

National Association of Benefits and Health Professionals Treasure Valley Chapter

Strategic Planning Meeting Minutes
June 18, 2025

BOARD MEMBERS PRESENT: Marcia Benton, Knute Kleven, Doug Fry, Daniel Skelton, Joe Morgan, Lisa Wilson (Zoom), Stephanie Hartruft, Amity Harrison (Zoom), Claudia Callahan, Jackson Longwill, Julie Triepke, Lisa Brown, Maya Moser (Zoom), Samantha Venable Harjo and Sebrina Chevalier-Koehler

GUEST PRESENT: Darin Vickery – NABIP-Idaho

BOARD MEMBERS EXCUSED: CarrieAnne Kowalczyk, Isaac Skelton, Caleb Simpson, and Lindsay Clarke-Youngwerth.

Anti-trust Statement

Associations are subject to strict scrutiny under antitrust laws because an association is, by its nature, a group of competitors joined together for a common business purpose. The antitrust laws require companies to make certain decisions by themselves, not in conjunction with competitors. Therefore, associations and their members must proceed with extreme caution in certain areas of activity to insure against violation of the antitrust laws. Discussions of current or future prices or commissions and refusing to deal with or boycotting any insurance carrier are among a number of areas specifically prohibited by the anti-trust laws and will not be permitted in today's meeting.

Meeting called to order at 10:06 a.m.

1. Welcome, Introductions and Anti-Trust Statement – Marcia Benton

Roll call, introductions and reading of the Antitrust Statement.

2. President's Report – Marcia Benton

- a. Thank Board for Service – Marcia Benton thanked the board members in attendance for serving on the board and also asked that they reach out to any other members they might feel would be interested in filling some of the committee positions.
- b. Chair Training and Participation in Leadership Calls
 - i. Training on National site required. Marcia will send out an email to each board member with the training information. Once completed, please let Marcia and Stephanie know it was completed.
 - ii. Leadership Calls - Marcia asked that all Board positions try to attend their monthly leadership calls (national, regional and state). Marcia will make sure each chair is hearing from their State and Region 7 contact and if not, she will put them in contact with the correct people. Please make sure that your attendance on the calls gets logged for Awards points. Each State Chair should be scheduling a minimum of quarterly calls, but some will be more frequent. Marcia will make sure each chair is hearing from their leadership chairs.
 - iii. Encourages board members to attend the annual regional meetings as they are great to learn about your specific board positions.
- d. Review and vote on April 17, 2025; and May 15, 2025, Board Meeting Minutes.
Daniel Skelton made a motion to approve April 17, 2025, and May 15, 2025, Board Meeting Minutes.
Doug Fry seconded the motion. Motion passed, unanimous vote.
- e. Multiple Vice Presidents
The board discusses potential changes to the organization's leadership structure and term limits. They consider having multiple vice presidents instead of a president-elect position, with VPs serving as chairs for key areas like membership and professional development. The board debates term limits for different roles, agreeing on 2-year consecutive limits for most positions. The following positions will not have term limits: Treasurer, Awards Chair Community Service, Marketing/Communications, PAC and website management. They aim to balance bringing in new perspectives with maintaining institutional knowledge. The discussion touches on challenges in

- recruiting volunteers and the need to continually develop new leaders. If more than one person wants to promote to President need to come up with an order, a rule or a vote that decides that.
- f. Dropbox
The State has a Dropbox that they are allowing all of the Chapters to use.

**3. Review of NABIP-Treasure Valley Mission & Vision Statements – Marcia Benton
Mission Statement**

Through education, advocacy, and professional development, we strive to grow our membership and improve their ability to meet the health, financial, and retirement security needs of all Idahoans.

Vision Statement

To be an essential part in the lives of every insurance professional; thus, ensuring access to, understanding, and influencing of public and private sector health, financial, and retirement security solutions for every Idahoan.

The board agreed to leave the Mission and Vision Statements as written.

4. Review 2024-2025 Strategic Plan and set 2025/2026 Goals – Marcia Benton/Board Members

2024-2025 Goals:

- Goal #1 – Streamline Sponsorships for all event in an effort to maintain funds and lessen the burden on carriers.
- Goal #2 – Increase membership by 10% net.
- Goal #3 – 100% Triple Crown Board Participation – Recruit two new members, three operation shouts and \$12 x 12 Draft Program or contribute \$150 per year.
- Goal #4 – Achieve Platinum Certification in 2024-2025!

2025-2026 Goals

Reviewed the NABIP National Strategic Plan and Key Initiatives. The board discusses the organization's strategic plan and goals for the upcoming year. They focus on membership growth as a key priority, aiming for a 10% increase. The board acknowledges the challenges in achieving this goal, as membership has remained relatively stable at around 150 for the past few years. They also discussed the need to improve their strategic planning process by setting more specific, measurable goals and outlining concrete steps to achieve them. The board considers aligning their goals and award timelines with the terms of new board members to allow for better planning and execution.

Marcia will put together a Strategic Plan/Key Initiatives, Smart Goals.

The board discusses strategies to increase membership and engagement. They decided to implement a new policy allowing non-members to attend two free monthly meetings before joining. They also plan a membership drive offering \$50 off membership dues for new sign-ups and incentives for current members who bring in new members, including discounts on Fall Forum registration. The board aims to boost attendance at monthly meetings and attract new members to improve chapter revenue and achieve platinum status. They also planned an "Ongoing Membership Campaign" through September 5th, offering discounts on Fall Forum registration for recruiting new members. The board set Tuesday, July 22nd for a One-Day Membership Blitz, where they will distribute recruitment materials to local agencies. Marcia will invite the State to participate in our One-Day Membership Blitz.

Doug Fry made a motion to update the Policies and Procedures that prospective members receive two free membership meetings prior to joining. Stephanie Hartruft seconded the motion. Motion passed, unanimous vote.

Doug Fry made a motion to start an Ongoing Membership Campaign effective immediately (June 18, 2025) and run through Friday, September 5th (Fall Forum). Recruit 1 Member – Receive \$25.00 off Fall Forum; Recruit 2+ Members – Receive \$50.00 off Fall Forum. Stephanie Hartruft seconded the motion. Motion passed, unanimous vote.

5. Medicare Summit

The State has agreed to be partners in the upcoming Medicare Summit. There are still a lot of questions and work to be done, but we will all be working together as a team.

Lunch/Breakout – Chairs discuss and set goals 11:58 a.m. – Marcia asked that each board member and their co-chairs come up with a 90-day action plan along with creating some yearly goals for 2025-2026.

Call meeting back to order – 12:45 p.m.

6. Committee Reports & Goals

Membership Recognition – Stephanie Hartruff

Stephanie reviewed the NAHU Pacesetter Award program, which recognizes successful local chapters based on a point system. Chapters are rated against similar sized chapters. She outlines how board members can contribute to earning points through various activities like attending conferences, membership retention, and professional development. Marcia plans to send each board member a color-coded spreadsheet detailing their responsibilities and associated point values. The chapter aims to achieve Platinum certification this year, which they narrowly missed last year. Each board chair was given an individual awards sheet/checklist to review.

ALL = Any Member

Awards applied for this year:

Website; Media Relations; Public Service; Community Service; Professional Development; and Pacesetter.

Individual Awards: LPRT and Triple Crown. There are also two new individual NABIP Awards this year.

Marcia would like to add a new Treasure Valley Award. Influential Industry Award. Board decision to name the Award the “Pat Kelly Advocacy Award” and award it to Pat Kelly the first year. Would like to keep it a surprise, so please keep it a secret until Fall Forum. We will need to write the criteria for this new award, if you have suggestions or ideas, please submit them to Marcia and Stephanie.

Treasurer’s Report – Daniel Skelton and Marcia Benton

Review P&L; current bank balance: \$36,222.54

Budget tabled until the August or September Board Meeting. Need to set a time to meet to review/audit the account.

Annual Meeting Ticket –

\$125.00 – 2024-2025 (6 meetings – August, January, February, March, May, June).

Since we are not charging for the October and November 2025 Membership Meetings as they’ll be Zoom meetings the decision was to give the three members that purchased the two year meeting tickets (Doug Fry, Caleb Simpson and Lindsay Clarke-Youngwerth) and \$50.00 credit to the 2025 Fall Forum.

Membership and Retention – Knute Kleven, Claudia Callahan and Caleb Simpson

Current Membership – 155 members as of today.

Current Retention

New Member Orientations – continue every other month.

Membership Contests/Membership Drive (see notes above)

“Seven Touches” Review and Set up.

“7 Touches” approach for engaging new members. This involves different board members reaching out to new members over their first seven months of membership. The group plans to implement this by creating a tracking system, sharing new member information with the board monthly, and assigning board members to contact new members. They also discuss improving member recognition at monthly meetings.

Professional Development – Jackson Longwill, Maya Moser and Lindsay Clarke-Youngwerth

Membership Meeting Schedule/Calendar –

The group discusses options for future events, including breakfast and lunch meetings, as well as charity events. They decide to hold breakfast meetings in March and June 2026, from 8:00 to 9:30 AM, possibly in Nampa.

The Christmas holiday event will be on Friday, December 18th, they are considering various venues and will research options.

July – Still working to find a speaker – Location/Sponsor: PacificSource

August - Pat Kelly of Your Health Idaho. Location: St. Luke's. Sponsor: TBD.

September – Fall Forum/Medicare Summit

October – Zoom

November – Zoom

December – Christmas Meeting

January – Mental Health Panel

Set a date to hold a committee meeting to book the entire year – committee: Doug, Marcia, Jackson, Maya and Lindsay.

Community Service – Lisa Brown and Julie Triepke

2025 Charity Golf Scramble – Will be meeting with Pedro next week.

2025 Fall Forum –

2025 Christmas Auction

Friday, December 18th, 2024 – Location: TBD

2026 Spring Charity Event –

They would like to go back to bowling or possibly look at some other options, i.e. pickle ball, etc. Not going to do Top Golf in 2026. Charity: TBD.

Service Projects – Lisa and Julie would also like to look at having the association get involved in some service projects, i.e. Paint the Town, Rake Up Boise, Blood Drive (at hospital during monthly meeting), Food Drive, Toiletries, School Supplies, etc.

NABIP-PAC/IPAC – Isaac Skelton and Amity Harrison

Print more PAC/Venmo flyers to put on tables in plastic holders (8-10). Add Idaho PAC synopsis on table flyers.

Extra giveaways to increase ticket sales, i.e. hockey tickets, Wahooz, Roaring Springs, Boise Open, etc.

Legislative Chair –CarrieAnne Kowalczyk and Samantha Venable Harjo

New State Legislative Chair – Scott Leavitt

The state cancelled their lobbyist contract and is currently looking for a new lobbyist. Director Cameron made some recommendations that they are reaching out to.

Marketing and Communications Co-Chairs – Joe Morgan and Lisa Wilson

Website -Add Sponsors; Thank you to sponsors.

Board Members – Need Photos

Social Media – Add Instagram

Newsletters – Member Spotlight

Press Releases

Diversity, Equity, Inclusion & Belonging– Maya Moser and Samantha Venable Harjo

Possible Topics:

#1 Special needs-dual eligible

#2 Tribal Benefits (CE)

#3 Veterans

7. Sponsorships Review – Marcia

Sponsor Packages reviewed annually based on yearly events. Include Agency Dues information. Also include the State Sponsorships and what they have with the State.

8. Bylaws - Marcia

Review of current Bylaws and discussion to change the fiscal year to January-December while keeping the board year July-June. They plan to remove outdated membership categories like associate and lifetime members. The board also decides to update the financial authority definition, allowing the executive assistant to make purchases up to \$1,500 for membership meetings with email approval from the President or Treasurer. They plan to use a survey monkey to get membership approval for the bylaw changes, similar to how it was done in 2012.

Positions – Change Membership and Retention to one position

Objectives – Follow national objectives and purposes.

9. Policy and Procedures Committee - Marcia

Currently copied from the State with our names on them. However, all have sunsetted since 2019. We need to create our own. Marcia suggests updating the approval process for executive assistant paychecks, requiring approval from the President and Treasurer. They agree to create a comprehensive financial policy and procedures document that includes travel reimbursement guidelines. The Executive Committee also decides to remove the associate membership policy and adopt an email voting procedure. They plan to review and update other outdated policies and procedures. Marcia will be putting a committee together.

10. Next Year's Community Event

Next year Marcia would like to hold a three-day event at JUMP, the three days would be: Medicare Summit, Fall Forum and a Free Community Awareness Day (no selling!).

11. Other/New Business

None

12. Adjourn

Knute Kleven made a motion to adjourn the meeting. Joe Morgan seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:08 p.m.