



WISCONSIN ASSOCIATION OF  
HEALTH UNDERWRITERS

*Wisconsin's Benefit Specialists*

## Table of Contents

[Letter from the President](#)

[Current WAHU Board and Chapter Leadership](#)

[Register for Day on the Hill](#)

[Key Legislative Committees](#)

[Ted Nickel Becomes Wisconsin's 33rd Insurance Commissioner](#)

[Dennis Smith is the New Leader of DHS](#)

[Calendar of Events](#)

[WAHU Staff Contact Information](#)

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## Letter from the President

Famous author and motivational speaker John Maxwell has said that “if we are growing, we will always be outside our comfort zone.” The timing of WAHU’s new direction could have not been more perfectly timed as we begin a critical year for agents with the new administration and legislature. We also compliment long time WAHU lobbyist, Dan Schwartz, for taking on a new professional challenge. He has been appointed Deputy Insurance Commissioner by Governor Walker. Congratulations to Dan for stepping outside his comfort zone and moving inside state government.

Change in the short term can feel uncomfortable, but to others, it presents a reenergized opportunity to fully reengage WAHU members and our many corporate partners. WAHU members will appreciate that we have tightened our belts like so many of us have in these tough economic times. The WAHU Board has significantly cut overhead

and continues to look for more efficiency so your dues dollars are maximized even further. Our number one legislative priority will continue to be protecting the role of insurance agents and Medical Loss ratios (MLR's) in whatever public policy debate occurs. This is the time for all insurance agents to renew their membership in our organization. Many insurance carriers and third party vendors understand the value of our role. However, each and every voice is critical to lawmakers understanding our important role with consumers and businesses.

If you remember only one item from this newsletter, please mark your calendars for WAHU's DAY ON THE HILL, March 2 at the Monona Terrace. WAHU is again jointly hosting this event with the National Association of Financial Investment Advisors-Wisconsin chapter (NAIFA).

With many new faces in the Wisconsin legislature and a new Governor, agents play a key role in educating lawmakers on what we do and why we do it best. Plan on participating in the March 2 Day on the Hill in Madison where our theme is "Change: Every member's input is necessary to make this work!" Tell non-WAHU agent friends and colleagues that their livelihood depends on all our voices speaking up. This will start with participation in WAHU's Day on the Hill March 2 so mark your calendar for this day long event. There are many new faces in the Wisconsin legislature and they need to be educated about the essential role of agents. That's you! Our lobbyists will play an important role helping us craft our message and helping us deliver them in a timely fashion to the right lawmakers. However, it will be us, the constituents of legislators – who will matter most. Who knows better about the valuable role agents play than we do—the professionals. Many voices need to speak about our critical role in health care exchanges as they move forward. Invited speakers include Governor Walker, the Attorney General, the new Insurance Commissioner and other legislative leaders. Look for more details soon about this exciting day.

The Board is also pleased about our new WAHU Team at Dewitt Ross & Stevens and our new Association office that is directly across the street from the State Capitol on the Capitol Square. The transition is going smoothly though it may take a little bit of time to execute some of the administrative functions. But, it won't take long.

I plan to work with you and Chapter leaders to help grow our Association, renew our strong partnerships with many corporate and company supporters who appreciate all

that we do for them, rebuild our political action committee and seek your ideas on ways to improve what we do and how we do it.

2011 is going to be a great year for WAHU members because Governor Walker has said he is open for business. That includes us!

Sincerely

Bill Enright

2011 WAHU President

[Back to Top](#)

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## Current WAHU Board and Chapter Leadership

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### **Treasurer**

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### **Secretary**

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### **Past President**

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### **WAHU COMMITTEE CHAIRS**

**Awards**  
Fred Coan

### **Capitol Club, WLS &**

**HUPAC**  
Chair: Chris Lokken  
Co-Chair OPEN

### **Corporate Sponsors**

Chair: Steve Miller  
Co-Chair: OPEN

### **Education/RHU**

Chair: OPEN  
Co-Chair: OPEN

### **Media Relations**

Chair: Dan Burkwald

### **Public Service**

Chair: Fred Coan

### **Legislative**

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**President**

**(Thru 2011)**

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[Back to Top](#)

**Membership**

Chair: Cathy Antonie  
Co-Chair: Open

**Nominations**

Bill Enright

**Programs**

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Co-Chair: OPEN

**Technology**

Chair: OPEN

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## Register for the WAHU/NAIFA Day on the Hill

**MARK YOUR CALENDAR! The WAHU NAIFA Day on the Hill is March 2, 2011!  
Plan to attend and bring another agent with you!**

**What would happen if the State took away your ability to earn a living in the health insurance industry? What is it worth to you to protect your business?** This is why you need to attend WAHU's Advocacy Day. Come learn from invited opinion leaders how others view the role of agents and what you can do to protect our livelihood as the 2011 legislature embraces many new directions in health care reform.

- Governor Scott Walker
- Attorney General JB Van Hollen
- Wisconsin Insurance Commissioner
- Senate Health Committee Chair Leah Vukmir (R- Wauwatosa)

- Assembly Health Committee Chair Jeff Stone (R- Greendale)
- Senate Co Chair of Joint Finance Committee - Senator Alberta Darling (R- River Hills)
- Assembly Co Chair of Joint Finance Committee - Representative Robin Vos (R- Racine)
- Assembly Speaker Jeff Fitzgerald (R- Horicon)
- Senate Majority Leader Scott Fitzgerald (R- Juneau)
- Assembly Majority Leader Scott Suder (R- Abbotsford)

The WAHU NAIFA joint Capitol Hill Lobby Day will include prearranged visits with your lawmakers and a chance to interact with legislative leaders. You won't want to miss this event and you won't want to miss the opportunity for your voice to be heard.

To register, please contact Joan Spencer at (608) 268-0200. Questions contact Alice O'Connor at WAHU office at: (608) 268-0200. WAHU email: [wahu@ewahu.org](mailto:wahu@ewahu.org)

[Back to Top](#)

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## Key Legislative Committees

The 2011-12 Legislative Session has begun! Now is a great time to build your relationship and increase connections with your legislators. If you are not sure who your legislators are after the recent election, please follow this link: <http://legis.wisconsin.gov/w3asp/waml/waml.aspx> A congratulatory note on their recent victory can make a favorable initial impression. Be sure to include your contact information, including your home address as that is your voting address. Perhaps, they are a member of one of the following important Committees. It would be great if your legislators thought of you as a resource and looked to you for guidance!

Key Committees for WAHU Members (follow the link to view complete list of Committee members):

Assembly Insurance Committee:

<http://legis.wisconsin.gov/w3asp/commpages/IndividualCommittee.aspx?COMMITTEE=Insurance&HOUSE=Assembly>

Senate Insurance and Housing Committee:

<http://legis.wisconsin.gov/w3asp/commpages/IndividualCommittee.aspx?COMMITTEE=Insurance+and+Housing&HOUSE=Senate>

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Assembly Health Committee:

<http://legis.wisconsin.gov/w3asp/commpages/IndividualCommittee.aspx?COMMITTEE=Health&HOUSE=Assembly>

Senate Health Committee:

<http://legis.wisconsin.gov/w3asp/commpages/IndividualCommittee.aspx?COMMITTEE=Health&HOUSE=Senate>

Joint Finance Committee: <http://legis.wisconsin.gov/lfb/jfc.html>

[Back to Top](#)

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## **Ted Nickel Becomes Wisconsin's 33rd Insurance Commissioner**

Prior to his appointment, Commissioner Nickel worked for nearly 18 years with Church Mutual Insurance Company in Merrill, Wisconsin, as Director of Governmental and Regulatory Affairs. Commissioner Nickel's broad background in insurance includes serving on the Board of Directors of the Wisconsin Insurance Alliance, including serving as Chair. Commissioner Nickel has also served on the Board of Directors of the Wisconsin Insurance Security Fund, the Oklahoma Property Casualty Insurance Guaranty Association and as a member of the Legal and Government Affairs Committee of the Property Casualty Insurance Association of America.

"I am honored and grateful to Governor Walker for the trust he has placed in Dan and me," said Nickel. "As one of the top ten industries in Wisconsin, insurance plays a vital role in Wisconsin's economy and the Governor's agenda for growth and job creation. Compliance with insurance regulations is a complex task for companies," said Nickel. "Governor Walker wants to ensure that these regulations protect consumers while not overburdening companies."

Commissioner Nickel has a Bachelor of Science Degree in Business Administration with a concentration in Finance from Valparaiso University.

[Back to Top](#)

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## Dennis Smith is the New Leader of DHS

Dennis Smith, former head of the U.S. Centers for Medicare and Medicaid Services, will lead the Department of Health Services.

“There is no question that these are challenging times, but we have assembled a great leadership team deeply committed to public service,” said Secretary Smith. “More than a million Wisconsin residents rely on the programs we administer and the taxpayers of the state rely on us to find the greatest value for their dollars. The states are the true engines of innovation and reform and those are two key goals of the Walker Administration.”

“Wisconsin will continue to be a national leader in health care reform under Governor Walker,” Secretary Smith said. As Secretary, I am pleased to have a team that is dedicated to this goal, to the integrity of the programs that we operate and to the people of Wisconsin.”

[Back to Top](#)

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## Calendar of Events

- ❖ Wednesday, January 12, 2011  
Time: 3:00 – 5:00 p.m.  
Board meeting  
DeWitt Ross & Stevens  
2 E. Mifflin Street, Suite 600  
Madison, WI
- ❖ Friday, January 14, 2011  
Time: 1:00 – 4:00 p.m.  
Fox Valley Winter Meeting  
The 5th Quarter  
Little Chute, WI
- ❖ Thursday, January 20, 2011  
Time: 1:30 – 4:30 p.m.  
South Central Winter Meeting  
The Edgewater Hotel  
Madison, Wisconsin
- ❖ Monday, February 14-16, 2011  
Time: TBA  
NAHU Capitol Conference  
Hyatt Regency  
Capitol Hill Washington, DC
- ❖ Wednesday, February 23, 2011  
Time: TBA

Business Day in Madison  
Monona Terrace  
Madison, WI

❖ Wednesday, March 02, 2011

Time: TBA  
Day on the Hill: Co-Hosted by NAIFA & WAHU  
Monona Terrace  
Madison, WISCONSIN

❖ Sunday, June 26, 2011

Time: TBA  
NAHU Annual Convention June 26-29  
2011 Grand Hyatt San Antonio  
San Antonio, TX

❖ Wednesday, September 14, 2011

Time: TBA  
Annual Fall Sales Conference  
The Wilderness Resort  
Wisconsin Dells, WI

[Back to Top](#)

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## Meet Your New Association Management and Government Relations Team!

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[Back to Top](#)