



**PENNSYLVANIA ASSOCIATION OF HEALTH UNDERWRITERS
POLITICAL ACTION COMMITTEE**

C/O ROBERT ZIFF, TREASURER
17 NORTH DELMORR AVENUE, MORRISVILLE, PA 19067-6278
215-428-9500 (PHONE) / 215-428-9720 (FAX)

September 2004

Dear Colleague,

With today's industry pressures, the Pennsylvania Association of Health Underwriters has become a driving force in educating and advising our elected officials about healthcare legislation that affect our clients and our own livelihoods. With the help of our lobbyist and our dedicated PAHU members, we have gained momentum in influencing the mindset of many legislators that may have "good intentions" but do not fully understand the ramifications of passing certain pieces of healthcare legislation. Now is the time that our industry association takes our lobbying efforts to the next level.

Politics is about money and who has the bigger war chest to win elections. Every politician needs money to get elected and to stay elected. Our efforts as a leading industry association can only go so far on our knowledge and good looks. If we really want to make an impact and influence the decisions that affect all of us, the reality is that we need to make financial contributions to supportive leaders that we want to get elected and then stay elected.

Virtually every powerful and successful trade association has organized to form their own political action committee (PAC) to help to protect their interests. Our national association (NAHU) has had a federal PAC since 1995 and now, it is our time. The Pennsylvania Association of Health Underwriters has formed a state PAC so that we can solicit funds from our members for disbursement to state candidates who are both accessible to our PAHU members and who are willing to consider our point of view.

We are a nonpartisan political action committee dedicated to the interests of the PAHU membership. We have a Board of Trustees and have adopted a set of bylaws that are available for your review on our website, www.pahu.org. We have made sure that all the local Pennsylvania chapters have representation on our Board.

Now the pitch! We are asking for your support. Please see the enclosed PAHU-PAC brochure and consider an investment in protecting your client's best interests and your personal livelihood. I want to emphasize that our distributions will not buy votes, but it will give us access to the Pennsylvania lawmakers and good candidates that will allow our voice to be heard and to help them get elected and stay in office.

Please make the investment NOW, it's easy to put off and forget, so put down what you're doing and JUST DO IT! We've made it easy to contribute and you'll be glad you did.

Thank you,

Shawn Orenstein
Chairman, PAHU-PAC