

**National Association of Benefits And Insurance Professionals
Northern Nevada Chapter**

Annual Strategic Planning Meeting
August 20, 2026 9:47 AM – 11:00 AM
1870 Vassar St. Reno, NV 89502
Via Zoom – Meeting ID = us02web.zoom.us/j/84698950624

Attendance Report: Aliana Rushing, Georgana Cepeda, Joy Gardner, Don Goldmann, Ross Pendergraft, Julie Ann Evans, Merre Gregory, Breeze Yerves, Chanté Padilla, Cambria Williams, Mitchell Brown, Ross Pendergraft, Valerie Shamim, Mary Lou Urrutia

Virtual Attendance: Dave Sherrill, Ashley Kapostins, Daniel Westcott

Absent: Glen Montalbo

Guests: While the membership was made aware that the strategic planning meeting was open to them to attend, none attended.

1. Meeting called to order by President Georgana Cepeda at 9:47 AM.
2. Roll call of attendees was taken by sight for those attending in person and on Zoom by incoming Secretary Chanté Padilla. Quorum confirmed. Connectivity confirmed.
3. Welcoming comments by President Georgana Cepeda with a special welcome to Incoming Board officers and guests.
4. Review of agenda and order of business comments by President Georgana Cepeda.
5. Review of the chapter's current mission statement by President Georgana Cepeda.
 - a. Discussion of chapter's mission statement.
 - i. Agreement among all meeting participants that no changes were needed.
6. Review of the chapter's current vision by President Georgana Cepeda and added into the addendum.
 - a. The current Vision is available for review on the chapter's website.
7. Review of the chapter's By-Laws by President Georgana Cepeda.
 - a. The current By-Laws are available for review on the chapter's website.

8. Review of the chapter's significant P&Ps by President Georgana Cepeda.

- a.** All current P&Ps are up to date and posted on the chapter's website which is nabipnn.org

9. President Georgana Cepeda verbally provided a list of Active Committees.

- a.** List of Active Committees entered into the minutes.

COMMITTEE	CHAIRPERSON	2 nd MEMBER
PAC	Don Goldmann	Ross Pendergraft
Communications	Don Goldmann	Aliana Rushing
Public Service	Aliana Rushing	Julie Ann Evans
Legislation	Mary Lou Urrutia	Merre Gregory
Membership	Breeze Yerves	Glen Montalbo
Media Relations	Donald W. Goldmann	Ross Pendergraft
Programs/Professional Development	Julie Ann Evans	Kristina Hughes
Awards/Member Recognition	Ross Pendergraft	Don Goldmann
DEI&B	Julie Ann Evans	Chante Padilla
Education Foundation	Daniel Westcott	Julie Ann Evans
LPRT	Joy K. Gardner	Mary Lou Urrutia

i.

b. Board and Future Improvements

- i.** The Boards held a discussion regarding chapter goals, member engagement, meeting improvements, legislative efforts, and opportunities to strengthen the overall value of NABIP membership.
- ii.** The goals and objectives of the meeting were reviewed with the participants and included:
 - 1.** Membership Retention and Engagement
 - 2.** Develop strategies to improve membership retention and engagement.
 - 3.** Reach out to members on the chapter call list.
 - 4.** Communicate the value and benefits of NABIP membership, particularly in light of increased membership dues.
 - 5.** Consider creating a members-only chat or WhatsApp group to share chapter updates, reminders, and timely information.
 - 6.** Increase social media communication and updates.

7. Strengthen the focus on new members and ensure they feel welcomed and connected.

iii. New Member Outreach

1. The Board discussed ways to create a stronger onboarding experience for new members, including:
 - a. Conducting a formal New Member Orientation.
 - b. Making an outbound welcome call to new members.
 - c. Personally greeting new members at chapter meetings.
2. Introducing new members to Board members and other attendees.
3. Encouraging Board members to sit at different tables during meetings to meet and connect with new members.
4. Reaching out to former/ex-members to encourage them to rejoin the chapter.

iv. Legislative Engagement

1. Strengthen the chapter's legislative efforts and ensure members are aware of the work being done.
2. Share legislative progress and updates through chapter newsletters and other communication channels.
3. Continue promoting the importance of NABIP's legislative advocacy and the impact it has on the industry.

v. Education and Continuing Education

1. Joy expressed an interest in promoting National Education opportunities.
2. The Board discussed:
 - a. Promoting national educational opportunities more effectively.
 - b. Making educational opportunities as affordable as possible for members.

- c.** Continuing to offer CE programs.
- d.** Promoting CE opportunities earlier and more consistently to increase participation.
- e.** Increasing outreach to nonmembers regarding CE opportunities.

3. Nonmember Outreach and Meeting Attendance

- a.** The Board discussed ways to increase participation from nonmembers and attract new individuals to chapter events.
 - i.** Ideas included:
 1. Reaching out to individuals on the chapter call list.
 2. Targeting nonmember participation at meetings and expos.
 3. Promoting CE opportunities to nonmembers.
 4. Securing engaging and relevant speakers.
 5. Exploring ways to make meetings more appealing and accessible.

4. Meeting Locations and Food Options

- 5.** The Board discussed potential improvements to the meeting experience, including:
 - a.** Reviewing alternative meeting locations.
 - b.** Exploring alternative food and catering options.
 - c.** Considering sponsorship opportunities for luncheons in exchange for podium time or other appropriate recognition.
 - d.** Reaching out to carriers as soon as possible, as budgets will be established soon.

6. Discussing the possibility of letting Atlantis know that the chapter is reviewing its budget and exploring whether they may be willing to reevaluate the offerings provided to the chapter.

c. Additional NABIP Events

- i. The Board brainstormed additional chapter events. Twelve events are required for awards eligibility, creating an opportunity to expand programming throughout the year.

1. Potential events discussed included:

- a. Summer NABIP BBQ.
- b. Summer NABIP Walk.
- c. Events at pavilion facilities.
- d. Additional virtual meetings.
- e. A possible early-week evening meeting to encourage greater attendance.

- ii. **NN NABIP Chapter — Top Three Priorities**

1. **The Board identified the following as key chapter priorities:**

2. **Member Retention**

3. **Awards Discussion**

- a. The Board discussed the importance of chapter and individual awards, including:
 - i. Awards provide recognition opportunities for both chapters and individuals.
 - ii. Participation in award programs can highlight the chapter's accomplishments and encourage continued engagement.

4. **The PACE Setter program and the benefits of following its requirements were discussed.**

- i. Following the PACE Setter guidelines helps ensure the chapter is meeting the expectations and responsibilities of an active NABIP chapter.
- ii. Consistently meeting PACE Setter requirements strengthens the chapter and positions it as a more valuable and successful NABIP organization.

5. Continued Member Engagement and Chapter Growth

d. Overall Focus

- i. The Board agreed that the chapter should continue focusing on member retention, new member engagement, education, legislative advocacy, event quality, and increased participation. Continued brainstorming and proactive outreach will be important to strengthening the chapter and maximizing the value provided to NABIP members.
- 10.** Vice President of awards, Ross Pendergraft, educated meeting participants on the value of using the NABIP Pacesetter Award criteria as a guide for building and maintaining a successful chapter.
- a. The 2026 Pacesetter Award Responsibility List was distributed to each member. The categories, assigned responsibilities, and point-earning system were reviewed.
 - b. A review of the 2026 NABIP Award Winners was conducted to highlight successful chapter practices and accomplishments.
 - c. Members were reminded to schedule their required leadership training and encouraged to complete the leadership training available through the NABIP national website.
- 11.** Discussion of the chapter's goals, commitment, responsibilities and expectation for the board year 2026-27.
- a. Goals of the President, Georgana Cepeda. Received and entered into the minutes

President's Focus

My priorities for the year remain:

Education • Advocacy • Membership • Leadership • Connection

I appreciate everyone's continued participation and look forward to building on the momentum we have started.

Georgana Cepeda
President, NABIP Northern Nevada

- b. Goals of the Vice President, Valerie Shamim, entered into addendum.**
- c. Goals of the Vice-President of Finance, Joy Gardner received and entered into minutes with brief discussion.**
 - i.** Response of the roles and responsibilities of the Vice President of Finance:
 - 1.** I am good with everything you listed out.
 - ii.** Annual Sponsorship Goal: A brief discussion was held regarding the annual goal of increasing sponsorship revenue. It was clarified that this is a shared goal among all Board members and is not the sole responsibility of any one member. Board members are encouraged to utilize their individual connections and resources to assist with securing sponsorships.
- d. Goals of the incoming Secretary, Chanté Padilla entered into minutes.**
 - i. Commitment:**

I commit to attending Board meetings, maintaining accurate records and attendance, preserving Chapter documents, supporting award documentation, and providing meeting minutes within seven days following each Board meeting, **contingent upon receiving all Board reports and necessary materials at least three days prior to the meeting.**
 - ii. Recommendation:**

My recommendation would be that all Board reports be sent directly to me rather than only through group emails. This will help ensure I have everything I need to prepare accurate minutes and that reports do not get overlooked or lost within group email threads.
 - iii. Goals for 2026–2027:**

My goal is to keep our records accurate, organized, and current; consistently meet the seven-day timeline when the necessary materials are provided on time; and ensure our Chapter documentation is complete.

- iv. I'm looking forward to serving alongside everyone and contributing to a successful year for our Chapter! I'm looking forward to serving alongside everyone and contributing to a successful year for our Chapter!

e. Goals of the directory of Programs, Aliana Rushing received and entered into the minutes.

i. After reviewing your role, please send me your acknowledgment and commitment to the positions and responsibilities.

- 1. I am committed to my role

ii. Any recommendations or suggestions you may have.

- 1. I would highly recommend going dark for June and July luncheons. I believe it is adding extra stress to the board, the finances and the membership that have expressed some sadness about having to miss meetings due to holiday schedules and vacations.

iii. Your goals and priorities for the 2026-2027 term.

- 1. Continue to provide industry relevant programs. Continue to make every luncheon a CE credit. Continue to assist in running the luncheons and any other position that needs support with luncheon information such as media, and the Event Coordination position.

f. Goals of the Vice President of Professional Development, Julie Ann Evans received and entered into minutes.

i. Vice President of Professional Development – Goals for 2026-2027:

1. Chapter Leadership Training -

- a. To review the NABIP Professional Development Officer Guidebook (2023) and corresponding material related to the Professional Development position.

- i. This was completed on August 14, 2026.

To complete the Professional Development online training video (July 10, 2026).

- ii. This was completed on August 19, 2026.

b. Member Survey -

- i. To facilitate a member survey to collect feedback for the purpose of improving our programs, events and member satisfaction.

- ii. This will require support from the President, Vice President, Programs Chair, Membership Chair and Kapsheer Consulting to promote and distribute the survey.

c. Education / Certification -

- i. To promote NABIPs education / certification programs, example: REBC Designation, Medicare Advantage Certification, Fiduciary Certification, etc.

d. Monthly PD Meetings -

- i. To join the NABIP NV monthly PD meetings which are typically held on the 4th Friday of each month.
- ii. The goal of these meetings is to discuss and plan future events, topics of interest, and opportunities for CEs; as well as to help facilitate our programs schedule for several months in advance.

e. CE Submissions -

- i. To continue to work with the Programs Chair and the Expo Committee Chair / Committee to facilitate timely submission of all necessary material to be reviewed for CE. To continue to complete all the necessary steps required to manage CEs and to do so in a timely manner.
- ii. This will require support from the Programs Chair, the Expo Chair / Committee, and those asked to present a CE course.

f. Education Foundation -

- i. To assist, if needed, the Education Foundation Chair in educating the public on healthcare and healthcare financing options.
- ii. This will require support from the Vice President of Media & Communications and Kapsheer Consulting to make sure this is communicated to our members and more importantly, to the public.

g. Carrier / Vendor Engagement -

- i. To work with our carrier / vendor partners to help promote our monthly luncheons, annual expo and special events.

h. Succession Planning -

- i. To increase the Professional Development committee to assist with the planning process for our monthly luncheons, events, etc. and to assist with the CE process.
- ii. This will require input from current board members to find people who are interested in joining the committee.

g. Goals of the Vice President of Media and Communications, Don Goldmann entered into minutes.

- i. Work with Kasper to improve postings on Facebook and LinkedIn.
- ii. Post reports about each chapter event.
- iii. Use social media to improve marketing and membership recruitment.
- iv. Solicit a Social Media Chairperson to take the lead on social media activities.
- v. Continue creating and distributing with Kapsher's assistance a monthly newsletter.
- vi. Complete and submit to Kapsher a finished copy of the monthly newsletter by the last week of each month in order for them to achieve distribution to the membership on a date in the next month, agreed upon by the chapter President and Programs Chairperson.
- vii. Submit draft versions of the monthly newsletter for review to the President and Programs Chairperson.
- viii. Work with Ross to win the NABIP national award for local websites

h. Goals of the Vice President of Membership Breeze Yerves received and entered into the minutes and Co Chair Glen Montablo's goals received and added to the Addendum.

- i. I agree with my roles and my goals are:
 - 1. Membership retention, especially with the national \$100 increase

2. Welcome new members- show them around and how to get to orientation
3. Reconnect with former members and see if we can get them back
4. I will continue to look for opportunities to grow and strengthen relationships with members

i. Goals of the Vice President of Awards, Ross Pendergraft received and entered into minutes.

i. 2026-2027 Vice President of Awards goals:

1. **Maintain a steady monthly stream of items that will be needed for NABIP awards.**
2. **Use Pacesetter Responsibility Spreadsheet.**
3. Meet the January 15th deadline for Legislative awards and the April 5th deadline for Pacesetter and other awards.
4. Submit for the Pacesetter, Media Relations, Website and Presidential Citation awards.
5. Consider members for the Distinguished Service Award (DSA).
6. If possible, submit for the chapter Legislative Excellence award, the individual Legislative Achievement award and the Community Service award.
7. Provide an update at each Board of Directors' meeting on back up material needed for each award.
8. Focus on all board members understanding and accepting the importance of having the chapter complete the following actions:
 - a. Having the President-Elect (Vice President) attend the Capital Conference and participate in the appropriate leadership training program held during the event and, if the Vice President is not available, substitute the President. Have the appropriate board members attend the Nevada State Chapter's strategic planning meeting.
 - b. Write and post on the chapter website, an annual summary report of activities.
 - c. Have at least one monthly membership luncheon focused on legislative activities.

- d. Complete six new member orientations in coordination with the program that NABIP is doing on the fourth Thursday of each month.
- e. Complete a leadership workshop in coordination with a monthly BOD meeting.
- f. Create and execute an outreach campaign for new members.
- g. Expand social media involvement as the chapter now does with Facebook and start anew with Instagram.
- h. Make at least \$2,000 of donations to public service entities and if possible, up to \$5,000.
- i. Execute a membership campaign at the Symposium and do one at the December holiday or a major regular meeting, including flyers and promotion of the activity in the BOD monthly board minutes.
- j. Write and distribute press hits such as letters to the editors, press releases and get all such items posted on the website and social media.

j. Goals of the Vice President of Legislative Affairs, Mary Lou Urretia received and entered into minutes.

- i. I am working on Craig Freeze to be my assistant, he has been talking about getting involved in NABIP

k. Goals of the Employee Benefits Chair, Breeze Yerves received and entered into the minutes.

- i. For the employee benefits chair my goals are:
 - 1. Keep the board and members up to date on changes in the market/carriers affecting group benefits
 - 2. Advocate for the things needed for the employee benefits in Reno, NV.

l. Goals of the Medicare Chair, Merre Gregory received and entered into the minutes.

- i. What did I wish had gone better in your role last year? What would success look like this time around?
 - 1. This is an easy question on the surface, stay healthy so I can be involved more and have better input.
 - 2. My success would be to be more helpful to all board members in their roles where they need support. , Become more familiar with

current contacts and develop new contacts for Medicare updates. I would like to be more helpful for the annual expo to acquire speakers and make our expo an event that all members want to attend and bring in new members

ii. What is one measurable goal I want to achieve in your role this year?

- 1.** At least one measurable goal would be to work more closely with the board to procure speakers for our monthly meetings, ensuring excellent information regarding current Medicare issues that we all feel need to be addressed. There should be a minimum of 3 Medicare Content luncheons during our board year. In addition, I would like to continue to make our yearly expo an event that everyone wants to attend and bring in more new members. I would like to entertain the idea of hosting a Medicare 101 training for new Medicare Agents

iii. Are there any outdated processes or traditions in my area that could use a refresh or prove it?

- 1.** New processes I would like to integrate that would help me in my role would be to work closely with the State NABIP Medicare Chair Person. I would like to have a monthly meeting/discussion with them as well as our Medicare Co-Chair to discuss current issues. This would give a better sense of what is happening not just locally but state-wide. (I did try to implement this year however, we had babies born and co chairs moving out of state).

iv. What support do you need from the board or other officers to achieve your goals?

- 1.** I would like to work more closely with Mary Lou, our Legislative Board Chair in conjunction with Heidi Steiner to be more aware of bills that affect Medicare. I would send emails to our members when there are bills that we need to contact our congress and how to do so. This would help the members feel more involved in their NABIP chapter
- 2.** I would like to have a monthly discussion with our President and Vice president, to offer ideas and learn what I can do better to help support our chapter.
- 3.** I would like all board members to be able to rely on me when they need help. We are all busy but I want everyone to know that I will step in when needed!!

m. Goals of the LPRT Chair, Joy Gardner. None received.

- n. Goals of the incoming DEIB Chair, Julie Ann Evans. None received.**
 - o. Goals of the incoming NABIP Education Foundation Chair, Daniel Westcott. None received.**
 - p. Goals of the Director of NABIP Pac, Donald Goldmann. None received.**
 - q. Goals of the Immediate Past President, Aliana Rushing received and entered into the minutes.**
 - i. After reviewing your role, please send me your acknowledgment and commitment to the position and responsibilities.**
 - 1. I accept the commitment and responsibilities.**
 - ii. Any recommendations or suggestions you may have.**
 - 1. Make Georgana president forever**
 - iii. Your goals and priorities for the 2026–2027 term.**
 - 1. Assist the current President in fulfilling her roles and assisting in deadlines. Provide support for the Vice President as she recruits new BOD members next year and in training her to be ready for Presidential role.**
 - r. Goals of the Events Coordinator Chair, Cambria Williams entered into minutes.**
 - i. I have read and understand my responsibilities as this year's Event Coordinator. As far as my goals, seeing as this is an inaugural year for this role, my primary goal is to flesh it out and be able to set actual goals mid-year. Additional goals are a more seamless registration process and timely submissions of approved BEOs and room layouts for events.**
- 12.** A motion to adjourn was made by Don Goldmann and seconded by Julie Ann Evans. Unanimously approved.
- 13.** President Georgana Cepeda adjourned the meeting at 11:00 AM.

Report submitted by incoming Secretary, Chanté Padilla, August 20th, 2026.


Chanté Padilla

Addendum

Northern Nevada Chapter Mission and Vision Statements:

NABIP's Mission Statement

NABIP advocates for our members and their clients, provides professional development and delivers resources to promote excellence.

NABIP's Vision Statement

NABIP is the preeminent organization for health insurance and employee benefits professionals and works diligently to ensure all Americans have access to high quality affordable Healthcare and related services.

Goals of the Vice President - Valerie Shamim

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Thank you for sharing the Vice President role outline and for the clarity you've provided as we begin the 2026–2027 term. I appreciate the thoughtful structure you've created for the Board and the opportunity to help shape the responsibilities of this position. I'm grateful for the trust you've placed in me and I look forward to contributing meaningfully to NABIP Northern Nevada this year.

I've reviewed the outline in detail, and I want to confirm my acknowledgment and full commitment to the purpose, responsibilities, and expectations you've outlined. The role description aligns well with how I view the Vice President position and the support it should provide to both the President and the Board.

Recommendations & Clarifications I do have a few suggestions that may help strengthen the role and enhance our overall effectiveness:

- **Board Accountability Structure:** Since improving accountability is one of the annual goals, it may be helpful to establish a simple, shared system for tracking action items, deadlines, and progress. A centralized dashboard or monthly accountability review could support transparency and follow-through.
- **Special Projects:** I would appreciate clarity on how special projects will be assigned—whether they will be designated by the President, identified collaboratively, or determined based on emerging needs throughout the year.

These refinements are small, but I believe they can help ensure consistency and make it easier for the Board to stay aligned and productive.

Goals & Priorities for 2026–2027 My goals for this term reflect both the outlined responsibilities and the broader direction I believe will benefit the chapter:

- **First goal is to become fully aligned:** With the current committee planning to ensure I can contribute effectively and add value from the start.
- **Strengthen Board Accountability:** Implement a clear, organized system for tracking action items and deadlines to support transparency and timely completion.
- **Support Strategic Initiative Execution:** Work closely with you to monitor timelines, identify potential delays early, and help keep major initiatives on schedule.
- **Lead High-Impact Projects:** Take ownership of special projects that advance chapter visibility, operational efficiency, or member engagement.
- **Provide Steady Leadership Support:** Serve as a reliable partner to you and a consistent resource for the Board, stepping in whenever needed to maintain continuity.

I'm excited for the year ahead and grateful for the opportunity to contribute in a meaningful way. Your leadership sets a strong foundation for collaboration, and I look forward to supporting you and the Board in creating a productive, unified, and successful term.

Please let me know if you'd like to discuss any of my recommendations or goals further. I'm happy to connect anytime.

Warm regards,

Sincerely,

Valerie Shamim

Membership Co-Chair

Glen Montablo

Purpose

Support membership recruitment and engagement.

Commitment

- **Attend Board Meetings.**
- **Assist with membership events.**
- **Support outreach initiatives.**

Primary Responsibilities

- **Contact prospective members.**
- **Welcome guests.**
- **Follow up with inactive members.**
- **Assist recruitment campaigns.**

Annual Goals

- **Improve member engagement.**
- **Increase membership participation**

Success Measures (KPIs)

- **Membership outreach completed.**
- **Increased member participation.**