insurers which could lead to lower reimbursements to our clients and a reduction in providers.

Our next scheduled meeting is our 2011 Annual Sales Conference (with 5 available C.E. credits) on Thursday, September 22<sup>nd</sup> from 8am-4pm at the Concord Hilton. Put it on your calendar and bring someone you know in our business who isn't a member. Let's make this a good season.