

**National Association of Benefits and Health Professionals
Treasure Valley Chapter**

Board of Trustees Meeting Minutes

August 21, 2025

Mountain West Scouting Office

8901 Franklin Rd, Boise, Idaho 83709

and ZOOM

BOARD MEMBERS PRESENT: Marcia Benton, Doug Fry, Samantha Venable Harjo (Zoom), Stephanie Hartruft, Joe Morgan, CarrieAnne Kowalczyk, Lisa Brown, Julie Triepke (Zoom), Amity Harrison (Zoom), Lindsay Clake-Youngwerth (Zoom), Maya Moser (Zoom), and Sebrina Chevalier-Koehler (Zoom).

GUEST PRESENT: None

BOARD MEMBERS EXCUSED: Knute Kleven, Daniel Skelton, Jackson Longwill, Lisa Wilson, Caleb Simpson, and Claudia Callahan.

BOARD MEMBERS ABSENT:

Meeting called to order at 1:41 p.m.

Roll call.

1. President's Report (Marcia Benton – President)
 - a. Review of Antitrust Statement –
 - b. Approval of July 22, 2025, Board Meeting Minutes
Doug Fry made a motion to approve the July 22, 2025, Board Meeting Minutes. Joe Morgan seconded the motion. Motion passed, unanimous vote.
 - c. NABIP-TV Sponsorships Committee-Updates?
Still two large sponsorships short. May have some updates regarding Community Service changes for 2026 and what kind of events we are going to do, i.e. Top Golf, bowling, etc. Marcia received a thank you from Regence, Maureen likes the sponsorship package, clean, easy, once a year and already knows what events they are involved with. Decision to keep packages at the same price. Marcia to send sponsor package information out to carriers.
 - d. Scheduling Happy Hours, a Membership Drive and Membership Benefits Lunch
 - i. Happy Hour:
Scheduling for October and November as we're doing online membership meetings and we need to have some community interaction. Looking for locations. No host. NABIP-TV does not pay for anything, just picking a location and date/time. Second Thursday, 4:00 p.m. to 6:00 p.m. Legends. Rock and Roll Bingo? Trivia Night? Marcia to reach out. Add in a 50/50 PAC. Lindsay will reach out to her client who owns Legends. October 9th and November 13th. Would like to do another Rager's Smash and Ax event possibly in January/February.
 - ii. Membership Drive
No new report at this time.
 - iii. Membership Benefits Lunch
No new report at this time.
 - e. 2025 Fall Forum Updates
 - Date: Friday, September 5th, 2025
 - Location: Saint Alphonse – 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.
 - Medicare Summit – Location: Courtyard by Marriott
 - All speaking positions have been filled.
 - Currently we have 15 vendors, possibly one more coming.
 - Marcia has been speaking at any carrier meetings she's attending right now.
 - After Medicare Summit, Thursday, September 4th - going to Giggy D's. Fun and Frivolity.
 - No live questions during Fall Forum for Panel. Attendees can scan QR Code and send in their questions during the presentation. Future of Healthcare and their Viewpoint – carriers and hospitals, Ed Castledine, Dave Self, Joana Ramer, Pat Kelly, Legislative MHC. Moderator is

COO of St. Luke's Health Plan. Would like questions sent to the panel no later than next Thursday. Panel will be 90 minutes. Text or Email questions to Doug.

- Express vision to carriers on 2026 Community Day and Medicare Summit to get buy-in.
- Every single year is the Governor's Cup, and all Legislative people are going to be in Northern Idaho and are not available. We need a new date in the future. Move Fall Forum to 3rd week in August 2026.

f. August 2025 Membership Meeting

- Topic: Your Health Idaho: Update
- Sponsor(s): PacificSource
- CEs Offered: 1
- Attendees: 45 (Reviewed Monthly Meeting Report)
- Marcia announced the following:
Upcoming Meetings:
2025 Medicare Summit Event – Thursday, September 4th – Location: Courtyard by Marriott
2025 Fall Forum – Friday, September 5th, 2025 – Location: Saint Alphonsus
REBC Designation
LPRT
Education Foundation

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 July 2025
 - i. No new report at this time.
- 2025-2026 Budget Review and Approval
 - i. No new report at this time.
- Income from Monthly Membership Meetings (review Monthly Meeting Breakdown)
 - i. Have made \$5,000 on monthly membership meetings over the past year. St. Al's is a bit more expensive than St. Luke's. St. Al's is charging extra fees and Marcia will reach out to Ed or Robert and see if they can be negotiated.

b. Professional Development Update (Jackson Longwill, Maya Moser, Lindsay Clarke-Youngwerth, Prof. Dev. Co-Chairs)

Marcia, Lindsay and Maya met to discuss the upcoming year.

Lindsay and Maya are currently working on October and November Zoom meetings. Maya is working on some potential meetings for January and February. Lindsay October and November virtual meetings. Discussed how to divvy up the meetings for the year so everybody feels there is something for everybody. Lindsay used ChatGPT to find speakers. Why you should be partnering with a Medicare Agent, if over the age of 65 who is helping you with that? Different strategies. Compliance issues, group, consolidated association act, fiduciaries, more specific in value added content where we may get more engagement in those meetings. Plan out the entire year and send out the calendar of topics for the entire year. Also have something put together ahead of time for the Fall Forum. Understanding the content we have throughout the year that their team can use to get and stay licensed. Marketing and Sales presentation. Sarah Borders for Compliance. Won't advertise that we're going to record and send it out. Julie would like to do a presentation on EAP and mental health.

Update on speakers and sponsors:

1. October 9th:
 - a. Location: Zoom
 - b. Topic: TBD
 - c. Speakers: TBD
2. November 13th:
 - a. Location: Zoom
 - b. Topic: TBD
 - c. Speakers: TBD

- c. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Sam Venable Harjo, Co-Chair)
 - Report on State Legislative Call/Region 7 Legislative Call
 - i. Scott reported that the Region 7 monthly legislative calls will continue on the third Wednesday of the month. Everyone on this committee will receive an invitation to these calls. Scott also highlighted a request from Brad Miles to CMS about adding an option for individuals transitioning to Medicare supplement plans.
 - ii. Congress in recess
Scott mentioned that now is a good time to work on building relationships with legislators during recess.
 - iii. Idaho insurance code & legislation review
Scott discussed the challenges facing the Medicare supplement market in Idaho, highlighting the impact of rising rates and the shrinking MAPD market. He mentioned that Dean Cameron expressed mixed feelings about potential changes to the Birthday Rule, emphasizing the need for industry involvement in any proposed modifications.
CarrieAnne raised issues regarding the high costs of Medicare Supplement plans, advocating for the removal of the birthday rule to revert to issue age rating. Malia Rogers agreed, citing her experience in Illinois where the birthday rule has not led to lower rates. Matthew Lang countered by suggesting that economic conditions in different states also influence rates, while Scott proposed compiling data to present to the Department of Insurance to illustrate the market trends.
 - iv. YHI Update
Brett Thomas will be a guest on these calls once per quarter.
 - v. Day On the Hill Updates
Day on the Hill is set for Thursday, March 12, 2026. It will go back to the original format of the CE program in the afternoon and reception and dinner that evening at the Crystal Ballroom. Four of the six speakers are already confirmed, including Senator Guthrie, Rep. Fuhrman, Dean Cameron and our new lobbyist Sarah Bettwieser. Joe Jordan will speak the day before. NAIFA is heading up this part of the event.
 - vi. Cap Conference Scholarships
Newbies going to DC could qualify for \$500 scholarships from the state level. There's a huge push for as many as possible to go to DC.
 - Budget for Legislative Chairs – discussion of adding a line item to the budget for the legislative chair board members for coffee meetings, lunch meetings, etc.
 - Update on Legislative Committee Involvement.
 - Update on Key Contacts.
Pushing the key contacts form at every meeting. CarrieAnne is trying to build a relationship with Fay Thomas. If you hear of any legislative type events state or local, please reach out to CarrieAnne or Sam. Doug stated that a lot of things are going on in Nampa.
Chris Mathias – Key Contact – Lindsay Clarke-Youngwerth.
Wendy is updating the State Key Contact List.
Lindsay talked to Jessica Brookswoods about our legislature and pushing things through. Great way to get in front of people and establish trust. Medicare Advantage, Part B. Establishing trust using that existing agenda. Norm Varin is great Government Relations (Lobbyist) at PacificSource – great at introducing you to any legislative contacts.
- d. Membership Recruitment and Membership Experience Chair Update (Knut Kleven/Claudia Callahan/Caleb Simpson-Co-Chairs)
 - Reviewed current membership reports – New Member, Billed not paid, and Lapsed.
 - Next New Member Orientation/Value of Membership Meeting is 9/11/25 at 1 pm. Zoom info is on NABIPTV.org under events, or email Knute for more info.
 - Currently we have a drip campaign running. Marcia has received a couple of responses. Only 10 unsubscribes out of 1,000 emails.
 - Any carrier meeting we are at we need to make sure someone speaks about NABIP.
- f. Diversity, Equality, Inclusion & Belonging (Maya Moser and Sam Venable Harjo – Co-Chairs)
 - No new report at this time.

- g. Marketing and Communications Update (Joe Morgan, Lisa Wilson, and Jane Fry, Co-Chairs)
 - Social Media Releases – Updates/postings to NABIP-TV Facebook page, LinkedIn Program; Twitter, and Instagram (Buffer).
 - Letters to the Editor (5); Op-ed articles – Lisa will be working on these.
 - Status on Social Media Posts (40) – Jane Fry is assisting with posting social media. She is not doing content creation.
 - Press Releases - Lisa
 - Top Golf
 - Golf Tournament – Idaho Crisis and Suicide Hotline Donation
 - New Board
 - Fall Forum
 - Medicare Summit
 - NABIP – National Press Releases
 - Update NABIP-TV/NABIP-Idaho Websites – meeting dates and upcoming event dates & board positions. Joe and Sebrina will work to see if there is an option to not send meeting emails to those that have already registered for the event.
 - Newsletter
 - BIP Article
 - Article is written – featured in September magazine. Lisa and Marcia worked with the editor. Article talks about NABIP Treasure Valley’s community service and community involvement.

- d. Membership Recognition Chair (Stephanie Hartruft, Marketing Recognition Chair)
 - Awards Status Updates
 - Newsletter- need to start working on getting a monthly newsletter set out. Need to find a Treasure Valley member that would be interested in taking on this role.
 - Committee meetings – please make sure you are taking minutes during your committee meetings in order to get points.
 - Pacesetter - Haven’t received anything on what points we missed.
 - Update on Triple Crown
 - NAHU Officer Trainings
 - LPRT

- h. Community Service (Lisa Brown and Julie Triepke – Community Service Co-Chairs)
 - 2025 Golf Tournament – Updates?
 - Donation of over \$10,000 to ICSH.
 - Mosquito Repellant Sponsorship – Doterra; Blue Cross/Melaleuca
 - Updates on December Meeting/Christmas Auction
 - Courtyard by Marriott.
 - Setting ongoing committee meetings to continue planning the event.

- i. NABIP-PAC/IPAC Chair (Isaac Skelton and Amity Harrison, NABIP-PAC/IPAC Co-Chairs)
 - Status of NABIP-PAC/IPAC
 - \$140.00 was raised at the August Membership Meeting. Bruce Altig was the winner of \$70.00.
 - Isaac is no longer on the board. Marcia is trying to find a co-chair for Amity.
 - Need to have more certificates printed. Amity will email the form to Joe and he will get them printed on thicker card style paper.

- 4. New Business
 - Joe Morgan - Is there any incentive to join the board? Doug Fry made the following suggestion: the state board used to get a discount to go to the Symposium. If you were on the state board or on the Symposium Committee, you were able to attend at half price. Proposal was for Treasure Valley that if you are on the board the Fall Forum is \$75.00; if you are actively serving on the Fall Forum Committee you can attend for \$25.00. Also suggested getting one monthly meeting for free if did not attend the Fall Forum event or joined the board after the Fall Forum. This would begin at the 2026 Fall Forum. Join now until July 2026.

5. Old Business
6. Adjourn
 - a. **Doug Fry** made a motion to adjourn the meeting. **Stephanie Hartruff** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:26 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.
- **Jackson Longwill/Maya Moser/Lindsay Clarke-Youngwerth** – 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, September 18, 2025

1:30 p.m. – 3:30 p.m.

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