

Minnesota Association of Health Underwriters 2022-2023 Strategic Plan

Over the course of the year, we will continue to create a presence and awareness of MAHU and its vital role to agents and those we serve. Uphold the principles and values of the organization while moving it forward. Coming off the heels of the Covid Pandemic, this will be a rebuilding year and begin a revamp with the upcoming rebranding of NAHU. Effective 1/1/2023, NAHU will become NABIP. National Association of Benefits and Insurance Professionals. We will build a strong, cross trained, and diverse leadership team to help move forward in the future. Create an even better foundation for future success of both the organization and our members!

Key Initiatives and goals:

- Hold monthly 7 monthly member meetings with CE eligible presentations.
- Continue to offer member meetings as hybrid—Zoom & in person.
- Hold 1 annual conference—in person only
- Hold 1 Medicare summit—in person only
- Expand/research new social events—post pandemic.
- Retain current sponsorships and increase our annual sponsors.
- Participate in Day on the Hill
- Increase our outreach outside of Metropolitan area for membership opportunities.
- Partner with Preferred General Agencies and FMO's for greater exposure of MAHU
- Increase membership—goal 220 members
- Recruit members to join committee's and get involved.
- Continue with legislative efforts both locally and nationally.
- Increase HUPAC contributors—get 10 new people to contribute