

National Association of Benefits and Health Professionals

Treasure Valley Chapter

Board of Trustees Meeting Minutes

May 21, 2026

Mountain West Scouting Office

8901 Franklin Rd, Boise, Idaho 83709

and ZOOM

BOARD MEMBERS PRESENT: Marcia Benton (Zoom), Knute Kleven (Zoom), Doug Fry, Joe Morgan, Lisa Brown (Zoom), Amity Harrison (Zoom), and Sebrina Chevalier-Koehler.

GUEST PRESENT: None

BOARD MEMBERS EXCUSED: Daniel Skelton, Lisa Wilson, CarrieAnne Kowalczyk, Samantha Venable Harjo, Claudia Callahan, Caleb Simpson, Stephanie Hartruft, Julie Triepke, Robert Tierney, and Bryce Waite.

BOARD MEMBERS ABSENT: None

Meeting called to order at 1:34 p.m. The meeting opened with insufficient attendance to reach quorum. No formal votes could be taken; the meeting proceeded as an informational discussion.

Roll call.

1. President's Report (Marcia Benton – President)
 - a. Review of Antitrust Statement –
 - b. Approval of April 16, 2026, Board Meeting Minutes
No quorum: therefore, this item is tabled until the June Board Meeting.
 - c. NABIP-TV Sponsorships Committee-Updates?
Review of sold sponsorships. The board has secured the following sponsorships for the upcoming year:
BBSI - Diamond
Saint Alphonsus – Ruby
Regence – Ruby
St. Luke's Health Plan – Emerald
Delta Dental – Emerald
Your Health Idaho – Sapphire
TASC (Total Administrative Services Corp) – Sapphire
SelectHealth – Amethyst
PacificSource - Amethyst
Moda Health – Garnet
Willamette – Garnet
Fenox Health – Garnet
The Baldwin Group - Garnet
 - d. State Sponsorships
Marcia outlined the state's proposal to collect all sponsorship funds centrally and redistribute to chapters. The state wants one check per sponsor, then distributes it to chapters. She proposed a combined order form listing both state and chapter offerings but noted the disparity (5 chapter events vs. 2 state events) undermines perceived value. She has reached out to Northern Idaho chapter for input and is waiting on further conversations with Robert. Marcia also noted that state sponsorship funds pay for lobbyists, which is important. Knute heard at the Region 7 meeting that the state donated money to legislators, but most did not get elected. Marcia: Confirmed over \$10,000 was spent; one notable success was Fuhrman (Health and Welfare Committee, Eastern Idaho), who was re-elected. She had to request the full list of legislative donations from the State and will share it with the board. Sebrina to remind Marcia to send it out.
 - e. 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.

- f. 2026-2027 Board Members and Nominations Committee
 - Lindsay Clarke-Youngwerth has stepped down from her position as Professional Development chair effective immediately.
 - Nominations email was sent and included in the newsletter. Most positions have responses; the biggest gap is Professional Development chair. CarrieAnne's new employee (Sophia) expressed interest in joining the board and helping with Professional Development.
 - National Board Roster - Marcia will submit the roster with the current known board members and change/update as positions are filled or change.
 - g. Board Elections and Bylaws
 - Discussion covered the history of how and when board elections are held, and the acknowledgment that the current bylaws are broken. Doug explained that elections were originally held at the symposium, then moved to the May meeting, and eventually to Fall Forum approximately 6 years ago. Marcia confirmed the current bylaws reference Fall Forum for elections. Sebrina will email a copy of the original 2011 bylaws to Marcia for her reference/comparison.
 - Marcia highlighted that the current structure puts incoming presidents at a disadvantage — they start mid-summer with Fall Forum already in motion and no time for Strategic Planning. Marcia noted that some chapters have moved to two-year terms; she personally favors an 18-month term with a ramp-up period.
 - A dedicated bylaws meeting will be scheduled. The board will explore term length and calendar alignment options.
 - h. Nationals Update – Who is going?
 - i. Delegates for NABIP National Conference
Submitted delegates as: Marcia, Knute, Lindsay, Robert and Pedro. President and Vice President races have wound down a little bit.
 - j. Hawks Game
A Hawks game social event is being planned for Friday, July 17th. The cost is \$28 per person, including unlimited food and half-price wine/beer from 7–8 PM, Minimum 25 attendees required; maximum approximately 75. We will be in Hawks Nest. Everybody gets a general admission ticket (first baseline), or they can also stay in the Hawks Nest for the remainder of the game. Members can bring family and friends. There are also fireworks on Friday nights. Credit card processing fees will be absorbed by the chapter.
 - k. May 2026 Membership Meeting
 - Topic: Self-Funding for Beginners
 - Sponsor(s): None
 - CEs Offered: 1
 - Attendees: 43 (Reviewed Monthly Meeting Report)
 - Doug also announced the following:
Upcoming Meetings:
Mentorship Program
REBC Designation
LPRT
Education Foundation
2. 2026 Fall Forum/Medicare Summit Updates
 - a. 2026 Updates
 - Speakers confirmed:
Bill Hespcher from Canadian Med Store, speaking twice on Controlling Medication Costs.
Keith Wallace will be keynote speaker –NABIP Secretary/Treasurer. He will be delivering a “State of the NABIP Union” address.
 - Health Insurance Awareness Day Community Event
Marcia requested board help identifying non-profit organizations for the Community Day free booth program; non-profits are asked to share the event on their social media in exchange. Doug offered to reach out to Boise CASA, Boise Family, and Nampa Family Justice Center (contact: Mike Jensen).
3. Secretary Report (Doug Fry)
 - a. Identify a Neighbor Education Foundation Champion
 - 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 April 2026
 - i. Current bank balance, \$44,326.69.
 - 2025-2026 Budget
 - i. Send out notice to membership that a bylaws change vote will be happening at the Fall Forum to make the Budget an annual January to December budget.
 - Income from Monthly Membership Meetings (review Monthly Meeting Breakdown)
 - i. Reviewed report as of 5/14/2026.
 - b. Professional Development Update (Prof. Dev. Chair)
 - Update on speakers and sponsors:
 1. June 11th -
 - a. Location: St. Luke's (Nampa) – 8:00 a.m.
 - b. Topic: "Best Practices for your Agency" Leadership, management and beyond
 - c. Speakers: Travis Brown - BBSI
 - d. Sponsor: TBD
 2. July 9th -
 - a. Location: Saint Alphonsus – 11:30 a.m.
 - b. Topic: MAPD AV Calculator Presentation
 - c. Speakers: Todd Carlson – United Healthcare
 - d. Sponsor: TBD
 3. September 10th -
 - a. Location: PacificSource – 11:30 a.m.
 - b. Topic: TBD
 - c. Speakers: TBD
 - d. Sponsor: TBD
 - Field Trip - St. Luke's Health Plan – Specialty Pharmacy Tour
June 15th – 1:00 p.m. to 2:30 p.m.
11 people maximum allowed to attend.
 - State Professional Development Chair
Marcia: As incoming state PD chair, the state will take responsibility for scheduling platinum and gold sponsors to present CE sessions at all chapters, significantly reducing the local PD chair's workload. Only 3–4 additional speakers needed locally per year once state-coordinated sessions are in place.
 - c. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Sam Venable Harjo, Co-Chair)
 - Report on State Legislative Call/Region 7 Legislative Call
No new report at this time.
 - Update on Legislative Committee Involvement
No new report at this time.
 - Update on Key Contacts
No new report at this time.
 - 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. April started with 166 members; 13 added, 2 lost; ended at 177. Gain reports are currently hidden until after the National Convention.
 - Dawna is going to be the new Co-Chair focusing on retention; Claudia and Caleb will be moving from the board to committee chairs. Knute will be the Master Membership Recruitment and Membership Experience Chair and will oversee the full committee.
 - 5/7/2026 New Member Orientation/Value of Membership Meeting had the following attendees:
 - Kimberly Ashliman kimberly@insurersofidaho.com
 - Nick Tuttle nick.tuttle@joskiinsurance.com
 - Jeff Joski jeff.joski@joskiinsurance.com
 - Justin Jensen justin.jensen@joskiinsurance.com
 - Alfredo Hernandez ahernandez@waldoagencies.com

Megan Gray megan.gray@joskiinsurance.com

Megan Scoresby megan.scoresby@joskiinsurance.com

Henry Marvin henry@marvinins.com Joined after we finished & ran through it again

- Next New Member Orientation/Value of Membership Meeting is 7/2/26 at 1 pm. Microsoft Teams info is on NABIP-TV.org under events, or email Knute for more info. Knute will email all members who have joined in the last year.
 - Knute stated that on today's Region 7 Call they reported that Retention has been the biggest national challenge since 2020 — new member acquisition is strong, but member loss remains high
 - Marcia: Noted that nationals is proposing \$100/year dues increase to be voted on at the National Conference in Atlantic City. She also confirmed a new lower dues rate for agents with fewer than 5 years in the industry has been approved but not yet announced, pending the new national website.
 - 7 Touches
Marcia's assistant, Katelynne, will provide Sebrina and Knute with access and training on FlowRead (drip campaign system) with seven pre-built member touches ready to deploy.
 - Call-a-thon to be scheduled in June.
- e. Diversity, Equality, Inclusion & Belonging (Sam Venable Harjo – Chair)
- No new report at this time.
- f. 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 – Marcia and 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 –
Currently working on the following:
Golf Tournament – Idaho Crisis and Suicide Hotline Donation
December – City Light Donation
Recap for 2025
NABIP – National Press Releases
Confirmed all press releases were sent out before April using Airtable media list and ChatGPT. No media responses received.
 - Update NABIP-TV/NABIP-Idaho Websites – meeting dates and upcoming event dates & board positions. NABIP Treasure Valley Sponsorships. Diamond and Ruby sponsors need to go onto the website.
 - Need to coordinate with Jane to promote the June meeting. Waiting for the speaker's details for promotional materials.
 - Newsletter
Sebrina prepared the May newsletter, and it was sent out on Tuesday. She will send the .jpg and .pdf versions to Joe for the website.
 - State Newsletter
Malia requested content from Treasure Valley for the State newsletter. Marcia will provide bowling fundraiser totals and Fall Forum information.
 - State Website
The state's website is now operational. The state wants smaller chapters to use sub-pages on the state site; NABIP-TV has declined and will maintain its own website, providing only a link to the state site.
- g. Membership Recognition Chair (Stephanie Hartruft, Marketing Recognition Chair)
- Awards Status Updates
LPRT is due in 10 days.
- h. Community Service (Lisa Brown and Julie Triepke – Community Service Co-Chairs)
- Julie is stepping down as Community Service Co-Chair. Lisa will take lead as Community Chair with Colleen Puffe as co-chair.

- Updates Spring Charity Event
 - i. Need to schedule check delivery. Raised approximately \$5,000 (final number to still be finalized).
 - ii. Marcia noted the bowling tournament generated surplus funds and raised the question of whether sponsorship dollars should go to the charity (Rays for Rare) or remain as operational funds. Doug stated that unless specifically directed by the donor, sponsorship dollars should go to operations; funds raised at the event (entry fees, etc.) go to the charity. Lisa suggested that since the event was explicitly a charity event, surplus funds should go to the charity after retaining the 15% operational margin. Marcia will review the bowling tournament financials in detail before the next meeting.
 - iii. A check presentation to Rays for Rare is planned within the next month.
 - iv. The board will establish a clearer policy on sponsorship vs. charity fund allocation.
 - Charity Golf Tournament – Lisa Brown
 - i. Confirmed for Friday, August 21st - Falcon Crest
 - ii. First committee meeting was held on Tuesday, Marcia, Lisa, Camille and Sebrina were on the zoom. Our next committee meeting will be June 2nd.
 - iii. Knute would like to have a booth on a hole, but no team. Marcia stated that they will have to look into the logistics of that and a few other workarounds for a couple of other requests.
 - iv. Suggestion to reach out to Life Insurance Agents (NAIFA members) to expand golf tournament sponsorships and chapter membership. Possibly get a member list from NAIFA. Lisa noted that Hyatt is on the NAIFA board and could facilitate outreach. Doug suggested asking Hyatt/NAIFA to send a sponsorship/golf email to their membership on NABIP-TV's behalf. Marcia proposed inviting NAIFA members to Fall Forum and building a collaborative relationship.
 - i. NABIP-PAC/IPAC Chair (Amity Harrison, NABIP-PAC/IPAC Chair)
 - Status of NABIP-PAC/IPAC
 - \$270.00 was raised at the May Membership Meeting. Colleen Puffe was the winner of \$135.00.
5. New Business
- a. Meeting Location
 - The current meeting location (Boy Scouts facility) is no longer available.
 - June board meeting will be held via Zoom.
 - July board meeting tentatively planned at Hyatt/Lisa's office or at a new permanent in-person meeting location.
 - Suggested adding board meeting dates, times, and locations to the website under a dedicated board section, with in-person attendance preferred over Zoom for public observers. Joe will add the board meeting schedule to the website.
6. Old Business
7. Adjourn
- a. A lack of a Quorum at the meeting prevented a formal adjournment. Meeting adjourned at 2:59 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.
- **Marcia** – 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
- **Sebrina** – prepare monthly Newsletters
- **Board Members** – ensure you are signed-up for NABIP PAC monthly contribution.
- **Marcia** – Create a Shared Legislative Google Drive – Sam, CarrieAnne and Scott
- **Marcia** – email approved extended budget to all board members

- **Doug** – Provide radio station contact information (Claire) for Fall Forum promotion (June timeframe)
- **CarrieAnne** – Forward pictures of House Joint Memorial document for legislative archive
- **Membership Committee/Marcia** – Schedule call-a-thon for June to promote Fall Forum with a \$50.00 membership discount.
- **Marcia** – Send the full list of state legislative/PAC donations to all board members.
- **Marcia** – Reach out to Robert to continue the state sponsorship consolidation conversation. Contact remaining Idaho chapters (one outstanding) regarding state sponsorship structure.
- **Marcia** – Review bowling tournament financials in detail and determine fund allocation between charity and operations.
- **Marcia** – Submit roster to Nationals with current known board members; update as positions are filled.
- **Marcia** – Provide content to Malia for the state newsletter (bowling fundraiser totals and Fall Forum info).
- **Marcia** – Schedule a dedicated Bylaws Review Meeting.
- **Joe** – Add board meeting dates, times and locations to the NABIP-TV website under a dedicated board section.
- **Board Members** – Identify and refer non-profit organizations for the Fall Forum Community Day.

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

Thursday, June 18, 2026

1:30 p.m. – 3:30 p.m.

ZOOM