

National Association of Benefits and Health Professionals
Treasure Valley Chapter
Board of Trustees Meeting Minutes
May 15, 2025
Mountain West Scouting Office
8901 Franklin Rd, Boise, Idaho 83709
and ZOOM

BOARD MEMBERS PRESENT: Marcia Benton, Doug Fry, Joe Morgan, Stephanie Hartruft, Daniel Skelton (Zoom), Maya Moser (Zoom), and Sebrina Chevalier-Koehler.

GUEST PRESENT: Pedro Rojas.

BOARD MEMBERS EXCUSED: CarrieAnne Kowalczyk, Samantha Venable Harjo, Claudia Callahan, Alex Kane, Kelcy Mann, Kim Pennington, Knute Kleven, Amity Harrison, Lisa Wilson, Michelle Taylor, Isaac Skelton and Kelcy Mann.

BOARD MEMBERS ABSENT:

Meeting called to order at 1:42 p.m.

Roll call.

1. President's Report (Marcia Benton – President)
 - a. Review of Antitrust Statement –
 - b. Approval of April 17, 2025, Board Meeting Minutes
We did not have a quorum, so approval was tabled to the June Board Meeting.
 - c. NABIP-TV Sponsorships Committee-Updates?
No new report at this time.
 - 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 – Updates?
Kim Pennington – Retired, she may assist on Community Service committee as needed.
Michelle Taylor – will assist on the Community Service committee but will not be a chair.
Lisa Brown and Julie Triepke are the new Community Service Board Members
Alex Kane and Kelcy Mann are retiring from their Professional Development Positions. Marcia is still working to find replacements for their board chairs.
Jackson Longwill has offered to serve on the board, but position is pending.
Caleb Simpson is going to assist as a membership committee chair. The membership committee structure is being revised to promote better collaboration.
Lindsay Clarke-Youngwerth will be a committee chair on Professional Development.
Marcia discusses the idea of having multiple Vice Presidents (VPs) in the organization to distribute responsibilities and make leadership roles less daunting. She suggests changing the structure to include VPs for specific areas like awards, marketing, and operations, making them executive board voting members.
 - f. Delegates for NABIP National Conference – June 2025 - Miami, Florida
We need six delegates. Stephanie and Marcia are the only attendees currently.
 - g. 2025-2026 Strategic Planning Meeting
Wednesday, June 18th, 2025. Executive Committee to meet at 9:00 a.m. to 10:00 a.m.
10:00 a.m. to 4:00 p.m. for the remaining board. The meeting will be held at the Scouting Office, where we have been holding our monthly board meetings. Sebring will send out a calendar invite to the current board members and the new board members (Marcia will provide).
 - h. 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 be done twice so that gives attendees the chance to attend more than one breakout session.

- Committee Meetings – Wednesdays at 2:30.
 - Keynote Speaker: Jessica Brooks-Woods, NABIP CEO.
 - Fall Forum Committee Volunteers: Knute, Doug, Marcia, Lisa, Alex and Kelcy.
 - Still looking for a location for the Medicare Summit. Need space for 100 attendees. Considering various options including churches and event spaces, while being mindful of budget constraints.
- i. May 2025 Membership Meeting
- Topic: Navigating the Shifting Landscape: Key Public Policy & Healthcare Bills Impacting Idaho's Future
 - Sponsor(s): None
 - CEs Offered: 1
 - Attendees: 37 (Reviewed Monthly Meeting Report)
 - Marcia announced the following:
 Upcoming Meetings: Thursday, June 12th – Topic: AV Calculator Panel Discussion
 Mentorship Program
 REBC Designation
 LPRT
 Education Foundation
 2025 Charity Golf Scramble – Friday, August 1st – Falcon Crest Golf Course
 2025 Medicare Summit Event – Thursday, September 4th – Location: TBD
 2025 Fall Forum – Friday, September 5th, 2025 – Saint Alphonsus
2. Secretary Report (Doug Fry)
- a. Education Foundation
- No new report at this time.
3. Chair Reports
- a. Treasurer's Report / Finance / Budget (Daniel Skelton, Treasurer; Marcia Benton, Co-Chair)
- Profit and Loss Statement for July through May 15, 2025
 - i. Reviewed 2024-2025 Budget and current Profit and Loss Statement through May 15, 2025. Current net income is now showing \$22,497.64. Still need to cut a check to Rays for Rare for \$4,000.
 - ii. Reviewed Income from Monthly Membership Meeting Report.
- b. Membership Recognition Chair (Stephanie Hartruff, Marketing Recog. Chair)
- Awards Status Updates
 - Update on Triple Crown
 - NAHU Officer Trainings
 - LPRT
- c. Community Service (Michelle Taylor, Community Service Chair; Kim Pennington – Co-Chair)
- 2025 Top Golf Fundraiser Event – Check Delivery?
 Check delivery is scheduled for Wednesday, May 28th. The total raised was \$4,566.62.
 - 2025 Golf Tournament – Friday, August 1st
 Pedro was in attendance and gave a brief update. Flyer has been updated and needs to be emailed out and posted to social media. Currently have eight teams and sponsors. Would like a minimum of 23 sponsors up to a maximum of 36. Each board member to please bring on at least one team and one sponsor. Need 5-7 volunteers day of. Falcon Crest is a bit of a mess this year, there's no clubhouse due to a remodel and they are currently using a trailer. Still giving us a great price. Pedro will handle the food and prizes. Need help with Gatorade, water, and morning snacks. We will need a coffee and donuts sponsor. Blood Mary Bar? Get donuts half price at Crispy Crème if you let them know it is for a charity event. Give Pedro a current list of who the current attendees/sponsors. Need and lunch and cart sponsor (Blue Cross and SelectHealth). Pedro will reach out to Claudia regarding the lunch sponsorship. Send Pedro the 2024 participant/sponsorship list. Pedro will work with Lee to promote it even more on the ICSH side. Pedro will be the contact on questions, concerns, etc. regarding the tournament. Prizes: Drivers, Falcon Crest Free Golf Rounds, and Yeti.
 - New Community Service Board Members are Lisa Brown and Julie Tripke.

- d. Professional Development Update (Alex Kane and Kelcy Mann, Prof. Dev. Co-Chairs)
Update on speakers and sponsors:
1. June Location: St. Luke's Plaza
 2. June speakers:
 - a. Hilary Klarc, Kelcy Mann, Nick Reed
 - b. Topic: AV Calculator and Benefit Design
 3. June Sponsor:
 - a. Marcia reached out to The Baldwin Group—Marcia will confirm if The Baldwin Group would like to sponsor the June or July Meeting; whichever one they do not choose PacificSource will sponsor.
 - b. Follow Up: Need to understand if they agreed or if we need to reroute.
 4. July:
 - a. Location: PacificSource
 - b. Topic: HSA's and MSA's
 - c. Speakers: Need contacts for speaker options. Marcia has an MSA contact – reached out to Adam at Lively; also reaching out to Westmark (MSA) and Jeff Amato (HSA) but then won't attend at Fall Forum. ICCU? Benefit Solutions with Moda – Location: PacificSource; Joe will ask Kim Tower if they want to be the meeting sponsor.
 5. August:
 - a. Location: St. Luke's Central Plaza Room
 - b. Topic: TBD
 - c. Speakers: TBD
- e. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Stephanie Hartruft, Co-Chair)
- The board talked about a recent legislative change that nullified pharmacy regulations, which has significant implications for carriers. The conversation then shifts to an upcoming public forum on a 1332 waiver, with concerns raised about potentially losing the reinsurance pool due to new legislation. It's suggested that they should consider using Raul, a politician, to address the 1332 waiver issue, as it could negatively impact Idahoans.
- f. Membership Recruitment and Membership Experience Chair Update (Knut Kleven/Claudia Callahan-Co-Chairs)
- Reviewed current membership reports – New Member, Billed not paid, and Lapsed.
 - New Member Orientation/Value of Membership Meeting 5/1/25.
Nicolé Dwyer – First Choice Health Senior Account Executive | Health Plan Administration - Attended our New Member Meeting. She is a former NAHU member from other states. Knute provided meeting minutes.
 - Next New Member Orientation/Value of Membership Meeting is 7/5/25 at 1 pm. Zoom info is on NABIPTV.org under events, or email Knute for more info.
 - “Seven Touches” Initiative for member engagement – coming down from National – touch people seven times, email that comes from membership, President, V.P., P.D. with various different concepts throughout eight months. Last one being from Retention how are we doing, membership is coming up from renewal. Work to get the emails created and set up for automation. Caleb has agreed to make phone calls.
- g. Diversity, Equality, Inclusion & Belonging (Maya Moser and Sam Venable Harjo – Co-Chairs)
- No new report at this time.
- h. 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 is going to assist with posting social media. She will not be doing content creation.
 - Press Releases - Lisa
Lisa is sending out a Press Release this week announcing that NABIP Treasure Valley has donated \$39,000 in 2024 to various non-profits.
 - Newsletter – Marcia prepared and sent out an April newsletter. Stephanie is working on the May newsletter, and it will be sent out within the week.

- Pedro stated that he can get us into a radio spot to discuss any of our upcoming events, etc.
- Steve Marsh has a radio show. Would he possibly be a part of the media committee? Joe and Doug will reach out to him.
- National – supposed to send out? Yes, great way to build relationships with local reporters. Also happy to send an Idaho reporters list. Tag local news stations when we post on our social media.
- Questions/Response from Kelly Loussedes, MPA – Sr. VP of Public Relations – NABIP – kloussedes@nabip.org – 202-595-3074

1. Is there a national or regional call or support for the media chairs? And who or when would that be?

We do have monthly national marketing & communications committee call every month, but they are for committee members. We are always looking for new committee members. If interested, please fill out this application - [applications are due by Friday, May 16](#). And I'm always here to assist you with your media efforts. Please feel free to reach out to me for assistance. I'm happy to help!

2. When you send a press release out into our emails, would it be something that our media chair should be sending to our local media contacts?

Yes! It's a great way to build relationships with your local reporters. I'm happy to send you an Idaho reporter list. Another good tip to engage with your local media is to follow them on their socials and comment on their articles or tag them in an article you post on your chapter's socials.

i. NABIP-PAC/IPAC Chair (Isaac Skelton and Amity Harrison, NABIP-PAC/IPAC Co-Chairs)

- Status of NABIP-PAC/IPAC
\$169.00 was raised at the May Membership Meeting. Debi Knutson was the winner of \$85.00. Debi was paid via Cash.

4. New Business

5. Old Business

6. Adjourn - 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, June 18, 2025
10:00 a.m. – 4:00 p.m.
Strategic Planning/Leadership Training Meetings
Location: Mountain West Scouting Office
8901 Franklin Rd, Boise, Idaho 83709