



Regions and Membership Committee

December 16, 2009

2:00pm CDT

Present:

Sara Nofziger

Kyle Shupe

Barry Haitoff

Kathy Canny

Todd Gillis

Emily Oestek

Michelle Botana –Staff

Brad Lund – Staff

Agenda:

1. 1st Party Billers

Discussion was held regarding what benefits attract the first party biller to HBMA. How can we improve benefits of membership to target more first party billers, especially at a local level? We could incentivize the membership, especially the vendors to help us bring new first party members into HBMA as well as purchase email lists to send out teasers of actiongrams, Legicrawler news, etc.

Action: Brad and Michelle will make a list of all deliverables offered / aimed at the first party biller, which will then be shared with the committee for feedback.

2. State Representatives

Discussion was centered on what the membership committee would like the state representatives to do / accomplish. How do we keep them involved?

Action: Brad will send the current job description out to all committee members for feedback and to build upon.