



Friday
February 15, 2012

**Education Awareness
Day will take the
place of our
monthly membership
luncheon**



JANUARY 2012
ETAHU MEMBERSHIP LUNCHEON

Friday, January 20, 2012
11:30am

Hollytree Country Club in Tyler

Topic: "Are You a Peddler or Benefit Advisor", 1 hr CE

Speaker: Julie Lock Course # 83630 / Provider # 32408

SAVE THE DATE

ETAHU 9th Annual
Education Awareness Day
Wednesday, February 15, 2012
Hollytree Country Club
Registration and breakfast begin at 7:30am

We will have a full day of speakers with CE credits, Hollytree's wonderful buffet lunch and lots of time to mix and mingle with our vendors and other attendees.

Remember to invite your clients. We are limited in space so the first 150 reservations will be accepted. If you will have 6 or more you are welcome to request a reserved table. We will do our best to accommodate those requests.

Speaker: Carolyn Goodwin, Topic: "A Primer-The Pre-Existing Condition Insurance Plan"
Course #86303 TAHU Provider #32408

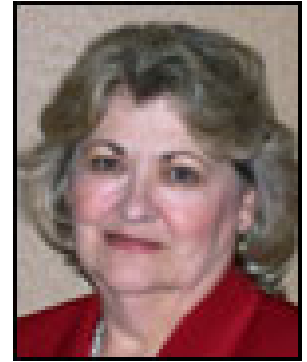
In This Issue

- 2 President's Message
- 3-5 ETAHU Education Day
Agenda & Registration Form
- 6-7 TAHU Day at the Capitol
- 8 Calendar of Events 2011-2012
- 9 January Month
- 10 UNUM Website Sponsor
- 11 Golf Tournament
- 12-13 Sponsor Forms
- 14 4Board of Directors



HAPPY NEW YEAR FROM YOUR PRESIDENT!

Written by: Brenda Davis, ETAHU President 2011-2012



We ended 2011 with a bang. Our December Board Meeting, Membership Meeting and luncheon was held at Kathy Rainwater's house on December 20, 2011. A special Thank You to Kathy for allowing us to enjoy her beautifully decorated home and good food. After the luncheon, everyone went to Pinecrest Nursing Home where gifts were delivered to 10 residents who have no family to help them celebrate the Holidays. Refreshments were served in the community room and everyone joined in the singing of Christmas Carols. Thanks to Kathy Cooley for making those arrangements.



We look forward to an eventful 2012. In January Kim Braly, Karen Robinson and I will attend the Capital Conference in Washington DC. We have many things planned and can't wait to report to you next month.

Early in February we will have the TAHU Day at the Capital. We hope that we will have a lot of members going to Austin to support our views on Health Care Reform. Power lies in numbers!

Our annual Education Day is February 15th at Hollytree Country Club and we expect a huge turnout. We are limited to 150; so make reservations early. Our Registration Packets will be going out to members in Mid January. Please remember to invite your clients. There will be speakers who will provide valuable information to employers. Look for the details on the website soon.



Our Board is short several positions, if you are interested in serving on the Board as a replacement or for the upcoming year, contact me bjdavis@swmail.sw.org or any of the Board Members and we would love to have you. Serving on the Board is very rewarding as well as a lot of fun. We have a great Board who are dedicating their time and resources to ETAHU and with a full active Board; it does not take a huge amount of time from anyone.

We hope you join us on January 20th and look forward to seeing you on Education Day!

ETAHU 9th Annual Education Awareness Day Agenda

7:30 am-8:30 am Registration/Breakfast

8:30 am-9:00 am Welcome & Announcements

9:00 am-10:00 am **The Human Capital Window—Realizing the full potential of Short Term Disability—1 hour CE**
Speaker: John C. Pittman, Metlife
Course # 85785 & Provider # 32842

John Pittman joined MetLife in October 2002 after graduating with Special Distinction from the University of Oklahoma's College of Business with majors in International Business and Marketing. John began his career with MetLife as an Account Executive working in the mid and large markets for Oklahoma and Arkansas primarily focusing on the traditional ancillary and voluntary benefits. John also worked the Dallas consultant marketplace beginning in 2007, prior to being promoted to Regional Director in 2010. John currently serves as a member of MetLife's Sales Advisory Council. He leads a sales team of eight Account Executives who are responsible for clients of 2 lives to 10,000 lives in the Dallas, East and West Texas, Oklahoma, and Arkansas markets.



The thought leadership that MetLife delivers is a passion for John. "Thought leadership allows us as business partners to solve for the unique challenges our clients and intermediaries face." John goes on to say, "By looking at the challenges we face in a different light, the solutions we bring become tailor made leading to a truly custom solution by situation."

John Pittman lives in Plano, TX with his wife and two daughters. He is active with his church group as well as various alumni activities for OU. His hobbies include golfing, reading, and spending time with family.

10:00 am-11:00 am Break & Vendor Visits

11:00 am-12:00pm **Current Sate of Affairs—A shortened account-1 hour CE**
Speaker: Alicia Haff, Law Office of Alicia J. Haff, PLLC
Course # 83751 & Provider # 324058 (TAHU approved CE course)

Alicia J. Haff has been practicing law in Texas since 1997. She also obtained her General Lines Insurance License in the State of Texas in 2007 to further assist employers and insurance brokers in handling employee benefit matters. She obtained her Bachelor of Arts in History from Trinity University and her Juris Doctorate from the University of Texas School of Law in Austin. Alicia's primary practice from 1997 through 2010 was in the realm of commercial litigation – defending slip and falls to employment disputes to contractual disagreements. In June of 2010, Alicia left her partnership at Curney, Garcia, Farmer, Pickering & House to pursue a more proactive practice focused on assisting employers in avoiding or at least preparing for employee lawsuits and governmental audits. While she still is a practicing litigator, Alicia's primary focus today lies in assisting employers in auditing their employment practices and improving their human resource procedures.

Alicia and her two children live in San Antonio. In her free time, Alicia enjoys playing soccer, watching her children play their various sports and constantly studying the new rules and regulations promulgated by our Federal Government



ETAHU 9th Annual Education Awareness Day

Agenda

(Continued from previous page)

12:00 pm-1:00 pm Lunch & Vendor Visits

1:00 pm-2:00 pm

Understanding the New Customer-1 hour CE

Speaker: Chris Gougenheim, UNUM

Course # 43002 & Provider # 32378 (UNUM approved CE course)



Chris Gougenheim is a Senior Group & Worksite Consultant with Unum in the Dallas field office. Chris has been with Unum since 2008 and covers the East Texas territory as well as Texarkana, and El Paso. Chris has conducted numerous training events for insurance professionals. Prior to working with Unum, Chris spent 7 years as the Assistant Men's Golf Coach at Texas A&M University in College Station, TX. Chris has a Bachelors degree from Texas A&M University.

2:00 pm-3:00pm

FMLA Abuse-1 hour CE

Speaker: Rob Larson, UNUM

Course # TBD & Provider #32378

(UNUM approved CE course)

Rob Larson is a Senior Account Manager with Unum in the Dallas field office. Rob has been with Unum for 10 years and has 21 years of Group Insurance experience. He is the former vice president of short term disability for Unum's home office in Chattanooga, TN. Rob has a Bachelors degree in business from the University of Georgia and Masters degree in Risk Management from Georgia State University. Rob has conducted numerous training events for insurance and HR professionals on FMLA and Absence Management.



3:00pm-4:00pm

A Primer-The Pre Existing Condition Insurance Plan-1 hour CE

Speaker: Carolyn Goodwin, CBC, Goodwin Benefits

Course # 86303 & Provider # 32408 (TAHU approved CE course)



Carolyn L. Goodwin, CBC, is President of Goodwin Benefits Group, LLC, and has worked in the health insurance industry since 1992. She opened her own agency in 2007 after 15 years with CBIZ Benefits and Insurance Services, Inc. Her prior experience as a human resources professional included management of multiple health and welfare plans, oversight of insurance contracts, claims adjudication and audit services, cost containment provisions and employee communications.

Active in professional organizations and the human resources community, Carolyn maintains an active Life & Health Agent License in the state of Texas and non-resident licenses in several other states, and earned her Chartered Benefit Consultant designation in 2006. She is a past leader of the Texas and Dallas chapters of the National Association of Health Underwriters. Industry service includes sitting on quality improvement and public policy committees for Dallas area insurance carriers. She has served in the past two years as TAHU Director of Legislative Affairs.

Carolyn is a featured speaker on numerous topics directly related to the health insurance industry. She is certified by the Texas Department of Insurance as a Continuing Education Instructor on subjects that include the funding of healthcare benefits, professing ethics, strategic market reform, insurance mandates and tax free employee benefits.

Her contribution to the industry and to the Association has been recognized with numerous awards at local, state and national levels. Carolyn and her husband Larry are the proud grandparents of eight and spend what spare time they have touring the great state of Texas in their Airstream with their four legged boys, AJ and Reese.

ETAHU 9th Annual Education Awareness Day

INDIVIDUAL REGISTRATION FORM

Contact Name _____ Company Name _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

E-mail _____

Registrations should be received no later than Friday, February 10, 2012.

Method of Payment:

_____ Check Enclosed (Payable to ETAHU); or

_____ Credit Card*

Charge my credit card in the amount of \$ _____ as follows (circle one):

Master Card Visa American Express Discover

Cardholder Name: _____

Billing Address: _____

City _____ State _____ Zip _____

Card Number: _____

VAL Code (3- or 4-digit code on card) _____ Exp. Date _____

I authorize ETAHU to charge my credit card in the above amount. I understand that my billing statement will read "East Texas Health Underwriters".

Signature: _____

*Credit card payments will incur an additional 3.25% processing fee.

Please mail this form with payment to:

ETAHU P.O. Box 133214 Tyler, TX 75713 – 3214

E-mail to jeff_sherrod@uhc.com

If you have any questions, please contact:

Jeff Sherrod 903-459-2471 or Brenda Davis 903-262-9038



JOIN US!
TAHU 18th Annual Legislative Day *aka*
Day at the Capitol
February 2, 2012
Sheraton Downtown Austin Hotel
Austin, Texas

The hotel reservation deadline has been extended to January 16 to get the preferred rate.
Please make you reservation today!

The Texas Association of Health Underwriters Legislative Council is proud to present our annual meeting in Austin where you are provided the opportunity to discuss issues affecting your clients, not only with your peers but one-on-one with your state lawmakers. There is so much happening in our industry right now and it's more important now than ever that we set our agenda and get in front of our legislators.

We are planning an outstanding event which includes dynamic speakers from the Texas Legislature, TMA, THA and the Center for Public Policy Priorities as well as our association lobbyist and legislative council.

Don't miss this opportunity to have your voice heard!

Attached is the agenda and you may visit www.tahu.org for more details and how you can register.
Sponsorship opportunities are also available.

REGISTER TODAY!



Texas Association of Health Underwriters Legislative Day

What is it Going to Take to Get it Right?

February 2, 2012

Sheraton Austin at the Capitol

7:30AM - 8:00AM Registration & Continental Breakfast

8:00AM - 8:15AM Opening Ceremony

8:15AM - 8:30AM Opening Remarks & Introduction of Legislative Council

8:30AM - 8:45AM Remarks by TAHU President –

8:45AM - 9:00AM Being Involved – How easy is it and what is proper etiquette for communicating with a member of the Legislature?

9:00AM - 10:15AM Panel Discussion: Medicaid Reform and Block Grants –
Why is this important (or a mistake)?

10:15AM - 10:30AM Break

10:30AM - 11:45AM Panel Discussion: Bringing down the cost of Healthcare –
How to REALLY get it done. (Interstate Compacts, transparency . . .)

11:45AM - 12:00PM Sponsor Recognition

12:00PM - 12:10PM Break

12:10PM - 1:20PM Lunch – Heath Insurance Exchanges: Perspectives from
Blue Cross Blue Shield of Texas

1:20PM - 1:30PM Hutzler Award Presentation

1:30PM - 1:45PM Break

1:45PM - 2:00PM TAHUPAC

2:00PM - 2:25PM Capitol Conference and a Federal Update

2:25PM - 2:40PM Open Discussion: What should TAHU's goals and initiatives be for the 83rd legislative session?

2:40PM - 3:55PM Panel Discussion: Pro and Cons of Expanding Safety Net Programs.

3:55PM - 4:15PM Overview of TAHU Initiatives

ETAHU

CALENDAR OF EVENTS 2011-2012

JANUARY 2012

January 20, 2012

ETAHU Board Meeting, 10:30 a.m.

Hollytree Country Club in Tyler

January 20, 2012

ETAHU Membership Luncheon, 11:30 a.m.

Hollytree Country Club in Tyler

Topic: "Are You a Peddler or Benefit Advisor"

Speaker: Julie Lock

Course # 83630 / Provider # 32408

*Important
DATE!*

January 23-25, 2012

NAHU Capitol Conference in Washington D.C.

FEBRUARY 2012

February 2012

TBA

ETAHU Board Meeting

Location TBD

February 15, 2012

ETAHU Annual Health Education Awareness Day

5 hours of C.E. Topics & Speaker TBA

MARCH 2012

March 16, 2012

ETAHU Board Meeting, 10:30am

Hollytree Country Club in Tyler

March 16, 2012

ETAHU Membership Luncheon, 11:30 a.m.

Hollytree Country Club in Tyler

C.E. Speaker: Rachelle Posey and Topic TBA

JANUARY NATIONAL CERVICAL CANCER AWARENESS MONTH

What is Cervical Health Awareness Month?

The United States Congress designated January as Cervical Health Awareness Month. During January, you may wish to highlight issues related to cervical cancer, HPV disease and the importance of early detection. Some of the issues you may wish to highlight are personal stories of women and family members/caregivers battling issues related to their persistent HPV/precancer and/or cervical cancer. You may wish to highlight recent advances and research in the prevention, detection and treatment of cervical cancer or HPV. You can highlight the success of your local/regional early detection cervical cancer screening and treatment programs and human-interest stories on the importance of early detection, education and the emotional issues related to battling cervical cancer and HPV.

Cervical Health Awareness Month 2012

Each January is recognized as Cervical Health Awareness Month. Each year in the U.S. approximately 12,000 women are diagnosed with cervical cancer, and more than 4,000 lives are lost as a result. This doesn't take into account the many thousands of women who have cervical abnormalities and abnormal Pap tests for reasons other than cancer, but who still undergo expensive and inconvenient follow-up exams and treatments.

Cervical Cancer Is Preventable

Cervical cancer is caused by specific types of the Human Papillomavirus (HPV), a common infection that almost everyone who is sexually active will have at some point. There are vaccines that block the types of HPV most often found with cervical diseases, and screening tests (such as Pap tests and HPV tests) that can identify women most at risk. We can prevent cervical cancer!

Vaccinate early (females and males ages 9-26 are eligible, Pap test regularly (beginning at age 21) and HPV test when recommended

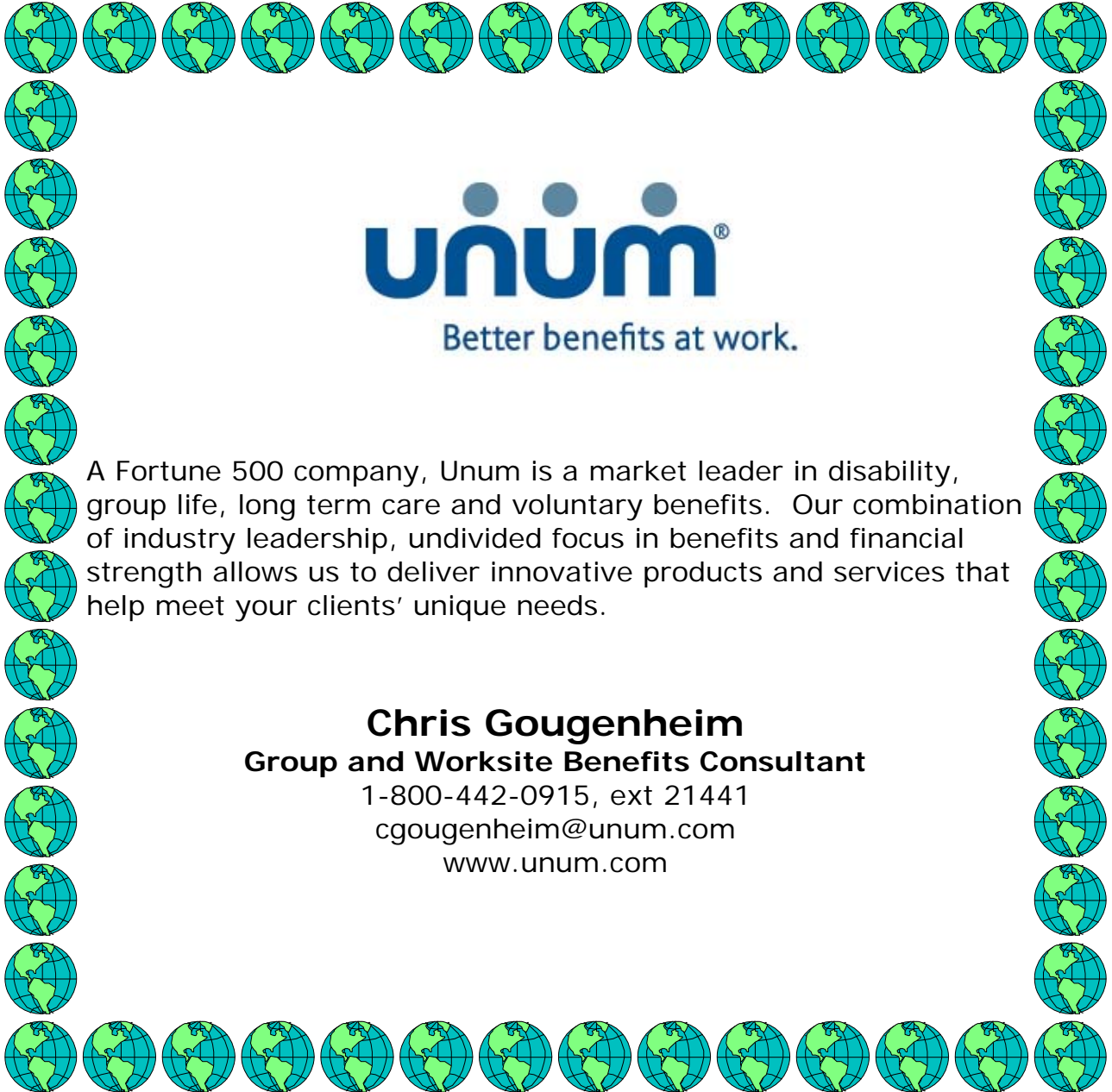
What Can You Do?

- As someone who is interested in educating and advocating for increased knowledge of cervical cancer and HPV disease, you can do a lot. Motivation is the key, that, and the willingness to make contacts with local media. As part of a nation-wide education effort surrounding Cervical Health Awareness Month we are asking that state and local supporters of the NCCC mobilize to get the word out about cervical cancer and HPV. Specifically, we ask for three things:

Distribute [ASHA/NCCC's cervical cancer/HPV press release](#) to state and local media;

- Enlist radio stations to announce Public Service Announcements (PSA) on cervical cancer and HPV; and
- Seek placement of the NCCC's "print" and Radio public service announcement in local newspapers and magazines.

Thank you to Unum
for generously sponsoring ETAHU's website
for 1st Quarter 2012 (January, February & March)



unum[®]
Better benefits at work.

A Fortune 500 company, Unum is a market leader in disability, group life, long term care and voluntary benefits. Our combination of industry leadership, undivided focus in benefits and financial strength allows us to deliver innovative products and services that help meet your clients' unique needs.

Chris Gougenheim
Group and Worksite Benefits Consultant
1-800-442-0915, ext 21441
cgougenheim@unum.com
www.unum.com



25TH ANNUAL

SPECIAL WISH GOLF TOURNAMENT

Monday March 26, 2012

Hollytree Country Club

Low Gross – Low Net Scoring

4 Player Teams - \$150 Per Player

**Early Bird Special - \$125 Per Player if registered
and paid by March 1, 2012**

Lunch Served at 11:30 AM

Shotgun Start at 12:30 AM

Longest Drive – Closest to the Pin – Most Accurate Drive

Hole in One Prizes on Par 3's

Contact: Paul – 903-581-6998 or Chip – 903-597-2447

The East Texas Association of Health Underwriters (ETAHU)

For only \$125 you can
Be an ETAHU luncheon sponsor & receive:

- ◆ A full-page ad in our 5 time award winning local newsletter the *ETAHU Review* circulated electronically each month to all 90+ East Texas members & archived on our website. (etahu.org)
- ◆ 5 minutes at the podium to pitch your company.
- ◆ Table in meeting room to display your marketing materials.
- ◆ Distribution of your marketing materials to all meeting attendees.
- ◆ Verbal Recognition at the meeting, in meeting agenda distributed to attendees & on website.
- ◆ Tyler's Hollytree Country Club's amazing lunch buffet including dessert!

Contact **Brenda Massey**, *ETAHU Sponsorship Chair* to sign up!

Email brenda.massey@hibbshallmark.com or call (903) 561-8484 Ext. 5612



East Texas Association of Health Underwriters LUNCHEON SPONSOR

Name _____ Company Name _____
Address _____
City _____ State _____ ZIP _____
Phone _____ Fax _____
E-mail _____

Please provide a copy of the information you want on our website and in our newsletter.

AMOUNT DUE:

\$125.00

Method of Payment: _____ Check Enclosed (Payable to ETAHU)

or

_____ Credit Card* Charge my credit card in the amount of \$ _____

(circle one): Master Card Visa American Express Discover

Cardholder Name _____

Card Number _____

VAL Code (3- or 4-digit code on card) _____ Exp. Date _____ Signature _____

I authorize ETAHU to charge my credit card in the above amount. I understand that my billing statement will read "East Texas Health Underwriters."

*Credit card payments will incur an additional 3.25% processing fee.

**YOU MAY REQUEST A CHANGE WITHIN 30 DAYS OF THE MEETING.
NO REFUNDS WILL BE ISSUED, YOU MAY RESCHEDULE.**

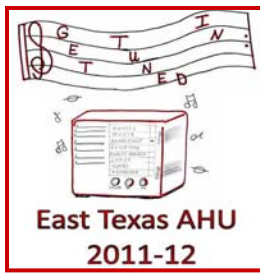
Please mail this form with payment to:

ETAHU
P.O. Box 133214
Tyler, TX 75713-3214

Or email to **Jeff Sherrod**, *ETAHU Treasurer*, at Sherrod.Jeff@principal.com

If you have any questions, please contact:

Brenda Massey, *ETAHU Sponsorship Chair* at (903) 561 – 8484, Ext. 5612
or email brenda.massey@hibbshallmark.com



East Texas Association of Health Underwriters 2011 – 2012 Board



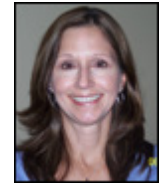
Brenda Davis
President & Awards

bjdavis@wsmail.sw.org
(903) 593-5233



Kim Braly
Past President & HUPAC
Legislation

kbraly@threlkeld.com
(903) 581-0077



Karen Robinson
Secretary

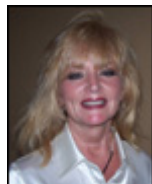
karen@friesen-strain.com
(800) 829-3948

Vacant
President Elect



Jeff Sherrod
Treasurer

jsherrod@uhc.com
(903) 759-2471



D'Ann Miller
Education

dmiller@threlkeld.com
(903) 581-0077



Cynthia Swanson
Symposium / Historian

cswanson@threlkeld.com
(903) 581-0077



Crystal Budny
Membership

Crystal.Budny@lfg.com
(972) 202-4765



Trevor Pearson
Retention

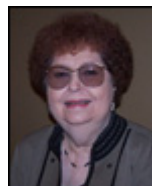
trevor.pearson@assurant.com
(214) 938-6803

VACANT
Media Relations



Brenda Massey
Sponsorship

Brenda.Massey@hibbshallmark.com
(903) 561-8484



Kathy Cooley
Public Service

kcooley@swmail.sw.org
903) 593-5233



Gail Norris
Hospitality

gnorriss@hftpa.com
(903) 509-5717

Sandy Bailey
Trustee

sbailey@hftpa.com
(903) 509-5712



Beverly Norman
Trustee & Newsletter

NormanB1@aetna.com
(469) 222-6055