

VENDOR AFFILIATE RELATIONS COMMITTEE
MEETING - SEPTEMBER 14, 2010

TO: BOARD OF DIRECTORS - HBMA
BRAD LUND, EXECUTIVE DIRECTOR
GAIL SUNSHINE, HBMA

FROM: JUDY R. CARDENAS, CHAIR

The Vendor Affiliate Relations Committee met during the Fall Business Conference held in St. Louis, MO. The following are the recommendations to the Board.

1. We still need direction on what items the Board would be willing to give a Vendor who would like to sponsor DL Programs. We had sent a recommendation of ½ page free ad in Billing along with all the other items that were previously accepted. We have not heard back from the Board.
2. Message Boards should still be for members only and vendors should be restricted from them. Messages Boards are for the membership and should not be used as a "sales" tool. Not one member of the committee thought this would be a good idea. It is too hard to govern and members are always complaining. If there is an area they want to be called on at their office then someone can send this to their vendor. Example: someone wants information on HealthPac and Mr. Papperman states, please call me direct at my office or I will call you at yours. However, he doesn't do any selling over the message board.
3. Any Principal Member wanting to become a Vendor must join in both areas. A Principal membership does not entitle a member to exhibit. If a member want to do both they must have a dual membership. This was talked about in great detail and was a unanimous decision.
4. We had to deal with a Company that was not able to show in the exhibit hall and were at the meeting as attendees. This Company started calling all the attendees at their offices and stating that "this is an urgent call and we need to contact Mr. Barker immediately. The office was then calling Mr. Barker during the meeting and telling him that he needed to call this number immediately. He also was receiving emails on his phone asking him to meet with them either before, during or after the Wine and Cheese

- Event. These phone calls and messages were sent out to most attendees. We started getting complaints so answered one of the calls and told them to meet us after the Wine and Cheese. Judy Cardenas, Chair of this Committee and Holly Louie, Chair of the Ethics Committee met with them. They were warned to stop all contact immediate and that any further contact would not be tolerated. If they continued with this behavior they would be brought to the Ethics Committee for termination of their membership. The three members of the company said they would cease and would send a letter of apology to HBMA. On September 22, 2010 people were receiving emails from this company again. They were contacted again to stop immediately and that we had already had discussions about what would happen if they didn't follow HBMA guidelines. On September 22, 2010 the Vendor Affiliate Relations Committee sent this blatant action to the Holly Louie for their decision. It was our recommendation that we following through and terminate their membership for one year. The company called Judy Cardenas and again said how sorry they were and that it would not happen again, but was told that it had been sent for review and that that is exactly what they said before. It is our protection of members that makes these rules so important to the membership of HBMA. They were going to call Brad Lund for him to assist them.
5. A "Thank You" was given to each vendor and our wrap up session went very quickly and without much comment. Everyone was so happy with this meeting. There were a few problems which John and HBMA handled immediately and were greatly appreciated. (electric) With 62 new member/first time attendee it was a very good show for Vendors.
 6. Judy acknowledged to the Committee that Karen would be the new Chair starting at the end of this year. Judy thanked everyone for the continued support and for serving with her all these years. Judy asked the committee to continue in their role and to help Karen.

Respectfully Submitted,

Judy R. Cardenas, Chair