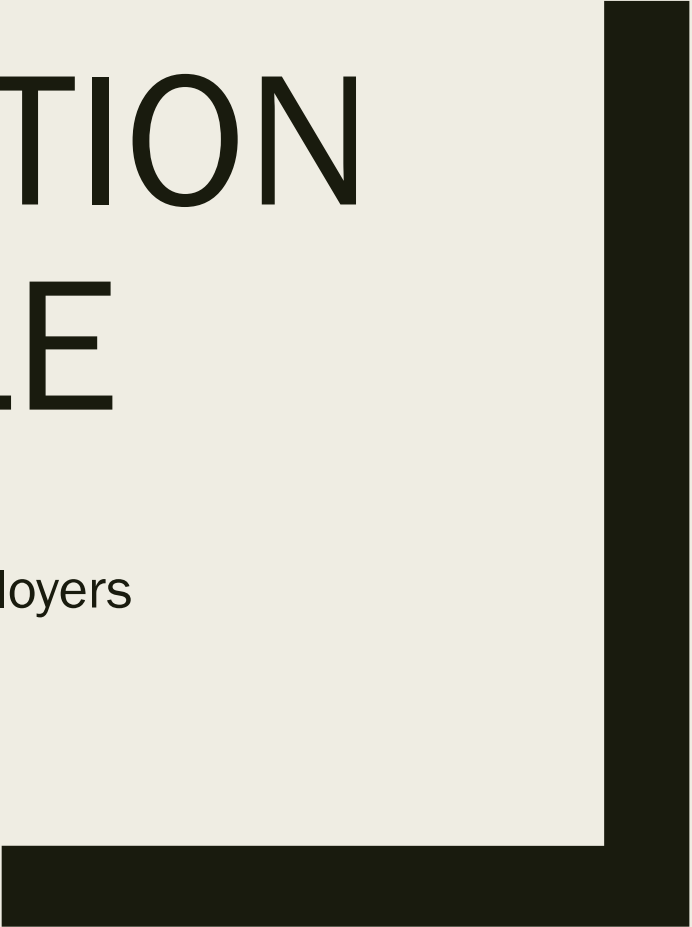




STATE ASSOCIATION ROUNDTABLE

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How State Association's Operate

Models -

- Professionally Staffed Associations
- Managed Associations
- Member-based Management

Growth or Revenue - the marker of health?

- Defining Scope
- What are the benefits of membership?
- Marketing your message – thinking outside the box

Breaking the Membership Barrier

- Assessing your program – are you meeting your strategic goals?
- What tools are you using – what tools are you not using?
- Looking beyond your borders for fresh ideas

Tools

- Are you self-insurance or a self-insured workers' compensation association?
- What is the difference?
- Categories – the fully self-insured, the deductible policy employer, the group fund

Tools

- Investing in marketing – broadening your market
- Educational Programs
- Conference/s

Rethink your strategic plan

- Are you where you want to be?
- What are you doing to promote growth?
- Where is your Board's mindset?
- What next – is it time to shake things up?