

California Agents and Health Insurance Professionals



CAHIP

Shaping the *future* of healthcare
NABIP - California

BOARD OF DIRECTORS MEETING MINUTES

CAHIP Board of Directors
January 20, 2026
Meeting Minutes

8:36am 1 shy of quorum
Antitrust review

Dawn McFarland - President's Report:
Manny will report ahead of Irma

Reminder of NABIP Town Hall – slides and Q/A in written report
Reminder to coordinate plans for Capitol Conference – Toscano dinner (Dawn will see if additional spots available with NABIP); Kerry (LA) looking at seafood options; OC doing their own dinner; San Diego – no plans yet. Dawn will continue planning for monument tour – with pickup at hotel. Most are expressing preference for local chapter Monday evening rather than organizing a CAHIP state dinner. Leadership forum is Sunday.

Feb CAHIP Board Meeting is 9am-12pm following Innovation Expo in person. Email will come with instructions for brainstorming sessions with Past Presidents.

BOD Dinner 2/11 – TBD.
Craig organizing dinner on 2/10.

Immediate Past Pres – Rosamaria Marrujo
Rosamaria has family emergency. Governance updates to be shared next month.

Nominations Committee – had great representation from chapters, but needs even more!

Reminder for chapters to begin working on their own nominations and succession planning.

Pres Elect Craig Gussin 8:55am
Encourage nominations
Farm Team meeting next week 1/28 – topic: Membership – please invite new-ish members.
Will be working on mentorship.
Will be working on membership.

Motion to approve Dec minutes/Jan agenda, second, Motion carries.

Membership Irma Romero 9:02am
Membership numbers have been hovering around 1300. Latest list shows ALL CA chapters losing members.
Chapter membership chairs have unfortunately not been showing up to meetings.

Legislation Janet Powelson 9:11am

Cap Con – leg appointments are being offered based on zip code (reminder to check your address with NABIP)

Meeting with NABIP leg, Dawn, and Advocacy Associates tomorrow to sort out some logistics

Cap Con webinars are available, both in real time and recorded.

Bill Review will be held March 11 at Faith's office in Sacramento

Cap Summit will include BOD Meeting May 4, Conference on May 5, leg visits on May 6

Cap Summit team is meeting this week to get some logistics in hand in order to launch registration.

SB354

AB298 pushing through with amendment

Faith – delay on 354 language, with bill not heard until June

Kerry – concern about enough attendance for all the leg meetings. Janet – this is being addressed.

Feb 17 webinar will discuss use of the app and scheduling.

Ricky – matching seasoned members with newbies? Yes.

Finance – Kerry 9:25am

Dues payments are now coming on time/early – putting us in an excellent position

Note: Was not a dues correction payment, but a

Motion to accept Dec month-end financials, Second, Motion carries

Communications – Kristie 9:31am – had to drop off

Note: Meetup still available, but not really being used

Craig has info about new NABIP marketing materials

Sponsorship – Elizabeth not present

Irma – wants to reuse survey to boost results from her chapter

PD – Manuel Alcaine 9:35am

Thanks to those of you who joined last week's exec board meeting and made phone calls!

3 priorities:

1 – Innovation Expo – keep inviting your membership!

2 – new CE sponsorship

3 – still considering regional fundraising dinner

Kerry – please include ethics CE for renewal

PAC Jordan Futch 9:46am

December was one of our best months

Year \$68K+

Highlights – double diamond contributor Pat Burns; 16 diamond donors; San Diego top chapter; OC was second; Dollar per member engagement: Ventura in 1st, PAC-dash Challenge for Q1 2026: goal \$25+ per member. (Sharon to share flyer with Board)
Pat – Jordan’s doing an excellent job, but pls remember/know that we’re only about halfway to where we need to be to operate successfully with attendance at legislative party fundraisers.

Community Outreach – Pat Burns 9:56am

Emerging Leaders program rolling out to launch for applications at Innovate

Public Affairs – Vanessa Ignacio 10:01am

Still underwater from Q4, more to come next time.

Recognition Pat Stiffler 10:02am

Application submitted for CA Leg Excellence

Please make sure to note any legislative appointments at these BOD meetings so they can be found in the minutes.

Medicare Brian Bilhartz & Greg Wolin

Attended Conference for Health Advocates and Senior Medical Control – was well received.

<https://medicare.chir.georgetown.edu/an-uneven-playing-field-why-smaller-plans-are-calling-for-stronger-guardrails-on-medicare-advantage-marketing/>

This is part of the NABIP response we are finalizing for the Georgetown CHIP: In a nationwide NABIP survey of more than 1,500 licensed Medicare agents:

- 88% of agents sell regional plans
 - 29% sell *only* regional plans
 - 59% sell *both* national and regional plans
- Only 10% sell national plans exclusively
- 94% of agents work with an FMO, underscoring the importance of regulated, accountable distribution channels
- When agents sell regional plans, they most often learn about them through:
 - FMOs (60%)
 - Regional carrier marketing (30%)

DEIB – Monica Spencer – not present.

Local Chapters: 10:12am

San Diego – Ricky Haisha

Not able to attend CAHIP BOD Feb 12; Monthly Medicare Roundtable starting tomorrow – 3rd Wed monthly; Todd Hartley webinar 1/29

Santa Barbara – Jordan Futch

Board met last week; event calendar coming.

Silicon Valley - Ethics CE coming 1/27; several board members attending Innovation Expo

Ventura – David Garcia

Great shining stars on our board; successful sponsorship; leg update, attendance at Innovation Expo; Casino night 2/20; super successful charity event in December – tripled from last year.

Central CA – Kim Ball

Crab feed 3/13; good holiday party in Dec; working on more content; working on new board members; new administrator.

Golden Gate – Irma Romero

Trail Talks continue to go well; Leg update on 1/22; social in Feb; events on calendar monthly.

Inland Empire – no one present

LA – Kerry Wright

Attendance at Cap Con

NorCal – Brad Wright

Helped 300+ families celebrate Christmas; Cornhole/Chili cookoff – hugely successful; member meeting tomorrow with over 40 expected in attendance! Crab feed next month.

OC – Sarah Knapp

Jan CE morning – successful; Leg update 2/10; good number of members coming to Expo; Sales Symposium in march.

10:30am Meeting adjourned.

CAHIP Legislative report for January 20, 2026.

CAHIP Bill review March 11th, at Faith's office, 9:30 – 3:30pm. Optional HH afterwards.

Capitol Summit: Save the Dates. BOD on May 4th at Faith's office. May 5th Conference and HOD. May 6th Hill visits.

Room block at the Hyatt Centric Downtown Sacramento. May 4 – May 6. \$249.

New venue – Capitol Event Center, 1020 11th Street

Federal: Senate is scheduled to leave for the year on Thursday. Closed door lunches today for both parties. Last night a bipartisan group of nearly twenty met for two hours trying to work out a deal to extend subsidies.

[SB354: Insurance Consumer Privacy Protection Act](#). Authored by Senator Limón, the new Senate Protem. The coalition is still working with counsel on new language.

[AB 298](#): Health Care Cost Sharing. Authored by Mia Bonta, Chair of Health Committee. For under age 21, free preventive care in network and no OOP in network after deductible is met.

Legislative Council

First meeting of the year is Thursday, January 22nd at 4:00PM. We will review scheduling for CapCon and who will be attending.

Medicare Market – Insurance commissioner action

Any update from Faith?

NABIP Updates

CapCon Attendees: If your work and home addresses are in different districts, please confirm that in your NABIP account your “mailing address” is your home address. That is address that will be used by Advocacy Associates to identify constituents and assign people to meetings.


Draft Priorities were reviewed by the Legislative Council during our 1/13 monthly meeting. Final edits were due 1/16. Topics include bills we support such as COBRA as Medicare creditable coverage, PBM reform, site neutral payments, ICHRAs. Other topics include Medicare commissions (discuss with CMS), preserving employer tax credits.

Anticipate that any action on extending PTCs will be done before CapCon.

Remaining webinars:

The Power of the PAC: Fueling Our Advocacy Together


Learn how NABIP PAC strengthens our collective voice, how it operates, and what your support makes possible.

 January 20, 2026 — 2:00 p.m. ET

 [Register here](#)

Telling Your Story: Turning Real-Life Experience into Effective Advocacy


Discover how to connect your day-to-day experiences to NABIP's legislative priorities — and why those stories resonate with lawmakers.

 January 27, 2026 — 2:00 p.m. ET

 [Register here](#)

In the Room: How to Lead an Impactful Meeting with Lawmakers and Staff


Practical strategies for confident, persuasive conversations that leave a lasting impression on the Hill.

 February 3, 2026 — 2:00 p.m. ET

 [Register here](#)

Washington Update: What's Driving Policy and Politics in 2026


Get the latest insights on legislative and regulatory developments shaping this year's advocacy agenda.

 February 10, 2026 — 2:00 p.m. ET

 [Register here](#)

Your Advocacy Toolkit: Scheduling Hill Meetings & Using the Mobile App

Learn how Hill meetings are coordinated and how to use our new digital tools to stay organized, informed, and effective throughout Capitol Conference.

 February 17, 2026 — 2:00 p.m. ET

 [Register here](#)



Board Meeting:, 2025

8:30am PT

Location: Zoom

Executive Board	Title	Attendance Noted		
Dawn McFarland	President	x		
Craig Gussin	President-Elect	x		
Rosamaria Marrujo	Immediate Past President			
Kerry Wright	VP Finance	x		
Janet Powelson	VP Legislation	x		
Irma Romero	VP Membership	x		
Manny Alcaine	VP Professional Development	x		
Jordan Futch	VP PAC	x		
Vanessa Ignacio	VP Public Affairs	x		
Elizabeth Underhill	VP Corporate Relations			
Kristie Scavarda	VP Communications	x		
Pat Burns	VP Community Outreach	x		
Chapter Presidents			Chapter Pres Elects	
Kim Ball	Central California President	x		
Irma Romero	Golden Gate President	x		
Cherie Crutcher	Inland Empire President		Shelley Hoover	x
Bruce Benton	LA President			
Brad Wright	NorCal President	x		
Sarah Knapp	OC President	x	Gonzalo Verduzco	x
Ricky Haisha	San Diego President	x		
Steven Woodward	Santa Barbara President			

Jennifer McKenzie	Silicon Valley President		Melanie Meister	
David Garcia	Ventura County President	x	Rod Owen	x

COMMITTEE CHAIRS/MISC:

Faith Borges	Lobbyist	x
Patricia Stiffler	Member Recognition Chair	x
Monica Spencer	DEIB Chair	
Greg Wolin	Medicare Co-Chair: Northern CA	
Brian Bilhartz	Medicare Co-Chair: Southern CA	x
Sharon Frank	Exec Director	x
Lisa Strug	Exec Director	x

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