



Regional Development / Membership Committee
November 30, 2010

Attendees: Sara Nofziger, Emily Osetek, Kathy Canny, Barry Haitoff, Kyle Shupe, Susan McEntire, Mick Polo, Dena Mallin, Amy Grissett, Roxanne Smith-Kovac, Jim Trotter, Ginger Ryder, Todd Gillis, David Gillies, Mary Ellen Duffy, Scott Risley, Brad Lund, Michelle Botana, Sherri Dumford

Agenda for November 30, 2010

Introductions for new Regional chairs

A. Who did not renew and new members

- a. Telephone call and email
- b. Mentoring with new members
- c. Living document with accountability reported each month

Sara explained to the new chairs what the process has been each month. Discussion was held to brainstorm ideas on how to engage new members, i.e. a mentor program.

B. Solicit conversation on MAC initiatives

C. Monthly – call non-renewing and new members

- a. Ideas for new members – one free conference?, referrals for new members

What can HBMA offer to entice non renewing members to renew or to engage the new member's right from the start so that they will continue to renew each year.

D. Timelines

a. End of Q4-2010

Sara discussed the workplan and the deadlines that she and Sherri have come up with.

- i. Regional chairs identified – all chairs have been identified with the exception of 2.
- ii. MAC contacts identified – phone introductions begun
- iii. KAVI set-up and introduction – Two days with 4 different slots will be scheduled to introduce the chairs to the new tool.
- iv. Policies and procedures – identified and initiated

a. January 1, 2011 – KAVI deployment

- b. February 28th – Regional chairs to identify strong state representatives

- c. **April 30th – MGMA State Presidents – introduction**
- d. **End of Q2-2011 – Two state meetings, IL and FL** – Discussion has begun with planning two state meetings.
- E. Next meeting – December 15th?**
All chairs have agreed to hold the regular monthly meeting.