

National Association of Benefits and Health Professionals

Treasure Valley Chapter

Board of Trustees Meeting Minutes

June 25, 2026

ZOOM

BOARD MEMBERS PRESENT: Marcia Benton, Knute Kleven, Doug Fry, Daniel Skelton, Joe Morgan, Amity Harrison, Claudia Callahan, Stephanie Hartruff, Lisa Brown, Robert Tierney, and Sebrina Chevalier-Koehler.

GUEST PRESENT: Colleen Puffe, Dawna Moreno, Sophia Orm-Clark

BOARD MEMBERS EXCUSED: Lisa Wilson, CarrieAnne Kowalczyk, Samantha Venable Harjo, Caleb Simpson, Julie Triepke, 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
 - c. Approval of May 21, 2025, Board Meeting Minutes
 - d. **Doug Fry** made a motion to approve the April 16, 2026, and May 21, 2026, Board Meeting Minutes. **Joe Morgan** seconded the motion. Motion passed, unanimous vote.
 - e. State Sponsorships – Updates?
Marcia provided an update on the state-level sponsorship consolidation effort, noting it remains a work in progress. The state wants a single sponsorship package controlled centrally, with proceeds distributed to chapters. However, the current structure is more complex than anticipated. Smaller chapters may be folded into the state package while the local chapter maintains its own sponsorship separately.
 - f. Strategic Planning Meeting – Schedule?
After Fall Forum meeting. Would like to hold it in the first week of September. Sebrina will pick a couple of dates and times and send out an email to the board to find out what works best for everyone.
 - g. Boise Hawks Group Outing – Updates?
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. Currently have 10 registered to attend.
 - h. Bylaws schedule meeting in July to have ready for Fall Forum
We need to schedule a date in July to meet to redo the Bylaws. The following Bylaws items need to be address: Change for budget issue, change of leadership, nominations committee, swear in at Fall Forum—take office in July, but can't swear in until Fall Forum? Doesn't work properly. Term lengths—update. Dawna, Marcia, Doug and Stephanie would all like to be on the Bylaws/Governance Committee. Sebrina will come up with a few dates in the last two weeks of July and send out to the committee to pick a date/time.
 - i. June Membership Meeting
 - Topic: Best Practices for Your Agency – Leadership, Management and Beyond
 - Sponsor(s): None
 - CEs Offered: 1
 - Attendees: 21 (Reviewed Monthly Meeting Report)
 - Marcia also announced the following:
Upcoming Meetings: Fall Forum
Charity Golf Scramble
Mentorship Program
REBC Designation
LPRT
Education Foundation

2. 2026 Fall Forum/Medicare Summit/Group Summit/Community Day Updates
 - a. 2026 Updates
 - 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.
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, \$48,977.19.
 - 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 6/11/2026.
 - b. Professional Development Update (Prof. Dev. Chair)
 - Update on speakers and sponsors:
 1. July 9th – Decision to not hold a July membership meeting.
 2. September 10th -
 - a. Location: Saint Alphonsus – 11:30 a.m.
 - b. Topic: MAPD AV Calculator Presentation
 - c. Speakers: MAPD AV Calculator Presentation
 - d. Sponsor: TBD
 3. October 8th -
 - a. Location: Virtual?
 - b. Topic: TBD
 - c. Speakers: TBD
 - d. Sponsor: TBD
 4. November 12th -
 - a. Location: Virtual?
 - b. Topic: TBD
 - c. Speakers: TBD
 - d. Sponsor: TBD
 - Topics? Alex LaBeau – IACI; Meet the Candidates; United Healthcare – Calculator; YHI
 - The Professional Development Chair is still vacant; seeking recommendations.
 - A "Meet the Candidates" event is being considered for September or October, where local political candidates would share their healthcare goals, helping build relationships with the association. Concept is under consideration, but Marcia has a potential appointee in mind. Next year Medicaid Repeal will be high on the discussion list again.
 - c. Legislative Update (CarrieAnne Kowalczyk, Legislative Chair and Sam Venable Harjo, Co-Chair)
 - Marcia, An Operation Shout was sent out regarding a bill proposed by AOC that would limit Medicare broker compensation. The bill is unlikely to pass but raises important issues around steering and broker compensation narratives.
 - Joe (via chat): Shared links to the AOC bill, YouTube video, and H.R. bill draft.
 - YouTube Video: <https://youtu.be/M8dlAbDbWc0?si=d4GB-kwsvrMPKasa>
 - Her website breakdown: <https://ocasio-cortez.house.gov/media/press-releases/ocasio-cortez-proposes-bill-limit-compensation-representatives-medicare>
 - H.R. Bill Draft: https://docs.house.gov/meetings/IF/IF14/20260610/119378/BILLS-119pih-HR_.pdf
 - Marcia: Also awaiting feedback from the local lobbyist on potential involvement in Idaho's rural healthcare bill; an op-ed article has been drafted but not yet submitted. Marcia to provide further updates on the rural healthcare bill and lobbyist feedback.
 - Members encouraged to complete Operation Shout actions.

- d. Membership Recruitment and Membership Experience Chair Update (Knut Klevan/Claudia Callahan/Caleb Simpson-Co-Chairs)
- Reviewed current membership reports – New Member, Billed not paid, and Lapsed. Gain reports are currently hidden until after the National Convention.
 - 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.
 - 7 Touches
 - Flodesk Setup/Training
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
- 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.
Golf social media is scheduled to go out weekly
Fall Forum social media/email campaign – Marcia needs to get it created and will get it to Joe and Sebrina
Hawks social media?
 - Press Releases -
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.
 - Newsletter
Sebrina prepared the June newsletter, and it was sent out.
- g. Membership Recognition Chair (Stephanie Hartruff, Marketing Recognition Chair)
- Awards Status Updates
Marcia to report on award outcomes after the Atlantic City convention.
- h. Community Service (Lisa Brown and Julie Triepke – Community Service Co-Chairs)
- Updates Spring Charity Event
 - i. Need to schedule check delivery. Raised approximately \$5,000 (final number to still be finalized).
 - Charity Golf Tournament – Lisa Brown
 - i. Confirmed for Friday, August 21st - Falcon Crest
 - ii. 17 teams are currently registered; expecting at least 20, with a cap of 24. Goal of 24 teams is within reach.
 - iii. 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
 - There was not a 50/50 held at the June Membership Meeting.
 - Morgan Benton is the PAC Chair.
5. New Business
 - a. YHI Golf Tournament Sponsorship
 - Issue with the \$1,000 sponsorship at the YHI Charity Golf Tournament. There were two other lunch sponsors. We weren't allowed to put up signage or given an opportunity to talk about our association. The emcee agreed to mention her availability for questions but forgot to do so. NABIP was listed on the thank-you flyer on the table.
 - Doug noted the chapter paid approximately \$1,000 and expected a minimum of five minutes of speaking time. Recommended sending a direct, factual feedback email to Pat (who personally requested the sponsorship).
 - Claudia also noted that YHI employees appeared to win the majority of the raffle baskets, which seemed inappropriate given that sponsors and agents were the intended beneficiaries.
 - Doug drew a parallel to NABIP's own golf tournament, where carrier reps are excluded from winning prizes.
 - Claudia and Lisa to compile factual feedback and send to Marcia. Feedback to address: lack of speaking opportunity, no banner display, oversold lunch sponsorship, and employee raffle wins.
6. Old Business
7. Adjourn
 - a. **Doug Fry** made a motion to adjourn the meeting. **Knute Kleven** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 2:13 p.m.

Task List

Board Member

- **Knute/Dawna** – Create list and track monthly calls to those on the Billed not paid report.
- **Marcia/Joe** – 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)
- **Membership Committee/Marcia** – Schedule call-a-thon 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.
- **Sebrina/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.
- **Sebrina/Marcia** – Schedule Strategic Planning Meeting first week of September.
- **Marcia** – prepare social media/email campaign for Fall Forum and send it to Joe and Sebrina.
- **Marcia** – Follow-up with Pat/Nichol regarding YHI Charity Golf Tournament Sponsorship Experience.

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

Thursday, July 16, 2026
1:30 p.m. – 3:30 p.m.
Erstad & Company, Inc.
1108 W. Boise Ave., Boise, Idaho