

**National Association of Benefits and Health Professionals**  
**Treasure Valley Chapter**  
Board of Trustees Meeting Minutes  
February 20, 2025  
Insurance Agency of Idaho  
3023 E Copper Point Dr., Suite 109, Meridian, Idaho  
and ZOOM

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

**GUEST PRESENT:** None.

**BOARD MEMBERS EXCUSED:** Daniel Skelton and Alex Kane.

**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 January 16, 2025, Board Meeting Minutes  
Doug Fry made a motion to approve the January 16, 2025, Board Meeting Minutes. Joe Morgan seconded the motion. Motion passed, unanimous vote.
  - c. Discussion and Approval of 2024-2025 Goals  
Mission and Vision Statements remain the same as last year.  
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!  
Doug Fry made a motion to approve the 2024-2025 Strategic Planning as written (correct the heading 2054 to 2025). Second by Stephanie Hartruft. Motion passed.
  - d. NABIP-TV Sponsorships Committee- Updates?  
Continuing to work on obtaining sponsors.
  - e. Fall Forum 2025
    - Marcia is meeting with JUMP tomorrow morning. Doug will try to attend the meeting. Vision is to combine the reason or HIAD with Fall Forum. Two-day event. One day would be a public day, one day would be Fall Forum. Would like to bring in National speakers. One of those speakers talks about controlling prescription costs.
  - f. Scheduling Happy Hour, 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.
  - g. Buy Idaho Show - February 27<sup>th</sup> at State Capitol Rotunda  
We have a booth, Marcia will be there, if any other Board Members are able to attend that would be great.
  - h. Budget Committee - Discuss moving to a calendar year budget.  
Tabled to the March Board Meeting.
  - i. Working on live doc with Microsoft and Google  
Sebrina is still continuing to work to get files in the shared NABIP-TV drive.
  - j. February 2025 Membership Meeting
    - Topic: How the Health Care Industry Is Improving Access & Hospital at Home
    - Sponsor(s): St. Luke's Health Plan
    - CEs Offered: 1

- Attendees: 34 (Reviewed Monthly Meeting Report)
- Marcia announced the following:  
Upcoming Meetings: Thursday, March 13th – Deep Dive into Medicaid/Medicare – Luisa Dailey (Molina).  
Mentorship Program  
REBC Designation  
LPRT  
Education Foundation  
NABIP Cap Conference – February 23-26<sup>th</sup> in Washington DC

## 2. Secretary Report (Doug Fry)

### a. Education Foundation

- We need to pick an Education Foundation Champion.  
**Doug Fry** nominates Marcia Benton as the Education Foundation Champion. **Stephanie Hartruft** seconded the nomination. Motion passed, unanimous vote.
- We need to donate to this foundation. Marcia will add this to the budget.
- Eric created this foundation as President of NABIP National two years ago. There is a website with forward-facing consumer documents about health insurance. Link to mental health awareness (NAMI).
- We need to educate the chapter about it.

### b. Health Insurance Awareness Day 2025

- February 6, 2025 – Marcia stated that the event went well, but attendance was low. YHI was the event sponsor. Thank you to the handful of carrier reps that attended. Marcia was the sole broker for most of the event; Pedro showed up toward the end of the event.
- Not sure if we will do this event in 2026.

## 4. Chair Reports

### a. Treasurer's Report / Finance / Budget (Daniel Skelton, Treasurer; Marcia Benton, Co-Chair)

- Profit and Loss Statement for July through September 2024
  - No new report at this time.
- Reviewed Income from Monthly Membership Meetings.
- 2024-2025 Budget Review and Approval
  - This proposed 2024-2025 Budget was presented to the board. Marcia will email it out to the board for further review and approval.
  - Membership Expense added – who's in control and how does it get paid.
  - NABIP Idaho is now offering area chapters a DropBox site.
  - Marcia will ask the State if they will offer Idaho Chapters use of a Zoom account.
  - Membership dues distribution from National has increased.

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

- SurveyMonkey – Sent out, waiting for results.
- Update on speakers and sponsors:  
March Meeting- Speaker/Sponsor - Luisa Dailey with Molina – Deep Dive into Medicaid/Medicare Location will be PacificSource. Need to change date/time as United Healthcare is doing their meeting same time/date. Joe will see if the room will be available the following Thursday.  
May Meeting - Idaho Association of Commerce and Industry. The Director or Assistant Director will speak. Legislative Update.  
June – TBD  
July – TBD  
August - TBD  
Fall Forum – Brad would be a good speaker.

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

- Cap Conference and Report on state legislative call – CarrieAnne wasn't in attendance, but emailed in the following updates:
  - At Cap Conference have the days and who is speaking to each senator/representative.
  - HB138 – operation shout came out today. Indiana came out with a bill that is exactly the same.
  - There are a lot of bills going on right now that affect our industry. The State is not currently pushing or recommending a stance. Payton gets on the State Call beginning of every call; she asks if there's anything they should be paying attention to. Marcia was not able to testify.

Sent out an email, created a stance. HB has already passed the House and is currently in the Senate. Senate could still refuse to accept it. Testimony at the Senate Committee and Senate Floor. A lot of legislative will be in D.C. when this goes into committee. Samantha has several talking points. Idaho Capital Sun has a really good article discussing the bill. Economic impact is huge. Economists and physicians will be affected. Samantha will email information out to the board.

- d. Membership Recruitment and Membership Experience Chair Update (Knut Klevan/Claudia Callahan-Co-Chairs)
  - Had a New Member Orientation in January, but no one attended.
  - Reviewed current membership reports – New Member, Billed not paid, and Lapsed.
  - Currently ranked 8<sup>th</sup> for growth and ranked 10<sup>th</sup> for retention.
  - Next New Member Orientation/Value of Membership Meeting is 3/6/25 at 1 pm. Zoom info is on NABIPTV.org under events, or email Knute for more info.
  - Sebrina will pull new membership report on the 1<sup>st</sup> of each month and send Knute, Claudia and Marcia.
- e. Diversity, Equality, Inclusion & Belonging (Maya Moser and Sam Venable Harjo – Co-Chairs)
  - Survey – working on QR Code and survey monthly meeting.
  - DEIB (Maya and Sam) will be speaking at the March 13<sup>th</sup> Membership Meeting.
  - Maya, Sam and Marica held a committee meeting. Discussion is that DEIB is an incredibly hot topic right now. NABIP National added “Belonging” – we’re really about belonging; we work with people of all walks of life and welcome everybody within our organization. Overview focusing on “belonging”, nothing geared toward LGBTQ, colored, etc. Focus on the fact that most brokers are willing and able and welcoming to all clients, no politics at all in the presentation. There are still laws and protected classes, i.e. tribal benefits, Medicaid certain income and disabilities. Be clear it’s not affirmative action.
- 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
    - Golf Tournament – ICSH – Lisa will write up a Press Release of check delivery.
    - Christmas – City Light – Lisa will write up a Press Release of check delivery.
  - Update NABIP-TV and NABIP-Idaho Website - Strategic Plans, Awards. Joe is still needing a new President’s message from Marcia.
  - Problem with members not showing up in the Members List section of our website. Joe and Sebrina will work to figure out how to get that fixed.
  - 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.
- g. Membership Recognition Chair (Stephanie Hartruff, Marketing Recog. Chair)
  - Awards Status Updates
    - i. Working towards Platinum Chapter Goal this year. There are a few board members that still need to be contributing to PAC 12x12 or \$150. Goal is that all board members contribute so that we can hit the Platinum Chapter Goal. Chapter Certification has to be submitted by the end of February. Next month she’ll start reaching out regarding Pacesetter.
    - ii. Budget – Budget has been updated. Profit and Loss is still be updated. Finalizing with Daniel.
    - iii. NABIP Officer Trainings
      - Marcia – please make sure to go in and get these done in the next couple of weeks.
- h. Community Service (Michelle Taylor, Community Service Chair; Kim Pennington – Co-Chair)
  - 2024 Golf Tournament – Check Delivery/Updates?

Check was delivered on Thursday, February 13<sup>th</sup> in the amount of \$10,500. Lisa Wilson will prepare a Press Release.

- 2024 Christmas Auction – Check Delivery/Updates?  
Check was delivered this morning to City Light. Total raised was \$17,500. Got several good photos. Will send to Lisa Wilson for Press Release.
- 2025 Top Golf Event  
Set it up in charity name, space is half price for any day of the week. Or Mondays are always half price. Michelle would like to keep it on Monday to avoid the complication of adding the charity. Charity: Rays for Rare. Proposed date: April 21, 2025.
- 2025 Golf Tournament  
Falcon Crest has approved the golf tournament for 2025.
  - i. August 1<sup>st</sup> or August 8<sup>th</sup>, still TBDPromoting this event should start right after Top Golf is complete.
  - i. Once the Top Golf event is over, we should get the save the date out with sponsorship information.
  - ii. We should reach out to our sponsors at that time to get them onboard for the upcoming event.
  - iii. Lee at ISPH has committed to working with us again this year and providing sponsorship opportunities through their reliable donors.Pedro would like assistance with the following bullet points from board members:
  - i. Flyer updates
  - ii. Gift bags
  - iii. Collecting raffle items from carriers, brokers, etc.
  - iv. Food, beverages, etc.An ask from the board is to bring on 1 sponsor and/or 1 team. Could be your company. Pedro will be at the March board meeting and would like to be first to present that day.

- i. NABIP-PAC/IPAC Chair (Isaac Skelton and Daniel Skelton, NABIP-PAC/IPAC Co-Chairs)
    - Status of NABIP-PAC/IPAC  
\$285.00 was raised at the February Membership Meeting. Frances Nagashima was the winner of \$143.00. NABIP-Idaho will mail her a check.
5. New Business
  6. Old Business
  7. Adjourn
    - **Doug Fry** made a motion to adjourn the meeting. **Joe Morgan** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:51 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
- **Marcia** – Schedule a budget committee (Daniel, Marcia, Sebrina, Doug and Joe)
- **Marica** – Buy Idaho Event
- **Joe/Sebrina** – work to figure out why not all members are showing up on our website.

Please read and print these minutes and bring to the next board meeting to be held on:

**Thursday, March 20, 2025**  
**1:30 p.m. – 3:30 p.m.**  
**Location: TBD**