

National Association of Benefits and Health Professionals
Treasure Valley Chapter
Board of Trustees Meeting Minutes
September 18, 2025
Mountain West Scouting Office
8901 Franklin Rd, Boise, Idaho 83709
and ZOOM

BOARD MEMBERS PRESENT: Marcia Benton, Doug Fry, Daniel Skelton, Jackson Longwill, Robert Tierney, Stephanie Hartruft (Zoom), Joe Morgan (Zoom), CarrieAnne Kowalczyk, Lisa Brown (Zoom), Amity Harrison (Zoom), and Sebrina Chevalier-Koehler.

GUEST PRESENT: None

BOARD MEMBERS EXCUSED: Knute Kleven, Samantha Venable Harjo, Lisa Wilson, Caleb Simpson, Julie Triepke, Lindsay Clake-Youngwerth, and Claudia Callahan.

BOARD MEMBERS ABSENT:

Meeting called to order at 1:38 p.m.

Roll call.

1. President's Report (Marcia Benton – President)
 - a. Review of Antitrust Statement –
 - b. Approval of August 21, 2025, Board Meeting Minutes
Doug Fry made a motion to approve the August 21, 2025, Board Meeting Minutes. Daniel Skelton seconded the motion. Motion passed, unanimous vote.
 - c. NABIP-TV Sponsorships Committee-Updates?
 - d. Scheduling Happy Hours, a Membership Drive and Membership Benefits Lunch
 - i. Happy Hour:
Scheduling for October 9th and November 13th as we're doing online membership meetings and we need to have some community interaction. 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. Marcia will follow up with Lindsay as she was reaching out to her contact at Legends. It was also discussed at the last board meeting to possibly add in Rock and Roll Bingo? Trivia Night? 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. NABIP National Leadership Training – Board Attendance?
 - Marcia and Amity attended.
 - Marcia will send leadership training information to the Board.
2. 2025 Fall Forum/Medicare Summit Updates
 - a. Medicare Summit/Fall Forum Review
CarrieAnne heard great things about it. Daniel liked it. The layout was great. Ran out of food at the Fall Forum – some of the vendors brought more than their one allotted person. Suggestion to hand out tickets when people check in to confirm they prepaid for a meal. Fall Forum/Medicare Summit Profit: \$11,323.37.
 - b. Recognized Award Recipients
PIC Award Winners – Alexandra Kane and Stephanie Hartruft
Pat Kelly Advocacy Award – 2025 Winner Pat Kelly
Other Award Recognition?
Presented Website Award to Joe Morgan
Presented the Community Service Award to Pedro Rojas
What should we be doing with all of these awards? Moving forward for awards, the individual chair will receive the award. The Chapter Awards will be retained by the Chapter.
New in BIP Magazine they have the Awards listed in the center.

3. 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 August 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. No new report at this time.

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

Update on speakers and sponsors:

 1. October 9th:
 - a. Location: Zoom – 8:00 a.m. (possibly 7:30 – Marcia to confirm with Lindsay)
 - b. Topic: Why Benefits Compliance Matters: Protecting Employers, Employees, and Brokers
 - c. Speakers: Sarah Borders – Benefit Compliance Solutions
Charging for the Zoom meetings? Board decision to charge the following: \$5.00 members; \$15.00 non-members.
 2. November 13th:
 - a. Location: Zoom
 - b. Topic: TBD
 - c. Speakers: TBD
 3. January 8th:
 - a. Location: TBD
 - b. Topic: TBD
 - c. Speakers: TBD
 4. February 12th:
 - a. Location: TBD
 - b. Topic: TBD
 - c. Speakers: Lobbyist – Sarah Bettwieser – lunch meeting

 - c. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Sam Venable Harjo, Co-Chair)
 - Report on State Legislative Call/Region 7 Legislative Call
Leavitt highlighted the need for a response from CMS regarding updates to a form for individuals transitioning from the Federal Employee Benefit Plan to Medicare Advantage. He also requested data from local chapters to evaluate the Medicare supplement market's stability and potential changes to the birthday rule. Samantha Venable Harjo sought clarification on Blue Cross's commitment to guaranteed issue Medicare Supplement policies, with CarrieAnne noting upcoming rate increases and the necessity for disclaimers when transitioning clients. Legislative updates included concerns about dual rates filed by carriers and the implications of not extending the advanced premium tax credit, which could significantly raise premiums for many individuals.

The meeting also introduced key upcoming events, including the Day on the Hill meeting and the Capital Conference, with a scholarship initiative for first-time attendees. Discussions included proposed legislation affecting Medicare agent commissions and the importance of member contributions to state and federal PACs. Leavitt emphasized the need for bipartisan support on a cash payment bill discussed in a recent breakfast meeting with legislative representatives. Overall, the council focused on enhancing protections for Medicare beneficiaries and ensuring effective advocacy for independent agents serving seniors.

 - i. Day On the Hill Updates

Day on the Hill is set for Thursday, March 12, 2026.
 - Budget for Legislative Chairs – CarrieAnne discussed adding a line item to the budget for the legislative chair board members for coffee meetings, lunch meetings, etc. Marcia asked her to come up with amount that she feels would be appropriate and come back to the Board. Suggestion was possibly \$500 to \$1,000 per year.

- Update on Legislative Committee Involvement.
 - Update on Key Contacts.
CarrieAnne had lunch with Norm Varin and Scott Leavitt today. Talked about what he sees happening, going on in the future and bills that are going to be proposed.
- 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.
Robert will reach out to all on the Lapsed list, except for Jennifer Paaske and Shannon Tucker who our out of the industry. Sebrina will reach out to the new members with no sponsor listed and ask if they had someone that recruited them.
 - Next New Member Orientation/Value of Membership Meeting is 11/6/25 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. Sent out five emails over past few months. Handed out applications at several of the meetings.
 - Any carrier meeting we are at we need to make sure someone speaks about NABIP.
 - Contact at Dept. of Insurance with an Outreach Group. They were at the Fall Forum. Would like to be more involved in Chapter events in the future. Marcia would like to speak to them about handing out flyers to newly licensed agents. They could say, “You should learn, here is where you learn.”
 - What if carriers had an incentive to be a part of the organization. Have different commissions/swag if you’re part of NABIP, etc. Sell plans with SAHA Integrated Care we will reimburse you for part of your membership, etc. Robert working on getting a budget for that.
 - You should join NABIP and if you use this code, you get \$50 off.
 - State wants our feedback on being more visual. Marcia showed proof of something that has been talked about for a long time with the Medicare Summit. If State pushed it more, you would change the way carriers looked at it.
- f. Diversity, Equality, Inclusion & Belonging (Sam Venable Harjo – Chair)
- 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 of not sending meeting emails to those that have already registered for the event.
 - Newsletter
 - BIP Article
The September BIP Magazine was out in mailboxes today and the NABIP-Treasure Article was in it.
- d. Membership Recognition Chair (Stephanie Hartruff, Marketing Recognition Chair)
- PIC Award Recipient
Stephanie thanked Marcia and the board for the Award.
 - Awards Status Updates
Need to find an Awards Co-Chair. It would be a two-year position. If you are interested in becoming President, you should be in the Awards Chair position prior to becoming President.

- Three months Legislative Awards are due. Stephanie will verify due date.
 - Update on Triple Crown
 - NAHU Officer Trainings
 - LPRT
- h. Community Service (Lisa Brown and Julie Triepke – Community Service Co-Chairs)
- 2025 Golf Tournament – Updates?
 - Need to schedule check delivery to ICSH.
 - Updates on December Meeting/Christmas Auction
 - Location: Courtyard by Marriott.
 - Hoping to meet with Julie next week. Lisa cleaned up the spreadsheet that was shared with them from Michelle for the past couple of years for baskets. She will send it to Marcia for her review to make sure everyone is listed there that should be there. Once Julie and Lisa meet, they'll see if there is anyone else, they can add to the list. They will also be setting up ongoing committee meetings to continue planning the event every other week until we get closer to the event. Marcia will send contact information for those that want to be on the committee. Lisa will also reach out to Kim Tower and see if she would like to be involved.
- i. NABIP-PAC/IPAC Chair (Amity Harrison, NABIP-PAC/IPAC Chairs)
- Status of NABIP-PAC/IPAC
 - \$355.00 was raised at the 2025 Fall Forum Meeting. Marcia Benton was the winner of \$177.50.
4. New Business
5. Old Business
6. Adjourn
- a. **Daniel Skelton** made a motion to adjourn the meeting. **Robert Tierney** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:30 p.m.

Task List

Board Member

- **Knute/Claudia/Caleb** – 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/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, October 16, 2025

1:30 p.m. – 3:30 p.m.

Location: ZOOM