

National Association of Benefits and Health Professionals Treasure Valley Chapter

Board of Trustees Meeting Minutes

April 17, 2025

Mountain West Scouting Office
8901 Franklin Rd, Boise, Idaho 83709
and ZOOM

BOARD MEMBERS PRESENT: Marcia Benton, Doug Fry, Knute Kleven (Zoom), Joe Morgan, CarrieAnne Kowalczyk, Stephanie Hartruff, Lisa Wilson (Zoom), Kim Pennington (Zoom), Michelle Taylor (Zoom), Samantha Venable Harjo (Zoom), Alex Kane (Zoom), Daniel Skelton, Amity Harrison, Claudia Callahan, Maya Moser (Zoom), and Sebrina Chevalier-Koehler.

GUEST PRESENT: None.

BOARD MEMBERS EXCUSED: Isaac Skelton and Kelcy Mann.

BOARD MEMBERS ABSENT:

Meeting called to order at 1:35 p.m.

Roll call.

1. President's Report (Marcia Benton – President)
 - a. Review of Antitrust Statement –
 - b. Approval of March 20, 2025, Board Meeting Minutes
Doug Fry made a motion to approve the March 20, 2025, Board Meeting Minutes. Kim Pennington seconded the motion. Motion passed, unanimous vote.
 - c. NABIP-TV Sponsorships Committee-Updates?
Review of sponsors, now have at least one sponsor at each level. We can still sell and adjust sponsorship amount after the Spring Charity event. Currently short about \$400, but that amount can be made up with being able to have additional vendors at the Fall Forum event.
 - 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. 2025-2026 Board Member
Please reach out to Marcia if you are NOT planning on continuing on the board. If you don't reach out to Marcia, you are planning to continue on the board. Suggested board members:
Lindsay Clarke-Youngwerth
Lisa Brown
Caleb Simpson
Julie Tripke
 - f. NABIP Annual Convention – June 2025 - Miami, Florida
Anyone that would like to attend? Have a couple of discounted tickets? Reach out to Marcia if interested. CarrieAnne can attend if we need an additional Treasure Valley attendee. State reimburses \$500.
 - g. 2025 Fall Forum Updates
 - Date: Friday, September 5th, 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.
 - Committee Meetings – Wednesdays at 2:30.
 - 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.
2. Secretary Report (Doug Fry)
 - a. Education Foundation

- 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 April 17, 2025
 - Reviewed 2024-2025 Budget and current Profit and Loss Statement through April 17, 2025. Current net income is showing \$17,862.
 - Current bank balance: \$25,597; currently we have \$17,000 in QuickBooks that need to be categorized.
 - Currently working on filing any needed tax documents. Needs to change our fiscal year with the IRS to change from July 1st through June 30th. If you don't file for three years you lose your non-profit status.
- Reviewed Income from Monthly Membership Meetings.

b. Professional Development Update (Alex Kane and Kelcy Mann, Prof. Dev. Co-Chairs)

- 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. Location: Saint Alphonsus – Boise, Idaho. Still looking for a meeting sponsor-reach out to the available state sponsors and see if one of them will step-up. Marcia will reach out to The Baldwin Group regarding May meeting sponsorship.

June – TBD – Location: St. Luke's Central Plaza Room

July – TBD – Location: PacificSource; Joe will ask Kim Tower if they want to be the meeting sponsor.

August – TBD – Location: St. Luke's Central Plaza Room

Fall Forum – September – Saint Alphonsus Boise

October – TBD

November – Zoom Mtg. – National Speaker; still hold a Happy Hour for people to get together.

Ideas: BPA – mental health topic (Marcia will reach out). State Professional Development Chair in communication with the chapter Professional Development Chairs so we know what their speaker line-up will be, so we're not duplicating speakers and ideas. St. Luke's Plan Designer (AV Calculator or Conceptual) if conceptual do a panel, if detailed just do one carrier. Product design for the individual market. interested in speaking along with a few other carriers for a panel discussion?

Ins and outs of HSAs/MSAs/FSAs. Ancillary products LSAs. Panel – Westmark have HSAs and MSAs and HealthEquity. MSA strictly Idaho. Marcia has a contact for MSA – have a bunch of contacts for HSAs. LSAs – Ben from Moda; Lively; ICCU. MSAs has to be a local bank. Westmark has MSAs and HSA vendor (HealthEquity or Lively) so no conflict of interest.

c. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Stephanie Hartruft, Co-Chair)

- CarrieAnne did a Lincoln Day Dinner up in Idaho City. Ada County tickets sold out too fast and she didn't get a ticket to attend. Fae Thomspson, Robert Baswinger, Kristi Zito – all on H&W Committee. CarrieAnne has a meeting scheduled tomorrow with Lindsay and Chris Matthiason. Make sure we get the points from the dinner for awards. Dinner was a lot of fun, probably 100 people in attendance. Attendees didn't realize we existed, please use us for resources. Will set up meetings to have coffee with them.
- Scott Leavitt is taking over Leg Chair for the State.
- Max Carlin, Staff Member with National, is leaving and being replaced.

d. Membership Recruitment and Membership Experience Chair Update (Knut Kleven/Claudia Callahan-Co-Chairs)

- Reviewed current membership reports – New Member, Billed not paid, and Lapsed.
- 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.
- Marcia handed out membership lists to the Board. Currently we have 155 members. Organized list by insurance agencies/carriers. Have a lapsed board member. Heavy carrier membership. There are so many brokers in the areas that are not members. Of 155, only about 90 are brokers. Currently have lists of every licensed agent through March 2025. Marcia sent out an email to 950 brokers inviting them to the State Symposium; 75% open rate for those emails. Need to come up with a current email campaign—ask YHI to send out emails for us. Brokers on the YHI list are active agents. Doug will reach out to Pat and Nichol at YHI and ask. YHI should

- recognize having educated brokers. Not asking them to give us their list, but to send something out for us.
- Bob with National, will give us \$50.00 any time we tell him we're doing a membership drive.
 - Agency dues are now back through National. It doesn't cost the state and local chapters anything. Let's start pushing that option. It is a paper/excel file. Purpose is to get new members. It's not meant to pick and choose who is going to be a member at an agency, every sales agent has to be included in the agency dues.
 - Former members list – please go through and see who you are able to reach out to. Marcia will email list out. If there are people you are able to reach out to, just reply to email and let us know who you are reaching out to.
- e. Diversity, Equality, Inclusion & Belonging (Maya Moser and Sam Venable Harjo – Co-Chairs)
- Jessica of National NABIP says DEI&B is not going anywhere, however the name may change. Equity and equality in access to healthcare is in our Healthcare Bill of Rights.
 - Sam and Maya will work on new ways to add this to our events. Survey – working on QR Code and survey monthly meeting.
 - 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
Would like to prepare a Press Release that NABIP Treasure Valley has donated this much money to these three organizations; see if we can get a hit.
National Calls – Kelly will forward Press Releases; are we supposed to send those out? Lisa said she is unsure as she doesn't receive an invitation for any National or State Marketing and Communication Calls. Marcia will reach out and find out this information.
 - 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. Marcia is currently working on the April Newsletter.
 - Knute to send Joe postings for Social Media regarding his New Member Orientation Meetings and what dates he wants them posted.
- g. Membership Recognition Chair (Stephanie Hartruff, Marketing Recog. Chair)
- Awards Status Updates
 - i. Received Gold Certification. Missed goal of receiving Platinum. This will be more of a priority in 2025-2026. If a member commits to being a board member, the expectation and Triple Crown needs to be complete earlier in the board year. We also did not have a net membership increase; we had a 1% decrease (based on Chapter Status Report) – January 2024 had a membership of 153 to January 2025 had a membership of 151.
 - ii. NABIP Officer Trainings
They did not count towards awards this year as their system was not working and did not track it accurately. This also needs to be a board member expectation.
 - iii. LPRT
New year as of January 1st, resets each year on December 31st. Need to requalify annually. Application is due May 31st. You'll also receive discounts and special trainings through NABIP.
 - iv. We applied for six awards this year! Applied for: Community service, Public Service, Pacesetter, Website, Media, Professional Development.
- h. Community Service (Michelle Taylor, Community Service Chair; Kim Pennington – Co-Chair)
- 2025 Top Golf Event – Monday, April 21, 2025
Have 12 bays reserved. Just had six more ask if they could get a bay and Michelle is working to see if it is an option to add them. Kim, Marcia, Terrie and Sebrina need to be there at 11:30 for set-up. Top Golf matched last year's Bay pricing. Got rid of the mandatory coach; therefore, we saved \$1,000 over the original quote. Unsure of how many raffle items they're receiving or what

- the items will be. Michelle will bring pens for the silent auction sheets and pens. State sponsor charity money has to be used for the Top Golf event. How do we offer the state sponsors value for their state sponsorship? Email all state sponsors apply it as additional monies to the charity of your choice. Give options to the State sponsors refund, donate to charity, get a discount for a future charity event.
- 2025 Golf Tournament
Kim gave an update – flyer is updated, charity is ICSH. Pedro would like to save the date and the flyer to go out as soon as Top Golf event is over. Pedro will be in charge of prizes and lunch. Would like someone else to be in charge of the water and snacks. With the TV Sponsorships, we currently have eight teams.
 - 2025 Christmas Auction –
Location: Would like to do it at Maddie's again this year; ask if we can use the main room.
Date - Thursday, December 18th, 2025. If 18th is booked ask for 16th or 17th.
- i. NABIP-PAC/IPAC Chair (Isaac Skelton and Daniel Skelton, NABIP-PAC/IPAC Co-Chairs)
- Status of NABIP-PAC/IPAC
There was not an April Membership meeting, so no new report at this time.
5. New Business
6. Old Business
7. Adjourn
- **Doug Fry** made a motion to adjourn the meeting. **Stephanie Hartruft** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:27 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, May 15, 2025

1:30 p.m. – 3:30 p.m.

**Location: Mountain West Scouting Office
8901 Franklin Rd, Boise, Idaho 83709**