



WISCONSIN ASSOCIATION OF  
HEALTH UNDERWRITERS

# WAHU news

A QUARTERLY PUBLICATION OF THE WISCONSIN ASSOCIATION OF HEALTH UNDERWRITERS

## WAHU Shines at the 2006 NAHU Annual Convention

Jon Rauser, 2006 WAHU President, and Katie Beals, 2006 WAHU Past President, accepted this year's **four NAHU awards** on behalf of the Wisconsin Association of Health Underwriters in San Francisco. Also in attendance at this year's Annual Convention from WAHU:



Melody Hope, 2006 Education Chair; Kent Schroeder, 2006 President Elect; Chris Lokken, North Central Chapter President; Greg Horstman, 2006 Legislative Chair and 2006 NAHU State Legislative Achievement Award; Dean Hoffman, 2006 NAHU Region IV Membership Chair, and WAHU Past President; Fred Coan, South Central Chapter President.

## Wisconsin Association of Health Underwriters

### *2006 Annual Fall Sales Conference*

The Pfister Hotel • Milwaukee, Wisconsin

**September 13–15, 2006**

**REGISTER TODAY!**



### Monthly Features

**3**

Thoughts  
from Your  
President

**4**

NAHU  
Award  
Ceremony

**5**

Legislative  
Update

**6**

WAHU  
Legislative  
Committee

**7**

Charity Golf  
Outing  
Photos

**8**

Program  
Committee

**10**

Chapter  
News

**13**

Conference  
Registration

# Wisconsin Association of Health Underwriters

## WAHU 2006 Officers and Board Members

### President

Jon Rauser  
414-276-2700 • Fax 414-276-7730  
jon@therauseragency.com

### President Elect

Kent Schroeder  
608-873-8232 • Fax 608-873-8838  
kent@schroederins.com

### Vice-President

Melody Hope  
608-252-9630 • Fax 608-252-9630  
melody.hope@hausmann-johnson.com

### Treasurer

Jim Krogstad  
608-288-2777 • Fax 608-273-1443  
jimk@mmins.com

### Secretary

Tom Williams  
877-251-2236 • Fax 608-526-6327  
twilliams@deltadentalwi.com

### Past President

Katie Beals  
608-661-6949 • Fax 608-258-3413  
kbeals@wmc.org

### Board Member

Cathy Antonie (thru 2007)  
414-272-2010 • Fax 414-272-2012  
cantonie@plannedfutures.org

### Board Member

Harry Bortel (thru 2007)  
920-923-7589 • Fax 920-494-1483  
harry.bortel@bcbswi.com

### Board Member

Michael E. Derdzinski (thru 2006)  
262-619-2876 • Fax 262-619-2805  
mderdzinski@johnsonins.com

### Board Member

John Wicker (thru 2008)  
608-831-8445 x134  
Fax 920-339-8469  
johnw@ebcflex.com

### Board Member

Greg Horstman (thru 2008)  
608-204-9479 • Fax 608-204-9480  
ghorstman@wisconsinrx.com

### Board Member

Mark Mason (thru 2006)  
262-797-9232 • Fax 262-797-7825  
markmasonbenefits@ameritech.net

### Board Member & FV President

Laurie Kohls  
920-946-0736  
lkohls@charter.net

### Board Member & NC President

Chris Lokken  
715-855-6163  
clokken@johnsonins.com

### Board Member & SC President

Fred Coan  
608-244-3576 • Fax 608-244-9117  
coanf@fish-ins.com

### Board Member & SE President

Bob Adams  
414-224-3951 • Fax 414-759-1999  
badams@wpsic.com

## WAHU Committee Chairs

### Awards

Katie Beals

### Capitol Club, WLS & HUPAC

Laurie Kohls

### Chapter Development

Kent Schroeder

### Corporate Sponsors

Mark Mason  
Tom Williams

### Education/RHU

Melody Hope

### Legislative

Greg Horstman

### Media Relations

Tim Byrne  
**Membership**  
Cathy Antonie

### Nominations

Jon Rauser

### Programs

Kent Schroeder

### Public Service

Katie Beals

### Technology

Harry Bortel

### WAHU Office

Dan Schwartz  
Executive Vice-President  
dan@ewahu.org

Megan Purtell  
Executive Director  
megan@ewahu.org

Julie Roelke  
Membership Associate  
julie@ewahu.org

4600 American Parkway, Suite 208  
Madison, WI 53718  
608-268-0200 • Fax 608-241-7790  
www.eWAHU.org

## UPCOMING EVENTS

### TUESDAY, AUGUST 15, 2006

#### WAHU State Board Meeting

9:00 a.m.–12:00 p.m.

WAHU Office, Madison, WI

### WEDNESDAY, AUGUST 30, 2006

#### North Central Summer Symposium

8:30 a.m.–4:00 p.m.

Quality Inn

809 W. Clairemont Avenue

Eau Claire, WI 54701

**REGISTER TODAY!**

#### Annual Fall Sales Conference

September 13–15, 2006

The Pfister Hotel, Milwaukee, WI

# Thoughts from Your President

## DEAR FELLOW MEMBERS,

It would be nice if the writer's muse would have helped me compose a message as we head into the second half of 2006. Sans inspiration, I defer to a more rambling prose:

- Now here is inspiration! If you haven't read the article in the August issue of *HIU* magazine on pages 44–48 titled "Agents Going On The Offensive," I beg of you to do so now. Congratulations to authors Greg Dattilo and Dave Racer for this important piece! (And if you are reading this but don't know what *HIU* magazine is, it means you are not a member of WAHU/NAHU. What I got out of reading this one article more than pays for my membership!)
- Attending the NAHU Annual Meeting in San Francisco three weeks ago with eight other Wisconsin delegates gave us the opportunity to hear presentations every bit as positive as the article I reference above. Those of you wringing your hands waiting for the tidal wave of health "reform" to overwhelm our industry should be optimistic. Reform is coming, but often with our members and staff at the lead! To see this firsthand, all you need to do is attend our own Annual Fall Sales Conference in Milwaukee, September 13–15. Golf at historic Brown Deer Park, Coach Alvarez and Milwaukee nightlife all pale in comparison to the fun you will have listening to the speakers your Program Committee has painstakingly lined up. Sitting through a day full of speeches fun? Are you nuts! **Trust me; you will come away from this event**



Jon C. Rauser

informed and energized and that is fun.

- Speaking of San Francisco, WAHU received awards for our Legislative accomplishments, for our Web site and "Landmark" status for our "excellence in serving our membership and the industry." The great irony of such recognition is the challenge to sustain it. Who will be our Kletts, Hoffmans & Beals (to name a few) going forward? It is a fact of life in a volunteer organization that these folks must go back to their day jobs. 2007 President, Kent Schroeder, and 2008 President, Mike Derdzinski, are recruiting Officers and Committee Chairs now. (Some of WAHU's standing committees are Education, Membership, Programs, Technology, Legislative, Media Relations & Public Service.) I'm pretty sure they are paying huge signing bonuses to those of you who contact them!

Here, and throughout this newsletter, the focus is understandably on the Annual Fall Sales Conference. Of course, we want you to come and promote it to your associates and peers. Beyond that however, I must add that it has been a remarkable experience these first seven months as President to see the hard work of WAHU's staff and volunteers. It seems to me we have accomplished much in recent years with a cast of dozens. That leaves a few hundred sitting on the sidelines. I wonder what a force we would be if more of you became involved. **Thanks to all who are "Insuring Healthy Futures."**

Jon C. Rauser

We would like to thank our  
2006 Platinum Corporate  
Sponsors for all their support.

Platinum Sponsors

Anthem 

 **DELTA DENTAL**  
Delta Dental Plan of Wisconsin

Destiny  Health™

  
by MultiPlan

 **HUMANA**  
Guidance when you need it most

 **UnitedHealthcare**  
A UnitedHealth Group Company

# WAHU Shines at NAHU Award Ceremony

By Katie Beals, 2006 WAHU Past President, NAHU Region IV Awards Chair

**Catbird Seat** - (n.) a position of power or prominence.  
*Source: The American Heritage Dictionary*



Greg Horstman, 2006 NAHU State Legislative Achievement Award Recipient, congratulated by Katie Beals, 2006 WAHU Past President, and Jon Rauser, 2006 WAHU President.

During the NAHU Annual Awards Ceremony held during its Annual Convention, it was Wisconsin AHU that found itself in the Catbird Seat.

It was not until afterwards did the audience realize the number and the stature of awards bestowed on this organization. During the next hour WAHU would be awarded the following:

- 2006 Landmark Award
- 2006 State Chapter Legislative Award
- 2006 Web site Award
- State Legislative Achievement Award—Greg Horstman
- Region IV Top State Membership Retention Award

The Landmark Award recognizes those state chapters that demonstrate an ongoing ability to deliver value

and excellence in programming to their membership. Likewise, the State Chapter Legislative Award nationally honors two state chapters based on the size of their membership base. Wisconsin in the legislative award arena competes with chapters with more than 400 members. That includes the likes of California and Texas. The Web site Award is kind of the frosting on the cake. It recognizes our ability to communicate effectively with our membership. And because we seem to be doing most things right, it should be no surprise that we are tops in NAHU Region IV with regards to retention.

There are many of our volunteers that provide distinguished and valuable service to WAHU and NAHU, and it's always special to an organization when one of our own gets recognized at a national level. Legislative Chair, Mr. Greg Horstman, was recognized by NAHU with a **State Legislative Achievement Award** for his legislative work on our state chapter's behalf.

Using the phrase "the Catbird Seat" gets even easier when you point to the fact that you've won the Web site Award three of the past four years; that we have attained Landmark Status two years in a row; and finally, the hard work our legislative committee has been doing for the past few years is now **highly regarded**. Now that's prominence!

That being said, those who take awards competitions very seriously

We would like to thank our 2006 Silver Corporate Sponsors for all their support.

 **Group Health Cooperative**

**Physicians Plus** Insurance Corporation

**Principal** Financial Group

**SecurityHealthPlan.**

(Serve you.)

**Unity** Health Insurance

**WPS** HEALTH INSURANCE

Silver Sponsors

will be looking at what Wisconsin has done to put this organization on the national map and that will mean the bar gets set higher. That's what we would expect to occur. But knowing your board of directors, committee chairs and committee members as I think I do, I know they will accept the challenge to continue to look for ways to improve services where it makes sense thus adding value for your membership dollar.

By Dan Schwartzer, WAHU Executive Vice-President



**W**ith all of the recent activity in health care reform on both a state and national level, this Legislative Update

article could very well turn into a small novel. However, discussing each initiative in detail would take far more pages than what is afforded to me, and perhaps more importantly, is unnecessary. Regardless of the reform initiative (Massachusetts plan, the Wisconsin Health Project or pick any other recent reform idea), each plan attempts to reform how health care is financed rather than address how to reduce health care costs. In addition, they fail to understand why health care costs are high and they attempt to implement a government solution to a private market problem.

All markets self-correct and the only barrier to self-correction is government interference, like the reform ideas popping up all over the country. Over the past several years, our market has begun to self-correct. The first step in implementing a solution was to correctly identify the problem. In 1994, the Cato Institute published a policy analysis, which was conducted by Professor Stan Liebowitz, professor of managerial economics at the University of Texas, Dallas. In their executive summary, the study concluded: *“The major culprit in the seemingly endless rise in health care costs is found to be the removal of the patient as a major participant in the financial and medical choices that are currently being made by others in the name of the patient. The increasing share of medical bills paid by third-party payers (insurance companies and governments) and the disastrous consequences are documented. Patients overuse medical resources since those*

*resources appear to be free or almost free. Producers of medical equipment create new and more expensive devices, even if they are of only marginal benefit, since third-party payers create a guaranteed market. Attempts to rein in those costs have led to a blizzard of paperwork but proven ineffective in controlling costs. The cure for the present problems is straightforward: the patient must once again be made the central actor in the medical marketplace. Patients need to be given the same motivations to economize on medical care that they have to economize in other markets. Tax laws need to be rewritten. The use of medical savings accounts needs to be promoted. High-deductible health insurance should be encouraged. Returning the patient, and normal market principles, to center stage is all that is necessary to bring the costs of health care under control.”*

If the experts were correct, and I believe they were, then the solution was self-evident. We must once again get the consumer involved in the financial responsibility of the health care they purchase. This isn't about simply shifting more of the cost back to the consumer. Rather, it is about implementing a health care design, program or system under which the member has a significant personal stake in the outcomes of their health care decisions. Consumer Directed Health Care is any plan that engages the end user by providing choice, information and consequences, and this is the solution the market created years ago. It's a solution that focuses on the actual problem, rather than a symptom of the problem.

Our market is self-correcting and we are beginning to see the success of our efforts. Enrollment in just one consumer driven product (Health Savings Accounts) has been adopted at a faster pace than IRAs, HMOs or 401-Ks. According to America's Health Insurance Plans (AHIP), one third of

those enrolled were previously uninsured, thereby reducing the uninsured population. According to Deloitte Center for Health Solutions, premiums for the high deductible plans used in HSAs increased only 2.8% from 2004 to 2005, while HMOs increased 8%, POS Plans increased 8.5%, and PPOs 7.2%. The projections for 2006 look even better with only a 2.6% increase expected. And, while the government has talked about transparency for years, the market is actual doing something about it. There are dozens of data sources that provide information about both cost and quality of health care.

Our market has been working to fix the problem and it is more important than ever that government not become the barrier to our market's self-correction. WAHU will continue to monitor the reform ideas spreading across the country, as each poses a threat to our own market here in Wisconsin. We will continue to ensure that such ideas are not adopted here. However, everyone is looking for a silver bullet solution. It is important that we educate people about the real problem, the real solution, and the real time line. We need to reach out to individuals, civic groups and communities across this state with our message and we need your help to accomplish this goal. We are asking every member to find opportunities for WAHU to speak about our health care cost crisis and how we can correct the problem. Please contact the WAHU office when you come across these speaking opportunities. In addition, get involved in the upcoming election. Take the time to know the candidates who are running and educate them about our market. We must not panic each time a new proposal is introduced. Instead, we must work to educate the masses and focus in implementing our private market solutions.

# WAHU Legislative Committee

---

## YOU ARE A WINNER!

By Greg Horstman, WAHU Legislative Chair

**Y**ou know the saying – “a picture is worth a thousand words”.



By now, you are aware that WAHU is a “major” award-winning association. At the NAHU Annual Convention,

Wisconsin was awarded the Legislative Achievement Award for “large” states. Congrats also for being recognized with the Landmark Award, the Web site Award and the 100% Board Recruitment Award. Not bad for a “fly-over” state. Suffice it to say that WAHU was the best of the biggest at NAHU.

In this case, the picture also represents many more than a thousand actions that you and your Legislative Committee conducted in the past year to preserve a free market health care system in Wisconsin and in the nation. It also represents a blueprint for even greater success in the future.

### If you did your part, thank you for:

- Attending Day on the Hill.
- Participating in the WAHU Capitol Hill Club and/or HUPAC.

- Acting on Operation Shouts.
- Attending fundraisers and town hall meetings.
- Calling your Legislators.
- Helping out with the campaigns of those who understand and support our industry.
- Speaking to community groups and clients about the value of the free market approach to health care delivery.
- Being an active WAHU member—which funds our exceptional lobbyist and staff, coalition partnerships and media efforts.
- Suggesting and executing convincing ways to fight misguided initiatives like the Wisconsin Health Plan, vetoing HSA deductibility, removal of reasonable medical malpractice caps, nationalized health care and unnecessary mandates.
- Your activity in WAHU Committees.

### And SPECIAL thanks to your Legislative Committee and WAHU Board Leadership (past and present).

It was an effective battle field plan for the last year and it will be even more successful as this ongoing war on our industry continues to be fought. However—the only thing it needs is more involvement from people like you!

Remember, “Health care costs are not expensive because of health insurance—health insurance is expensive because of health care costs.” Our industry is not the problem—rather we have the solutions.

In about three months, the critical statewide elections will be history. NOW is the time to “do your part” to protect free market access to health care, your critical part in it and to make appropriate improvements.

### What can you do?

First—Commit to participating in each of the 10 point “blueprint for success” legislative activities listed above. Get involved!

Second—Learn the political issues affecting your industry as well as you know that industry itself. Refer to the other articles in this issue that address the panaceas that some feel are better than a private solution to the rising cost of health care. Everyone is entitled to his or her own opinion, BUT they don’t have a right to make up their own facts. We know that the real solutions are more consumerism, less government intervention, more choice, fewer mandates, tort reform, and administrative efficiencies.

At the NAHU Annual Convention, we heard Mary Matalin and James Carville (proof that opposites attract) talk about both ends of the partisan spectrum and policy thought. The one thing that they clearly agreed on was, “whichever side of an issue best organizes and engages their membership... WINS.” Let’s also be the “winner” when it comes to the future of private health care.

---

**There is “strength in numbers.”  
You are that strength.  
Together, we control our  
collective success...  
Individually, we surrender  
control of our destiny.**

---

# WAHU Chapter Charity Golf Outings

South Central Chapter raises over \$7,100.00 for Ronald McDonald Charities of Dane County.



Fox Valley hits the links for the Harbor House Domestic Abuse Shelter at the Royal St. Patrick Golf Course in Wrightsville.



The Southeastern Chapter raised over \$1,700.00 for the Children's Hospital of Wisconsin at the New Berlin Hills Golf Course.



We would like to thank our 2006 Bronze Corporate Sponsors for all their support.

Bronze Sponsors



# Program Committee

## CHAIRMAN'S REPORT



Kent Schroeder

**T**he Annual Fall Sales Conference is fast approaching and it is time to be sure you are going to be there by making your reservation!

The Agenda is packed with everything you should want—from a foundation charity golf outing held at the US Bank Open golf course in Brown Deer to national speakers such as Kellyanne Conway of The Polling Company in Washington, D.C.

**Barry Alvarez, Athletic Director for the University of Wisconsin**, will be our guest speaker following golf on Wednesday. It should be an exciting evening. For those of you who do not golf, there are options available for you as organized by our WAHU staff. The earlier you sign up for events, the sooner the staff will know what to book for you to make your attendance enjoyable.

The Exhibit Hall will assuredly be sold out again this year and we thank every one of them for keeping all marketing agents informed on new products and marketing ideas. Without such great Corporate Sponsors and all other companies' involvement, we could not put on the programs that you enjoy.

Thursday is a full day of both local and nationally known speakers such as **Tom Harte, the former national Legislative Chair for the National Association of Health Underwriters**. He promises to give you a presentation you can use and will not forget. **Kellyanne Conway from The Polling Company** will inform you on the national political scene regarding health care matters and also on how decisions get made. You will not want to miss this one. **Governor James Doyle** is invited to be at the luncheon ceremony along with **Congressman Mark Green** to present their views on your future and where health care may be headed in Wisconsin through various attempts at reform legislation (i.e., The Wisconsin Health Project). **John Shier, R.N.**, is going to present a "Health and Healing" discussion and it sounds like a topic for all of our businesses.

---

**Without such great Corporate Sponsors and all other companies' involvement, we could not put on the programs that you enjoy.**

---

Throughout Thursday and Friday mornings, there is a tremendous lineup of CE courses that many of you have been asking for. Please sign up early for these courses as they will fill up soon.

**Gold Sponsors**

**Network Health Plan**  
AFFINITY HEALTH SYSTEM

**Physicians Plus Insurance Corporation**

**Wisconsin Rx**

This conference at **The Pfister** in Milwaukee will be a memorable moment in your career. All involved have worked hard to make this something for you to enjoy and learn from. It is because of your membership and continued involvement in WAHU that we are able to continue to provide such quality programs. I look forward to seeing you in Milwaukee at The Pfister on September 13–15, 2006!

*Kent Schroeder  
President Elect  
Program Chair 2006*

# 2006 WAHU Scholarship Winners

## The WAHU Foundation

### 2006 WAHU JAMES S. VOGEL SCHOLARSHIP WINNERS

**CORTNEY BIESE**, Daughter of Greg Biese, WAHU Member Fox Valley, and **JANE DERDZINSKI**, Daughter of Mike Derdzinski, WAHU Member Southeastern



**Cortney Biese** graduated from Kimberly High School in June of 2005. She will be starting her sophomore year at St. Norbert College in DePere this fall majoring in Education. She is also playing on the women's basketball team at St. Norbert, on top of carrying a full load of courses.



**Jane Derdzinski** graduated from Divine Savior Holy Angels in June of 2006. She will be entering Marquette University this fall majoring in Accounting and Spanish. Jane studied abroad this past spring in Madrid, Spain, was involved with the Orientation staff at DSHA, and was named to the Dean's list for fall 2004 and 2005, and spring 2005.

2007 James S. Vogel applications are available online or contact the WAHU office; application deadline is November 8, 2006. All children and grandchildren of WAHU members are eligible for the \$1,000 scholarship.

## Leading Producers Round Table (LPRT)

NAHU formed the Leading Producers Round Table in 1942 to recognize the successful underwriters of Accident and Health Insurance. Today, the LPRT committee is committed to making LPRT the premier program for top Health, Disability, Long-Term Care and Worksite Marketing Insurance producers, carrier reps, carrier management and general agency/agency managers. For additional information on LPRT, check out NAHU's Web site: <http://www.nahu.org/members/awards-lprt.cfm>.

For more information on LPRT, please see [www.NAHU.org](http://www.NAHU.org).

In 2005 the following WAHU members qualified for LPRT:

**Gordon H. Lenz**  
*Gordon Lenz & Associates*  
Eagle Club/Lifetime Award

**Janel Krueger**  
*J.A. Counter & Associates*  
Eagle Club

**Linda Skoglund**  
*J.A. Counter & Associates*  
Eagle Club

**Dale Petretti**  
*Petretti & Associates*  
Presidents Council

**Rhonda Litschauer**  
*Wausau Benefits*  
Golden Eagle

**Jerilyn Lucas**  
*Benefit Directions*  
Leading Producer

We would like to thank our  
2006 Laureate Sponsors  
for all their support.

Associated Financial Group, LLC  
Benefits, Inc.  
Cyganiak Planning Inc.  
Diversified Insurance Services  
Fish & Schulkamp Insurance  
French, O'Sheridan & Associates  
Frett/Barrington Limited  
Hausmann-Johnson Insurance  
Johnson Insurance Services  
Mortenson, Matzelle & Meldrum  
Schroeder & Associates  
Schwartz & Shea Insurance  
The Rauser Agency

Laureate Sponsors

# Chapter News

## NORTH CENTRAL CHAPTER UPDATE

By Chris Lokken, North Central President



Greetings to all, and I trust that your summer has been a productive, safe and happy one. Other than not getting enough rain in my backyard, this has been one of the nicest summers that I can remember.

The same is true for WAHU in the North Central region. Your board and I have begun to plot out a course for the next

18 months to help you become better at what you do every day. We will be making some exciting changes to our meeting structure, so that we can better serve your needs. Our geography has been a challenge, but we are constantly working to deliver value to you. We are going to give you the chance to make better use of your time out of the office, and give you more top-notch ideas and strategies to help you deliver healthy futures for your clients. There will be more details to follow, as we are in the process of making things happen as I share this with you.

Legislatively, our region will be a hotbed of activity with elections heating up, and I encourage you all to get involved, either through Capitol Hill Club, or by volunteering to help make sure that our legislative landscape still allows for us to bring market-driven solutions to our clients.

Lastly, I want to make sure that we have the best possible people guiding our thought process and delivering value to our membership. We are in the process of completing our Board and Committee Chair recommendations for the 2007 year, so if you want to get more involved, please let me know.

You may be asking yourself, “Self, I think that this all is great, but how do I get all the information I need on the meeting plan, the legislative happenings and what WAHU is all about?” **The answer is simple: JOIN WAHU in Milwaukee for the Annual Sales Conference September 13 through the 15.**

This is going to be one heck of a meeting. The learning opportunity and information presented at this meeting will help you immediately to insure healthy futures for your clients. I know that Milwaukee is a bit of a drive from north central Wisconsin, I know that this means that you will be away from the office and your family for a couple of days, but, I also know this: this meeting will be well worth those sacrifices. So we will see 65 of you in Milwaukee, actually I hope for 100 from the North Central as we should all work to bring a friend.

## SOUTH CENTRAL CHAPTER UPDATE

By Fred Coan, South Central President



**I want to take this opportunity to thank our departing President, Eric Marlow, for his leadership for our South Central Chapter.** I have had the privilege to get to know Eric over the last couple of years and I feel honored to be able to call him a friend. Our Chapter will miss his leadership and commitment to our industry. I am honored and humbled to be elected by

our Chapter Board to replace Eric as President.

My goal is to increase membership and involvement of our current members. With all the forces that are calling for drastic changes to the delivery of the health care system and the pending threats to our livelihoods, it is more critical than ever for us all to join together and get more involved. Please, if you are already a member, get more involved. If you are not yet a member, become one. We need your voice and help.

It was great to see so many of our members at the June annual golf outing at Bergamont in Oregon, which was another great success with money raised for Ronald McDonald House in Madison. I wish to personally thank all the volunteers who worked together to create this wonderful outing, as it was an awesome day with great opportunities to meet and visit with our peers.

Our Annual Fall Sales Conference is rapidly approaching and is scheduled for September 13–15 in Milwaukee at The Pfister. Your Programs Director and volunteers have outdone themselves this year with an unbelievable lineup of speakers, including Barry Alvarez, all hosted in an exciting city. Don't miss out on a truly great opportunity of learning and mingling with your peers.

I hope you have a great summer and I look forward to seeing all of you at the annual sales conference. If you need more information about the conference or have any questions about WAHU, please call Megan at our WAHU office in Madison or email me at [coanf@fish-ins.com](mailto:coanf@fish-ins.com).

## FOX VALLEY CHAPTER UPDATE

By Laurie A. Kohls, Fox Valley President



Summer is definitely upon us, and before you know it, the kids will be going back to school, the Annual Conference will be here, and the craziness of fourth quarter will be upon us all. I hope everyone is having a great summer, and I know I'm looking forward to a successful end of the year for us all.

Our annual golf outing was a great success. I want to thank everyone who helped out with the outing, as well as all the golfers who attended. It seemed that a good time was had by all, and we will have a nice donation for our charity, Harbor House.

The Annual Conference will be held in Milwaukee this September. For those of you who have attended in the

past, you know this is a great opportunity to network with your fellow industry professionals, as well as get a lot of great education in the process. I encourage each of you to talk to your colleagues and urge them to attend as well...it is definitely worth your time.

At the Annual Conference we will be voting on our ballot of candidates for 2007. **The State chapter is in need of another board member representing the Fox Valley.** Your incoming President, Chris Hanson, will be representing on the State level, but we also need one more representative from our area. If you, or someone you know, are interested in representing us on the State Board, please let us know as soon as possible.

**I look forward to seeing all of you at the Annual Conference in September!**

## SOUTHEASTERN CHAPTER UPDATE

By Bob Adams, Southeastern President



Hello to all in sunny southeast Wisconsin! What a time to celebrate victories—congratulations to our State Board for winning many awards at the recent NAHU Annual Conference in San Francisco. The Landmark Award was the highlight, followed by Web design and legislative. Congratulations to Greg Horstman for winning the Legislative

Achievement Award—what an honor.

These awards prove that membership in our organization is very important. **The more voices we bring in, the louder we become.** Promote WAHU whenever you can. Do not let the non-believers ride on our coattails.

Legislative efforts are more important than ever. Remember to get involved with the Operation Shout emails when they come your way on many of the issues that affect our livelihood. At the very least get out and vote. The Governor's race is getting very heated. Bill Enright, our Chapter Legislative Chair, and Greg Horstman, our State Legislative Chair, have a lot of great information, talking points and corrections of falsehoods being stated by the Doyle campaign

against Mark Green. They will be happy to take your calls to discuss and give you direction on how to get more involved.

The Southeast Chapter held a very successful golf outing on June 8. We had a full field of players and a great day to play. Thanks to Denny O'Brien for chairing it and Tom Witkowski, our Program Chair, for emceeding the event. Also, thanks to those who participated, volunteered and sponsored this fun event. A nice check will soon be presented to the Children's Hospital from the event proceeds.

Please mark your calendars for September 13–15. The WAHU Annual Conference will be held in our own backyard. I would like to see a huge turnout from our Chapter. The conference will be held at The Pfister Hotel in downtown Milwaukee. The Wednesday golf event will be held at Brown Deer Golf Course. Fun times are guaranteed!

For those of you who wish to get involved but do not know how you would fit in...our Southeast Chapter Board is looking for new members as well as for people to help run various committees. Please call me at 414-224-3951 to discuss the opportunities.

**Have a safe remainder of the summer!**

# Insuring Healthy Futures

The Pfister Hotel, Milwaukee, WI

## WEDNESDAY, SEPTEMBER 13, 2006

- 8:00 a.m.–3:00 p.m. **WAHU Foundation Charity Golf Outing:** Brown Deer Golf Course
- 4:00 p.m.–6:00 p.m. **Registration**
- 5:30 p.m.–6:00 p.m. **Welcome** Kent Schroeder, 2006 Program Chair  
Barry Alvarez, Athletic Director, University of Wisconsin-Madison  
*Sponsored by Delta Dental of Wisconsin and WPS Health Insurance*
- 6:00 p.m.–8:00 p.m. **Exhibit Hall Grand Opening with Reception**  
Meet and Greet with Barry Alvarez, Athletic Director, University of Wisconsin-Madison

## THURSDAY, SEPTEMBER 14, 2006

- 7:30 a.m.–8:45 a.m. **Registration/Sign-in** for CE Course  
Continental Breakfast *Sponsored by Humana*
- 8:45 a.m.–8:55 a.m. **Conference Welcome** Jon C. Rauser, 2006 WAHU President
- 8:55 a.m.–10:00 a.m. **Predicting Election Outcomes & How to Manage Public Opinion on Health Care**  
Kellyanne Conway, President and CEO, The Polling Company™
- 10:00 a.m.–11:00 a.m. **A Broker's Role in Changing America** *One Credit CE Course*  
Thomas Harte, President, Landmark Benefit 2005 Legislative Chair, NAHU
- 11:00 a.m.–11:25 a.m. **Exhibit Hall Open** *Break sponsored by Anthem BlueCross BlueShield of Wisconsin*
- 11:30 a.m.–12:00 p.m. **Local Chapter Meetings:** Election of 2007 Local Chapter Boards
- 12:00 p.m.–2:00 p.m. **WAHU Awards' Luncheon**  
Presentation of 2006 Gilray Award; Recognition of 2006 WAHU Corporate Sponsors  
**Keynote Speaker:** Governor Jim Doyle (Invited) and Congressman Mark Green (Invited)
- 2:00 p.m.–2:20 p.m. **Exhibit Hall Open** *Break sponsored by Destiny Health*
- 2:25 p.m.–3:15 p.m. **WAHU Town Hall Meeting and 2006 Legislative Update**  
Jon Rauser, WAHU 2006 State President; Greg Horstman, WAHU State Legislative Chair;  
Dan Schwartz, EVP, WAHU *One Credit CE Course—Included with Registration*
- 3:30 p.m.–4:30 p.m. **Live Long and Die Healthy** *Sponsored by Healics, Inc.*  
John D. Shier, RN, PhD, thatgynurse.com *One Credit CE Course*
- 4:45 p.m.–6:15 p.m. **Exhibit Hall Closing with Reception**

## FRIDAY, SEPTEMBER 15, 2006

- 7:30 a.m.–9:00 a.m. **Registration/Sign-In** for CE Course  
Continental Breakfast
- 8:30 a.m.–9:20 a.m. **The Single Payer Health Systems in Western Europe: Would They Work Here?**  
Jon C. Rauser, The Rauser Agency *One Credit CE Course*
- 9:30 a.m.–10:20 a.m. **Health Plans: The Good, the Bad and the Ugly** *One Credit CE Course*  
Massachusetts Health care Plan, Co-Op, WI Health Plan  
Dan Schwartz, Executive Vice-President, WAHU; Russ Cain, WMC;  
John Barlament, Michael Best & Freidrich
- 10:30 a.m.–11:20 a.m. **The Legalities of Wellness Plans** *One Credit CE Course*  
John Barlament, Michael Best & Freidrich

# REGISTRATION PACKAGES

## Wisconsin Association of Health Underwriters (WAHU)

### 2006 Annual Fall Sales Conference

September 13–15, 2006

Name \_\_\_\_\_

#### THREE-DAY BEST VALUE PACKAGE INCLUDES:

**Wednesday:** Reception and Exhibit Hall. **Thursday:** Three credits of CE, Exhibit Hall, Breakfast, Awards Luncheon and Reception. **Friday:** Continental Breakfast.

	<i>Registration Fee (After Aug 18)</i>	<i>Early Bird Registration Fee (Prior to Friday, August 18)</i>	
<input type="checkbox"/> NAHU/WAHU member	\$230	\$205	\$ _____
<input type="checkbox"/> Non-member*	\$330	\$305	\$ _____

#### TWO-DAY PACKAGE (WEDNESDAY & THURSDAY OR THURSDAY & FRIDAY) INCLUDES:

**Thursday:** Three credits of CE, Exhibit Hall, Breakfast, Awards Luncheon and Reception. **Wednesday:** Reception and Exhibit Hall OR **Friday:** Continental Breakfast.

	<i>Registration Fee (After Aug 18)</i>	<i>Early Bird Registration Fee (Prior to Friday, August 18)</i>	
<input type="checkbox"/> NAHU/WAHU member	\$205	\$180	\$ _____
<input type="checkbox"/> Non-member*	\$305	\$280	\$ _____

**Registration Sub-Totals** \$ \_\_\_\_\_

Can only attend for one day? Please contact the WAHU office at 608-268-0200 or wahu@ewahu.org for the single-day rates.

## CONTINUING EDUCATION REGISTRATION

You must be registered for the conference to attend CE. No stand-alone CE registrations will be accepted. CE credits are separate costs not included in package or single-day registrations. Please check all sessions you will be attending.

#### FRIDAY, SEPTEMBER 15, 2006

<input type="checkbox"/> 8:30 a.m. <b>The Single Payer Health Systems in Western Europe: Would They Work Here?</b>	\$15.00 member/\$20.00 non-member	\$ _____
<input type="checkbox"/> 9:30 p.m. <b>Health Plans: The Good, the Bad and the Ugly</b>	\$15.00 member/\$20.00 non-member	\$ _____
<input type="checkbox"/> 10:30 p.m. <b>The Legalities of Wellness Plans</b>	\$15.00 member/\$20.00 non-member	\$ _____
<b>CE Sub-Total</b>		<b>\$ _____</b>

\* Not a member? Join today. Download an application from [www.eWAHU.org](http://www.eWAHU.org). Include application and payment with this registration form and pay WAHU member rates!

# PRE-CONFERENCE ACTIVITIES REGISTRATION

CAN ONLY REGISTER FOR **ONE** OF THE FOLLOWING:

## WAHU FOUNDATION CHARITY GOLF OUTING

*All golfers MUST be registered with the three-day package or two-day package, no single-day registrations.*

Breast Cancer Recovery Foundation and Juvenile Diabetes Research Foundation are the 2006 Charities for the WAHU Foundation.

**Golf Package Includes:** Golf, Cart, Box Lunch and Two Drink Tickets

Member rate                      \$150                      \_\_\_\_\_

Non-member rate                \$300                      \_\_\_\_\_

Please EMAIL the list of those you would like to golf with, WAHU will try and accommodate all requests. [wahu@ewahu.org](mailto:wahu@ewahu.org)

**Charity Golf Total \$**\_\_\_\_\_

## MUSEUM TOUR

\$15.00 per person                      **Total \$**\_\_\_\_\_

The Boat Cruise and Tour of Miller Park are subject to number of attendees registered, a minimum of 20 people for the activity to occur. Payment will be accepted on-site or WAHU will invoice attendees.

## BOAT CRUISE OF THE MILWAUKEE RIVER

\$75.00 per person                      **Total \$**\_\_\_\_\_

## TOUR OF MILLER PARK

\$45.00 per person                      **Total \$**\_\_\_\_\_

# INDIVIDUAL CONFERENCE REGISTRATION

## Wisconsin Association of Health Underwriters (WAHU)

### 2006 Annual Fall Sales Conference, September 13-15, 2006

REGISTRATION DEADLINE IS WEDNESDAY, SEPTEMBER 6 AT 5:00 P.M. • Cancellation Fee: \$10 fee for cancellations in writing or email prior to September 6 at 5:00 p.m. • No refunds for cancellations made after September 6

For accurate counts, please check which events you will be attending:

Wednesday:  Evening Reception

Thursday:  Breakfast  Award's Luncheon  Evening Reception

*(Space is limited, please check if planning to attend)*

Friday:  Breakfast

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Required for CE credits\*: WI License # \_\_\_\_\_

Total Amount Due \$ \_\_\_\_\_

Check Enclosed Payable to WAHU \_\_\_\_\_ Credit Card \_\_\_ Visa \_\_\_ MC

Card # \_\_\_\_\_ Expires \_\_\_\_\_

Cardholder's Name \_\_\_\_\_

Signature \_\_\_\_\_

**REGISTRATION ALSO AVAILABLE ONLINE AT [WWW.EWAHU.ORG](http://WWW.EWAHU.ORG)!**

**Please remit registration form and payment to:**

Wisconsin Association of Health Underwriters  
4600 American Parkway • EastPark One, Ste. 208 • Madison, WI 53718  
Phone 608-268-0200 • Fax 608-241-7790

*Any questions, please contact the WAHU office at 608-268-0200 or [wahu@ewahu.org](mailto:wahu@ewahu.org).*

IN ACCORDANCE WITH TITLE III OF THE AMERICANS WITH DISABILITIES ACT, WE INVITE ALL REGISTRANTS TO ADVISE US OF ANY DISABILITY AND ANY REQUEST FOR ACCOMMODATION TO THAT DISABILITY. YOUR REQUEST SHOULD BE SUBMITTED AS FAR AS POSSIBLE IN ADVANCE. CONTACT MEGAN PURTELL AT THE WAHU OFFICE, 608-268-0200.



WISCONSIN ASSOCIATION OF  
HEALTH UNDERWRITERS

4600 American Parkway, Suite 208  
Madison, Wisconsin 53718

**WAHU**  
news

PRESORTED  
FIRST CLASS  
US POSTAGE  
**PAID**  
MADISON WI  
PERMIT #2783

## **Save the Dates!**

### **2007 WAHU DAY ON THE HILL**

**March 7–8, 2007 • The Concourse Hotel • Madison, WI**

Call for reservations today!

*The Madison Concourse Hotel has a rate of \$99.00 for the concourse level and a rate of \$129.00 for the governor's club level. Please mention the Wisconsin Association of Health Underwriters room block to receive these rates. The room block ends on February 5, 2007.*



Go to [www.eWAHU.org](http://www.eWAHU.org) for the latest information on upcoming meetings!