

MDRT ALL STAFF MEETING SUMMARY

May 22, 2019

MDRT Headquarters

Park Ridge, Illinois, USA

An all-staff meeting of the Million Dollar Round Table was convened by CEO **Steve Stahr** on May 22, 2019, at 9 a.m.

GLOBAL COUNCIL MEETING RECAP

Director, Strategic Engagement, **Pam Brown** reported on the May 6 to 8 meeting in Barcelona, Spain, also attended by Stahr; Managing Director, **Barbara O'Connor**; and the Executive Committee. Brown thanked Meeting Planner, **Anne Dignan** for a tremendous job with her partners and the “wow” location. All division reports were approved as submitted. Perry Holley, John Maxwell Senior Consultant and Executive Coach, discussed Maxwell’s “The Five Levels of Leadership.” Holley reviewed practical applications so attendees could implement concrete ideas. During breakout groups on Day 2, participants explored better ways to use the Global Council. The Executive Committee made sure the Global Council had a clear vision of where leadership is going, addressed a reporting structure for more constructive feedback and asked what the Global Council needs from them. Global Council members said they want to hear more from the Executive Committee about how they can support organization goals and connect as a group to develop relationships. Brown shared a moving letter from Global Council member Heather Meszaros, who was grateful to MDRT for striving to achieve excellence and taking the time to invest in her, and who thanked the Global Council and staff for helping to grow her leadership abilities.

EXECUTIVE COMMITTEE MEETING RECAP

Stahr updated staff on the 2019 Executive Committee Meeting, May 8 to 10, which immediately followed the Global Council Meeting in Barcelona, and said it was a great experience. Stahr gave the CEO report and said he will host a lunch at the Annual Meeting as part of a U.S. initiative to invigorate and engage the U.S. market. The Executive Committee reviewed a budget recommendation related to Big Data that will provide us with the tools to do data analysis to serve

members better. Referencing the upcoming Annual Meeting, Stahr reminded staff and participants to take care when responding to speaker requests for feedback to be certain comments do not wind up on speaker websites as endorsements. Immediate Past President **James D. Pittman, CLU, CFP**, got approval to generate more value from Top of the Table through restructuring to allow Top of the Table to operate as its own organization and not just as a meeting. Pittman reviewed the audit; Stahr shared a letter from MDRT's auditor praising management's reporting and exercise of internal controls, and he thanked staff for their efforts in this area.

Organizational leadership for 2020 changes were submitted and approved. Stahr thanked Executive Assistant, **Gina Fadin** for preparing meeting agenda updates. All MDRT's 2019 meetings, beginning in June, are lined up. Anticipating a very good Fall, Stahr said the meeting schedule will push everyone; he shared accolades for all that is getting done and thanked staff. The Executive Committee will meet two days in July to review Latin American markets and develop strategies in that part of the world. The Executive Committee will talk with Nominee **Peggy Tsai, RFP, CFP**, at the July meeting, which will give Secretary **Randy L. Scritchfield, CFP, LUTCF**, an opportunity to share his experiences in the role into which Tsai will transition. O'Connor provided an update of the U.S. initiative, and the marketing plan was put forth and approved. MDRT will form a task force to explore an independent channel in the United States and determine how to pursue and attract some of the expected 200,000 prospects for MDRT and the MDRT Academy. There will be an intelligence effort in July to get background information, and Stahr asked staff to provide information if asked. Stahr thanked all who had a hand in meeting preparations and singled out Dignan for managing meeting logistics.

GANT TRAVEL PROCESS

Senior Director, Finance, **Laura McGrady** reported the Approved Traveler List is now on the ATM and asked staff to use the new form. Staff members no longer need to send approval forms to McGrady; she asked that they instead send them directly to Gant and be sure to copy Accounts Payable Coordinator, **Charmaine Recendez**. Regarding changes on the travel form: a) Staff who want to receive a travel itinerary prior to ticketing so they can approve it should answer a new question that requests a Yes or No response; b) Staff who submit an Approved Traveler List to Gant will receive a copy of the final ticketed itinerary for all travelers listed. Staff have 24 hours to notify Gant regarding any corrections without incurring a change fee. McGrady suggested using dollar amounts shown on final itineraries to more accurately capture trip costs.

MEETING SERVICES UPDATE

Director, Meeting Services, **Jeanne Malone** said MDRT is now entering its full meeting cycle; everyone touches meetings in some way and Malone thanked all staff. With excitement about the approaching Annual Meeting in Miami Beach, Florida, MDRT also is gearing up for the Global Conference and EDGE Meeting, and everyone is working across the board.

BUILDING SERVICES UPDATE

Director, Facilities, **Austin Hurley** reported the following: a) A new bike rack is now at the west end of the building; b) During the May 9 Volunteer Day at Misericordia, 12 MDRT volunteers worked alongside 600 residents with physical and developmental disabilities; and c) Inventory Specialist, **Steve Faulhaber** completed Office Service Professionals Certification (OSPC) and passed the examination through the Association of Office Services Professionals (AOSP). Hurley congratulated Faulhaber for his achievement and for pursuing continued learning and presented him with an AOSP certificate. Certification focuses on professionalism, customer service, time management, business ethics, safety and security.

MDRT MEMBER APP UPDATE

Director, Emerging Media, **Wayne Schmeiser** updated staff on MDRT's membership app, now into its first year. The app has been accepted by members, who are seeing the benefits. While the initial focus was on content, the team continues to load weekly themes to keep it fresh and push boundaries. The app can be personalized; members can scroll to find topics of interest and create and view lists. This is starting to help members collect information and see and follow other members' lists. The next phase involves building community around the app and its content, developing a new release and alpha and beta testing to learn why people are not connecting with other members. The team is making decisions based on data and, eight to nine months in, has good statistics. More than 2,000 pieces of content have been accessed by more than 800 users. On average, 175 active users per week are coming back. MDRT's average rating remains high at 4.48; this suggests the app is being used, accepted and liked. There remains a long way to go, but next steps include tracking what users are doing in the app, rather than just relying on what they are saying about it.

SYSTEM SECURITY CHANGES

Senior Director, Information Technology, **Jim Unander** updated staff on MDRT cybersecurity concerns. Citing serious attacks in Baltimore, Maryland, Unander said MDRT's deskware was attacked last year. IT was able to isolate the server, but hackers are finding creative ways into

the system. MDRT is installing new ransomware to block the attacks; Unander asked staff to call IT if an exception is needed for access. He asked staff to be vigilant to help MDRT control what we can.

MEMBERSHIP UPDATE

Director, Member Processing and Research, **Tom Ensign** reported 71,963 members, 9 percent more than last year at this time. More than 63,000 of the applications were online, an increase of 8,000 (15 percent). The department is transitioning the way it processes applications. As opposed to all-paper applications where the department verified everything before membership was approved, with online applications, they accept what members provide on the front-end and are doing more review and clean-up on the back end. Now in the process of an application audit, the department has reviewed more than 15,000 records at a high level, leading to a closer look at more than 2,000 records. As a result, Member Processing sent notices to about 800 members; if they do not get responses, MDRT can rescind memberships and membership numbers will reflect those changes. The department also is cleaning records to make sure numbers are correct in time for the “final” reports and company rankings generated from them on July 1. They reviewed 4,000 member records to ensure correct company affiliations. More than 8,000 records have been merged in the past year; about 4,000-4,500 merges remain. After the Annual Meeting, the department will begin ramp-up for next year’s membership season.

On the research side, Research Project Manager, **Vickie Lazar** is putting final touches on the Annual Meeting survey. Membership is preparing for five focus groups—two exploring content offerings and usage, one regarding onboarding of U.S. first-time members and two with members from New York Life about their membership needs, interests and MDRT’s value to them.

FOUNDATION UPDATE

Executive Director, MDRT Foundation, **Michele Stauff** shared a video illustrating a new approach to announcing grants this year. The MDRT Foundation Grants Committee identified a few select, larger grants and, rather than telling an awardee directly that they received an award, the Foundation surprised the organization’s representative with a call from Grants Committee Chair **Scott Lebin, RFC, CWS**. Stauff will post the video—which featured an emotional, surprised reaction from awardee Enid Mobile Meals—on Yammer.