

# National Association of Benefits and Health Professionals Treasure Valley Chapter

## Board of Trustees Meeting Minutes

March 20, 2025

PacificSource Health Plans

408 E. Parkcenter Blvd., Suite 100, Boise, Idaho  
and ZOOM

**BOARD MEMBERS PRESENT:** Marcia Benton, Doug Fry, Knute Kleven, Joe Morgan, CarrieAnne Kowalczyk, Stephanie Hartruff, Samantha Venable Harjo, Alex Kane (Zoom), Daniel Skelton (Zoom), Claudia Callahan (Zoom), and Sebrina Chevalier-Koehler (Zoom).

**GUEST PRESENT:** None.

**BOARD MEMBERS EXCUSED:** Lisa Wilson, Kim Pennington, Michelle Taylor, Isaac Skelton, Amity Harrison, Claudia Callahan, Maya Moser, and Kelcy Mann.

**BOARD MEMBERS ABSENT:**

Meeting called to order at 1:34 p.m.

Roll call

1. President's Report (Marcia Benton – President)
  - a. Review of Antitrust Statement – Marcia read ChatGPT explanation of our current Antitrust Statement. It is a good reminder that we have carriers and agents in our meetings, both board meetings and member meetings. We also need to be aware of not making statements that could imply that the association doesn't want to deal with one carrier or another. Dig into this today; Idaho passed Medicaid law where now Dept of H&W is going to be putting out a bid for Managed Care Contract. Does NABIP have a say in this matter? Do not believe we do. Goes against what our association believes. We can lobby for a specific bill, i.e. private vs. federal exchanges.
  - b. Approval of February 20, 2025, Board Meeting Minutes  
**Doug Fry** made a motion to approve the February 20, 2025, Board Meeting Minutes. **Daniel Skelton** seconded the motion. Motion passed, unanimous vote.
  - c. NABIP-TV Sponsorships Committee-Updates?  
Continuing to work on obtaining sponsors. Still need: one more Ruby, two Emeralds, one sapphire, and amethysts and garnets. Sponsorships cover every single Treasure Valley event. MHC will be an Amethyst Sponsor (Sebrina will send invoice).
  - d. Scheduling Happy Hours, a Membership Drive and Membership Benefits Lunch
    - i. Happy Hour:  
No new report at this time.
    - ii. Membership Drive  
No new report at this time.
    - iii. Membership Benefits Lunch  
No new report at this time.
  - e. Buy Idaho Show in February  
Marcia and Claudia attended the event. Claudia posted picture of the event. Frances also attended and took a few photos.
  - f. Discuss moving to a calendar year budget  
No new report on this item.
  - g. 2025 Cap Conference  
Idaho had 19 people there, Treasure Valley chapter was able to meet with Crapo, he was mostly receptive to our conversation. He greatly appreciated the real numbers that we were able to provide from YHI about the tax credits, but he stated it was a big ask, having to cut \$880 million from his committee.
  - h. 2025 Fall Forum Updates
    - Date: Friday, September 5<sup>th</sup>, 2025
    - Location: Saint Alphonsus – three spaces within the hospital. Will do breakout sessions. Vendors will be in the big room. Breakouts will each be done twice so that gives attendees the chance to attend more than one breakout session.
    - Keynote Speaker: Pending – NABIP CEO.
    - Fall Forum Committee Volunteers: Knute, Doug, Marcia, Lisa. Two part committee.

- Speaker Ideas: Panel about CRMs-AgencyBloc; Compliance; Medicare Rules; other ideas send to Marcia. Four CE credits. Marcia will get meetings on the calendar.
- i. Budget Committee - Discuss moving to a calendar year budget.  
Tabled to the March Board Meeting.
  - j. March 2025 Membership Meeting
    - Topic: Navigating Choices for Dual Medicare & Medicaid
    - Sponsor(s): Molina Healthcare
    - CEs Offered: 1
    - Attendees: 31 (Reviewed Monthly Meeting Report)
    - Marcia announced the following:  
Upcoming Meetings: Thursday, May 8th – Legislative Update – Alex LaBeau, President – Idaho Commerce and Industry.  
Mentorship Program  
REBC Designation  
LPRT  
Education Foundation  
2025 Top Golf Charity Event
2. Secretary Report (Doug Fry)
    - a. Education Foundation
      - No new report at this time.
    - b. Health Insurance Awareness Day 2025
      - No new report at this time.
4. Chair Reports
    - a. Treasurer’s Report / Finance / Budget (Daniel Skelton, Treasurer; Marcia Benton, Co-Chair)
      - Profit and Loss Statement for July through February 2025
        - i. Reviewed current Profit and Loss Statement through February 2025.
        - ii. Current bank balance: \$25,597; currently we have \$17,000 in QuickBooks that need to be categorized.
        - iii. Daniel needs to send the current profit and loss to Joe Morgan to be added to the website.
      - Reviewed Income from Monthly Membership Meetings.
    - b. Professional Development Update (Alex Kane and Kelcy Mann, Prof. Dev. Co-Chairs)
      - SurveyMonkey –  
Received 22 responses. Thank you, Doug, for your assistance with SurveyMonkey. We didn't receive any speaker recommendations. Two people responded that they would like to join a committee or the board. Not what we hoped for. One idea, D&O and Case Studies—does anybody have any speaker recommendations?
      - Update on speakers and sponsors:  
May Meeting – Alex LaBeau, President - Idaho Association of Commerce and Industry. John Eaton, Vice President, may also be in attendance to speak. Sponsor: TBD; Location: Saint Alphonsus – Nampa, Idaho.  
June – TBD  
July – TBD  
August - TBD
    - c. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Stephanie Hartruff, Co-Chair)
      - CarrieAnne had a member reach out to her (Lindsay Clarke Youngwerth) to ask for help on a bill that she is working on with Chris Mathias.  
**HB 2002:**  
**Direct Payment Credits:** Insurers must credit payments made by insured individuals directly to physicians or healthcare providers for medically necessary, covered services when no claim is submitted, and the payment is less than the insurer's average discounted rate for the service.  
**Insurer Obligations:** Insurers are required to establish procedures for insured individuals to claim these credits and provide accessible information about the necessary documentation on their websites.
      - **Here is information on another bill passed in Texas that same year: (I have not talked to Director Cameron about this one.)**

House Bill 711 (HB 711) prohibits certain contractual clauses in provider network agreements that can restrict competition and limit consumer choice. This legislation enhances market competition and offers consumers greater flexibility in managing healthcare expenses.

- d. Membership Recruitment and Membership Experience Chair Update (Knut Klevan/Claudia Callahan-Co-Chairs)
- Knute held a New Member Orientation on March 6<sup>th</sup>; two people attended the Zoom call: Jeremy Battershell/St. Lukes Health Plan and Jacob Fletcher/Intermountain Agency.
  - Reviewed current membership reports – New Member, Billed not paid, and Lapsed.
  - Currently ranked 6<sup>th</sup> for growth and ranked 7<sup>th</sup> for retention. There will not be an updated report until June 2025.
  - Next New Member Orientation/Value of Membership Meeting is 5/1/25 at 1 pm. Zoom info is on NABIPTV.org under events, or email Knute for more info.
  - We need to go through the member list and reach out to current members that have agents and let them know about the agency memberships.
  - Updated list of current licenses issued in the past year. Up to beginning of February/March. State has asked us to send out a drip campaign. If anybody has extra time to assist Marcia, please let her know. State will pay \$30 to pay for updated agent list. Marcia will send the list to Knute to help sort.
- e. Diversity, Equality, Inclusion & Belonging (Maya Moser and Sam Venable Harjo – Co-Chairs)
- Survey – working on QR Code and survey monthly meeting.
  - Sam, Maya, and Marcia discussed the value and benefits of DEIB and feel strongly that what we do in our meetings shows DEIB in our actions rather than by words. Today's meeting is an example of supporting our vulnerable and disabled populations and ensuring our DEIB values are in practice. In an effort to avoid inflammatory situations, we are not going to do presentations under the banner of DEIB at this time but will continue to support fellow brokers and clients with actions that show DEIB.
  - Stephanie confirmed that it was not required for awards to present specific to DEIB, but having a committee and trainings meets our requirements.
- f. Marketing and Communications Update (Joe Morgan and Lisa Wilson, Co-Chairs)
- Social Media Releases – Updates/postings to NABIP-TV Facebook page, LinkedIn Program; Twitter (Buffer)
  - Letters to the Editor (5); Op-ed articles – Lisa will be working on these.
  - Status on Social Media Posts (40) – Jane Fry has volunteered to start helping with the social media posts.
  - Press Releases - Lisa
  - Update NABIP-TV and NABIP-Idaho Website - Joe is still needing a new President's message from Marcia.
  - Newsletter – send something out quarterly via email, other months just website. Also, put newsletter on the PowerPoint presentation at monthly membership meetings. Lisa is doing quarterly newsletters. Stephanie is doing the other months. Get points for 12 newsletters per year.
  - Sebrina will send Joe the 2024-2025 Strategic Plan to be posted to the website.
- g. Membership Recognition Chair (Stephanie Hartruff, Marketing Recog. Chair)
- Awards Status Updates
    - i. Stephanie is currently collecting documentation for the Pacesetter Award. She and Marcia will be meeting tomorrow to review where we are at in the documentation process.
    - ii. NABIP Officer Trainings  
There will not be awards allocated for the online Leadership training this year because the NABIP system did not track it accurately, so they are just omitting those points.
    - iii. Future Board -  
Marcia will be reaching out to the current board members to see who all is planning on staying on and if they want to continue in their position or move to a different position. Stephanie will be coming off as Legislative Co-Chair as she will be joining the State Board as their Membership Recognition Chair.
    - iv. LPRT new year as of January 1<sup>st</sup>.

- h. Community Service (Michelle Taylor, Community Service Chair; Kim Pennington – Co-Chair)
    - 2025 Top Golf Event – Monday, April 21, 2025  
Currently only five baskets so far for the raffle.
    - 2025 Golf Tournament  
Date: Friday, August 1<sup>st</sup>, 2025
  - i. NABIP-PAC/IPAC Chair (Isaac Skelton and Daniel Skelton, NABIP-PAC/IPAC Co-Chairs)
    - Status of NABIP-PAC/IPAC  
\$206.00 was raised at the March Membership Meeting. Joe Morgan was the winner of \$103.00.  
Joe was paid via Cash.
5. New Business
  6. Old Business
  7. Adjourn
    - **Samantha Venable Harjo** made a motion to adjourn the meeting. **Knute Kleven** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:22 p.m.

**Task List**

**Board Member**

- **Knute/Claudia** – Create list and track monthly calls to those on the Billed not paid report.
- **Lisa Wilson** – Work on Press Releases, Newsletters, Letters to the Editor, etc.
- **Alex Kane/Kelcy Mann** – Find speakers and sponsors for upcoming membership meetings.
- **Joe Morgan**– Update NABIP-Idaho/NABIP-TV websites with meeting dates and upcoming event dates.
- **Marcia Benton** - NABIP-TV Sponsorships Committee
- **Marcia** - Scheduling Happy Hour, a Membership Drive and Membership Benefits Lunch

Please read and print these minutes and bring to the next board meeting to be held on:

**Thursday, April 17, 2025**  
**1:30 p.m. – 3:30 p.m.**  
**Location: TBD**