



## Retiree Solutions & Advocacy

GE Retiree Benefit Solutions—Let us Help You!

### Agenda Items: Solutions Leadership Team Meeting—8/26/2021

- I. **Call to Order**— \_\_\_\_\_ (Time) **(RECORD)**
- II. **Motion to dispense with Minutes**—Minutes have been emailed to all Board Members; Motion to Accept? Second?
- III. **Minutes & Review of Old Business—6/10/2020**—the Minutes, the Agenda, the March Financial Report and the Video Recording— are ALL posted on the Officer page of our Formal Website —**Please Read/View—sent by email also.** **NOTE: The Solutions Leadership Team Meeting for 7/8/21 was canceled due to personal Board Member considerations.**
- IV. **Financial Report**—Connie Vick-Treasurer—**June-July-2021 Summary**—(Spreadsheet attached/included)—Motion to accept? Second?

**Financial Summary—Connie’s Spreadsheet—June-July 2021 (we canceled July 8th Meeting—so we are making up for 2 months financials)**

**July 31, 2021**— at the end of July-2021: the RCB Bank (7/31/21)— \$6063.07 & Treasurer’s Spreadsheet (7/31/21)— \$6063.07 —**Match.** RCB Bank Balance as of 8/23/2021-- \$6043.01. **More monthly expenses to come (big expenses are paid); but this dollar amount should be close to a “Carryover/Reserve” for 2022--\$5500.00 (That is about \$1500 lower than previous years)**

**\*\*\* We will Discuss “Income Vs Expense” in New Business below-2<sup>nd</sup> Bullet Point, #5\*\*\***

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**Total Donations/Contributors so far for 2021—as of 8/24/2021 (Fundraising Drive started on Oct 20, 2020)— 141 Total Contributors/Donations to date; Total Amount = \$5889.84. Breakdown: Stripe Donations— 87 Contributors, PayPal Donations – 23— Contributors— Total Both-- \$4324.84; 31 Checks/Contributors (since Oct. 19, 2020)— Totaling \$1565.00. With our \$7500.00 Carryover + \$5889.84 Donations = we have raised \$13389.84 – toward our Fundraising Goal of \$15,000 for 2021.**

**We are fortunate, and grateful...that many members give repeated donations—the same person giving multiple times (at much higher dollar amounts)! There are 13“**Gold**” Level (\$120.00) Supporters. We have 29 “**Silver**” Level (\$60.00) Supporters; and 95 **Bronze** Level (\$24.00) Supporters; 4 Helper Level (\$12.00) Supporters.**

## V. Old Business:

- **Reviewed:** in Minutes—6/10/21, in Video on Website, & Agenda for 6/10/21
- **Go Here to Review—6/10/2021 Meeting--**  
<https://www.geretireesolutions.org/solution-leadership-team-meeting-6-10-2021/>
- **Minutes of Benistar-GERBS Meeting on 5/13/21 (3 months ago)—on the Marketing Plan & Anthem-GERBS Policy Agreement also reviewed— no final plan/dates/rollout yet--** <https://www.geretireesolutions.org/benistar-gerbs-meeting-5-13-2021-200-pm/>

## VI. New Business: Our 4 Main Initiatives Going into 2021

- **1<sup>st</sup> Initiative--Benistar Update**
  1. **Documents of the Final GERBS-Anthem Agreement with Plan Option & Rates previous to the meeting**— for Ed Stone—our lawyer & myself to review.
  2. **A Final GERBS-Anthem Agreement—ready for approval & signatures.**
  3. **A Firm Timeline—with concrete dates**— on the following—
    - a. **The implementation of the Newly Designed GERBS Website—Date.**
    - b. **The Previously Recorded and/or Live Webinar of the Benistar-Anthem GERBS Group Medicare Advantage Healthcare Plan—with the benefits of this Group Plan over typical Independent Medicare Plans—i.e.- portability; all Medicare expenses approved no matter the geographical locations service is received; in and out of Network benefits approved at the same rates; extended-ancillary benefits; dental-vision-hearing coverage; prescription coverage; etc. Set the Date that Webinar will be available.**
    - c. **The Specifics of the Marketing Plan**—outreach to GE Retirees/Dependents—how are we going to reach that 60,000 out there, that we know are online—electronically and digitally capable of responding—the retirees/dependents that are computer literate. **A timeline and the method of this outreach—the immediate outreach, then 1 month, 3 months, 6 months... continued outreach?**
    - d. **The Actual Announcement Date—the platforms we will use make this Announcement—email distribution, Facebook, New Website, Retiree Groups/Associations, Webcrawler-Paul’s marketing tools, etc.**
    - e. **Implementation or Live date of the Group Medicare Advantage Plan—the Actual Enrollment Date.**
- **2<sup>nd</sup> Initiative--Membership Growth & Revenue/Income Vs Expense:**
  1. Continue to work on **Emails to Members to gain Membership**; entice Participation.

2. Haven't really done much on **solicitation of Donations**—waiting on Benistar to proceed.
  3. Developed, with Benistar/Paul Syzarto, a **Comprehensive Marketing Plan**- to entice Membership and therefore increase Revenue/Income. **Plan has been discussed with Board. Waiting on Finalization of Benistar Agreement (done) & Anthem-GERBS Agreements to proceed with Marketing Plan??**
  4. **Statistics—StatCounter—Website, Facebook “Insights.”** Through these 2 tools we **Track Progress—participation, support.**
  5. **Financial— Income Versus Expense—**Understanding where we stand-- our **Total Expense -7/31/21-- \$7146.58; Total Revenue/Income-8/24/21— \$5889.84 (141 Contributors since Oct-2020-Start of Fundraising)** Balance hit the red (minus) for the first time-April-July-as of 7/31/21—**Minus \$2819.57. We are now cutting into the carryover/reserve from 2020. That leaves about \$3244.00 to cover Expenses from now till the end of year (and we still owe Ed Stone); and is reducing our Carryover/Reserve.** We have tried numerous times to solicit more donations—**only 141 donations out of 706 Registered Users/Members—20.0%** (with many multiple donations), & **2500 Facebook Group Members** (about 1500 are active on FB). **Some Politics/Territorial stuff going on/interfering —with Retiree Groups-FB, Retiree Reps, GE, Etc.?? Deferring Stipend—GERBS-Paid for computer.**
- **3<sup>rd</sup> Initiative--Marketing Plan/Campaign (??)—**Using our Email Distribution List; Posts/Ads on or Facebook page; Posts/Ads on our Solutions Website; Google Ads, Facebook Ads; Benistar/Syzarto designed New Website (??); Internet Marketing in key GE regions/areas; to other GE Facebook Groups; to Retiree Reps/Groups across the Country. Benistar to help with this (??). Mention Member Survey Interest (list); Poll on our Facebook page. **Kick-off—Date??**

**Facts:** Roughly, there are 60,000 Online Retirees/Dependents; if **20% JOIN us**, that would be **12,000 New Members**; if **only 10% join us**, that would be **6000 New Members**. Of those 2 groups (12,000 Group or 6000 Group join us), If **ONLY 10% Join & gave a Donation** at the **minimum \$24.00 Annual Bronze Level**—that would be an **increase of revenue/income**, to \$28,800 (10% giving of the 12,000 New Members Group); or \$14,400 (10% giving of the 6000 New Members Group).

**\*\*\* And that is why Marketing is so very important—It Creates Revenue! \*\*\***

- **4<sup>th</sup> Initiative--Pension Plan De-Risking Concerns-- still a concern/priority—**Freezes, Buyouts, De-Risking, Etc.—Presentation from Ed Stone (Feb. 11)—is on Officer Page. Show to Members; Invited Retiree Reps to View?? Webinar held—April 7<sup>th</sup>. **Brought up at GE Spring Meeting—April 23, 2021; Letter sent to GE Board of Directors & Kevin Cox—5/2/21--acknowledged; Email sent to National Retiree Reps—April 26, 2021 (no response); Email to IUE-CWA Division—5/4/21--responded. 372 Views of Pension De-Risking page on our Solutions Website; 89 views of Video on YouTube. Also, emailed, and trying to set up a meeting with Carl Kennebrew—Division President—IUE/CWA Division. I have also submitted an Article on GE Pension Plan De-Risking to a number of News Media Outlets. We are communicating about GE actions regarding Retiree Benefits (Healthcare, Pension); we are being “proactive; we are doing what we always do—advocacy—advocating on behalf of Retirees/Dependents.**

And of course we are getting resistance—from individuals, Retiree Reps, and others—trying to pick apart our position on GE's Pension Plan De-Risking actions. Politics!

To Review Pension Plan De-Risking Video & Materials, Go Here (scroll down)--  
<https://www.geretireesolutions.org/events/> (on Home, Membership & Events pages)

- **Held Up: Frustrating after 4 delays (coming up on 9 months)-- Group Healthcare Plan Kick-Off; Marketing Plan Kick Off; Member Enrollment Date; New Website Design— Site Ground Host—costs us because we have to continue to pay GoDaddy a higher amount. Name Change Progress—Kansas SOS—Done; IRS—waiting on approval letter (Finally got through to IRS 5/10/21—they are backed up—said give it 60 days; I told the Agent it has been 90 days; he said he would put it in the record?); RCB (Our Bank)—wants the IRS Letter to do a switch-over to a new GERBS Account. UPDATE: Contacted my Congressman to push IRS to get the name change expedited.**
- Update of Important Organizational Documents on our Officer page on GERBS formal website; also Updates on Pages— complete. Thank you to those that have been checking the Website pages, and giving me updates/corrections.
- Committee Reports: Chairs? Betsy—Communications; Brian—Benefits; Outreach/Collaborations--Rodney; Audits/Assist Treasurer—???. Financial-Fundraising, PayPal/Stripe—Connie; Website—Approvals, ChaPort—Bob; By-Laws/Elections—Stanley?? New Committee Chair
- Meeting Dates—going forward—Mark your Calendars. Always on the 2<sup>nd</sup> Thursday of the Month, at 11:00 AM (EST)— 2021— Aug. 26, Sept. 9, Oct. 14, Nov. 11, Dec. 9.
- Any Other Business? Trustee Position? Site Ground Hosting—new website hosting provider? Email Marketing Program/Software (MailPoet discontinued). Ed Stone Payment/Fee? Ed Stone—will be an Advisor (not a Board Member). Brian—Rx Help Centers Mtg? Paul S—Perks Info/Page?

VII. **Adjourn—** \_\_\_\_\_ (Time)