

National Association of Benefits and Health Professionals

Treasure Valley Chapter

Board of Trustees Meeting Minutes

July 16, 2026

Erstad & Company, Inc. and ZOOM

BOARD MEMBERS PRESENT: Marcia Benton, Robert Tierney, Joe Morgan (Zoom), Morgan Benton (Zoom), Dawna Moreno (Zoom), Stephanie Hartruft, Terrie Trevino, Sophia Orm-Clark, and Sebrina Chevalier-Koehler (Zoom).

GUEST PRESENT: None

BOARD MEMBERS EXCUSED: Knute Kleven, Doug Fry, Samantha Venable Harjo, Lisa Brown and Collen Puffe.

BOARD MEMBERS ABSENT: None

Meeting called to order at 1:44 p.m.

Roll call.

1. President's Report (Marcia Benton – President)
 - a. Review of Antitrust Statement –
 - b. Approval of June 25, 2026, Board Meeting Minutes
Stephanie Hartruft made a motion to approve the June 25, 2026, Board Meeting Minutes. Dawna Moreno seconded the motion. Motion passed, unanimous vote.
 - c. State Sponsorships – Updates?
 - Marcia noted the previous formatting was vague and hard to follow; a cleaner, clearly itemized page is being added.
 - Marcia: Northern Idaho will add their own insert page; other chapters will use the state package as-is.
 - Marcia: Sponsors write one check to the state and then choose additional chapter-level sponsorships.
 - d. 2026-2027 Board Members – Updates?
Discussion about filling open board positions and identifying new candidates.
 - Terrie has entered her name for a leadership role on the board.
 - Open positions include professional development chair, secretary, and potentially others depending on Doug's decision.
 - Terrie suggested Lauren Kodanko, Tina's daughter (now at Morton, formerly Blue Cross/Regence), Julie Bender (Marsh McLennan), and someone from Gallagher or HUB as potential recruits.
 - Terrie plans to meet with Julie Bender on Friday to discuss board involvement.
 - Marcia noted Select Health's Marlys expressed concern that NABIP is too focused on individual/Medicare and requested more group broker representation.
 - Marcia highlighted the Group Summit as a vehicle to attract large group brokers; current enrollment in the Group Summit exceeds Medicare Summit enrollment.
 - Marcia stated that Scott Levitt received the member roster to identify potential recruits, no response yet.
 - Board recruitment is a priority, particularly for professional development chair and secretary.
 - e. Strategic Planning Meeting – Schedule?
Strategic planning will likely be scheduled in September after the board composition is finalized and carrier training schedules are known. 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.
 - f. Boise Hawks Group Outing – Updates?
Hawks Outing is tomorrow night. Oversold by 4. So, total of 29. Invited a non-member to come and the invite apparently implied that the tickets were free. We have a few new people attending the event.
 - g. Bylaws Committee Meeting
Discussion about forming a bylaw review committee and scheduling a brainstorming session.
 - Marcia noted bylaws must be distributed to membership 30 days before a vote; changes require a two-thirds vote of those present at a meeting (not two-thirds of full membership, except for dissolving the chapter).

- Marcia identified key gaps including term lengths, officer election timing (currently tied to a "state event"), and 30-day advance publication of candidates.
 - Marcia has already compared Idaho bylaws against national, state, California, and other states' bylaws using AI tools.
 - Terrie suggested reaching out to Bruce Bennett at the national level for any planned national bylaw changes.
 - Committee members: Dawna, Doug, Stephanie, Terrie, Robert.
 - Committee Meeting Scheduled for Tuesday, July 28, at 11:30 AM–1:30 PM; at Ling & Louie's
 - Marcia to forward the email containing national, state, and template bylaws to Sebrina for distribution to the full committee.
- h. Committee for 2027 NABIP Nationals – Salt Lake City Planning
- Discussion about organizing Treasure Valley's participation in the 2027 NABIP national conference in Salt Lake City.
- A committee for the 2027 Nationals will be formed: to be added to the strategic planning agenda.
 - Marcia indicated a combo event with Region 7 training is likely being planned; Megan (Region 7 chair) and Char are coordinating.

A committee for the 2027 NABIP Nationals in Salt Lake City was proposed and noted for future planning.

2. 2026 Fall Forum/Medicare Summit/Group Summit/Community Day Updates

a. 2026 Updates

- Fall Forum Update
Current registration stands at approximately 20 attendees, with a minimum goal of 75.
Sold out for vendor space. Two sponsor spaces left. Lunch sponsor is still available.
A Flodesk email drip campaign (4 emails) is underway targeting newly licensed Idaho insurance professionals to drive membership and Fall Forum attendance.
- Discount Coupon/Promo Code
Joe: Walked through the coupons and vouchers section in Star Chapter; confirmed 20 coupons at \$30 each are active. Joe: Confirmed the coupon code is being distributed via the Flodesk email drip campaign, visible at the bottom of the emails. The \$30 amount reflects the price difference between member and non-member tickets.
- 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)

4. Chair Reports

a. Treasurer's Report / Finance / Budget (Robert Tierney, Treasurer; Marcia Benton, Co-Chair)

- Profit and Loss Statement for July through June 2026
 - i. Current bank balance, \$48,977.19.
- Annual Meeting Ticket—Current meeting ticket expires in June 2025—talking in August for new pricing
- Income from Monthly Membership Meetings (review Monthly Meeting Breakdown)
 - i. Reviewed report as of 6/11/2026.

b. Professional Development Update (OPEN - Prof. Dev. Chair)

- Update on speakers, sponsors and meeting location:
 - 1. 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
 - 2. October 8th -
 - a. Location: Virtual?
 - b. Topic: TBD
 - c. Speakers: TBD
 - d. Sponsor: TBD

3. November 12th -
 - a. Location: Virtual?
 - b. Topic: TBD
 - c. Speakers: TBD
 - d. Sponsor: TBD
 - Topics? 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 (Sam Venable Harjo, Chair)
 - No new report at this time.
- d. Membership Recruitment and Membership Experience Chair Update (Knut Kleven-Chair/Dawna Moreno-Co-Chair)
 - Reviewed current membership reports – New Member, Billed not paid, and Lapsed. Gain reports are currently hidden until after the National Convention.
 - Dawna reviewed the lapsed member report; key names include Debbie (retired), Marlys (Select Health — possible payment issue), Tammy LaRue (HUB — to check with Rhonda), Tim Matthews (no longer at Pacific Source; now with Baldwin — Sebrina has updated contact info), Jose Hernandez (likely accidental lapse — brand new member), and Tanner Flint (canceled membership — Marcia wants feedback on why).
 - Dawna reviewed the "billed but not yet paid" report; will reach out to those individuals and send an update by the following day.
 - Marcia noted Maya is no longer in the industry.
 - Dawna reported three new members — Vicki Lewis (HUB), Christopher Miller (Advocate Health Advisors), and Corey (One Digital).
 - Marcia confirmed Treasure Valley won the national membership game contest.
 - Dawna will follow up with lapsed and billed-not-paid members and send a full report by the next day.
 - Next New Member Orientation/Value of Membership Meeting is 7/2/26 at 1 pm. Microsoft Teams info is on NABIPTV.org under events, or email Knute for more info. Knute will email all members who have joined in the last year.
 - There was one new member that joined the New Member Orientation meeting on 7/2/2026 – Chris Miller with Advocate Health Advisors. Knute Kleven and Joe Morgan were also on the call.
 - The next New Member Orientation/Value of Membership Meeting is 9/3/2026 at 1 pm. Microsoft Teams info is on NABIPTV.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, Katelonne, provided Sebrina and Knute with access and training on Flodesk (drip campaign system) with seven pre-built member touches ready to deploy.

 - Sebrina will enter new members into Flodesk to trigger the 7-touch welcome campaign
 - Marcia proposed that Dawna learn the Flodesk system, with Sebrina as trainer. Dawna agreed to connect with Sebrina after returning from Hawaii (first week of August).
 - Marcia: Noted that a lapsing/retention workflow has not yet been built into Flodesk — only new member and prospecting flows exist.
 - Flodesk drip campaign is live for prospecting and new member onboarding.
 - A lapsing/retention email workflow is a future development item for the membership committee.
 - Marcia: Reminded Sebrina to enter new members into Flodesk and to update the pre-written welcome email templates as board positions change.
 - Call-a-thon to be scheduled
- e. Diversity, Equality, Inclusion & Belonging (Sophia Orm-Clark – Chair)
 - Sophia was introduced in her DEIB and Media board roles.

- f. Communications Update (Joe Morgan, Chair)
- Social Media Releases – Updates/postings to NABIP-TV Facebook page, LinkedIn Program; Twitter, and Instagram (Buffer).
 - 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?
 - Update NABIP-TV/NABIP-Idaho Websites – meeting dates and upcoming event dates & board positions. NABIP Treasure Valley Sponsorships.
- g. Media Relations Chair (Marcia Benton and Sophia Orm-Clark, Co-Chairs)
- Letters to the Editor (5); Op-ed articles – Marcia and Lisa will be working on these.
 - Press Releases -
 Top Golf
 Golf Tournament – Idaho Crisis and Suicide Hotline Donation
 New Board
 Fall Forum
 Medicare Summit
 NABIP-National Press Releases?
 Christmas Charity Event – City Light Check Delivery
 Bowling – Rays for Rare – Check Delivery
 Marcia asked Sophia to email her directly; Morgan offered to CC herself to ensure follow-through given Marcia's email volume.
 Marcia also noted she needs Sophia's help drafting press releases for local media about the community event.
 - Newsletter
 Sebrina prepared the July newsletter, and it was sent out.
 Carrier Training Announcements in the Newsletter: A discussion arose about whether carrier training events should be published in the newsletter for all carriers or only sponsors.
 - Sponsor carriers will receive logo placement labeled as "Sponsored Partner Events."
 - Non-sponsor carriers will be listed by name only under a separate "Local Events" or similar label.
 - Morgan will forward carrier training emails to Sebrina for newsletter inclusion.
- h. Membership Recognition Chair (Stephanie Hartruff, Marketing Recognition Chair)
- Awards Status Updates
 Treasure Valley achieved Platinum Chapter Certification (a 3-year goal).
 Treasure Valley won the Pacesetter Award.
 Treasure Valley has moved into the large chapter category (crossed the threshold by two members).
 Marcia received the Presidential Citation Award.
 Treasure Valley won the Professional Development Award and the Public Service Award.
 Idaho (medium state) won highest growth rate, most new members, and highest retention rate.
 Southern Idaho won highest retention rate.
 Treasure Valley won the National Membership Champion award (net growth, large chapter category).
 Triple Crown qualifiers from last year — Malia Rogers (Q3, Northern Idaho), Rhonda (Q4, Southern), and Marcia (Q4, Treasure Valley); Knute likely also qualifies but is not on the published list.
 LPRT (Leading Producers Roundtable) honorees for Treasure Valley include Bruce Altig (9 years), Stacey Anthony (4 years), Marcia (5 years), Sebrina (5 years), Carrie Ann (2 years), Scott Levitt (28 years), Robert Tierney (20 years with REBC designation), and Derek Wilson (first year). *Members are encouraged to pursue LPRT qualification; applications restart January 1, 2027.*
 - Officer training videos (no longer tied to awards points) are still strongly recommended for all board members.

- i. Community Service (Lisa Brown and Colleen Puffe – Community Service Co-Chairs)
 - Updates on 2026 Charity Bowling Event – Check Delivery?
 - i. Need to schedule check delivery. Raised approximately \$5,000 (final number to still be finalized).
 - 2026 Golf Tournament – Committee Meetings, Updates?
 - i. Confirmed for Friday, August 21st - Falcon Crest
 - ii. Currently 19 teams registered; goal is 24 teams; 4–6 more teams needed. The Suicide Prevention Line has not provided any teams or sponsorships this year, resulting in a \$4,000 shortfall.
 - iii. Food vendor changed from Tucanos to a similar vendor; food ordering now accounts for full sponsors on the course (previously undercounted), ordering for 100 people.
 - j. NABIP-PAC/IPAC Chair (Morgan Benton, NABIP-PAC/IPAC Chair)
 - Status of NABIP-PAC/IPAC

Morgan provided a brief update from the recent Region 7 PAC/legislative call.

 - The call covered recent Congressional deaths and their legislative impact.
 - Marcia stated that the Idaho PAC currently holds approximately \$5,500; approximately \$10,000 was spent in the May elections, including \$3,500 transferred from the Day at the Hill event.
 - The State lobbyist is not increasing their rate.
 - Marcia raised a compliance concern about whether PAC funds are properly documented as coming from members only (e.g., 50/50 raffles at events may include non-members).
 - Marcia suggested assigning PAC compliance education to Morgan.
 - Morgan to research PAC compliance rules regarding member-only contributions.
 - Marcia to speak with Scott about the administrative fund and PAC financial practices.
5. New Business
- a. Passing of Colby Fiala
 - Dawna raised the passing of Colby Fila from Twin Falls, who had been battling colon cancer.
 - Sebrina to check with Wendy on whether the state has sent acknowledgment; the chapter may send flowers independently if needed.
6. Old Business
- a. YHI Golf Tournament Sponsorship
 - Issue with the \$1,000 sponsorship at the YHI Charity Golf Tournament.
 - 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.
 - Did Marcia receive feedback from Lisa and Claudia? Did Marcia follow-up with Pat or Nichol at YHI and voice our concerns?
7. Adjourn
- a. **Robert Tierney** made a motion to adjourn the meeting. **Stephanie Hartruft** seconded the motion. Discussion. Motion passed, unanimous vote. Meeting adjourned at 3:11 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, August 20, 2026
1:30 p.m. – 3:30 p.m.
Erstad & Company, Inc.
1108 W. Boise Ave., Boise, Idaho