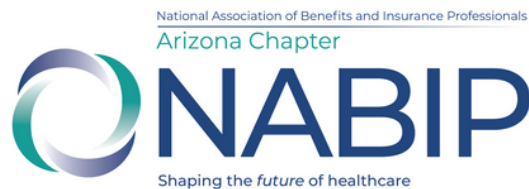


# NEWSLETTER

JANUARY 2026



## Highlights

NABIPAZ Board of Directors

Letter from our AZ President

Spotlight on Sheila Prior

Can't Miss Up Coming Events

New Member Orientation

Capitol Conference

Unlock Member Benefits

Designations & Certifications

LPRT Opportunity

Thank you Annual Sponsors



## Support NABIP

### Political Action Committee (PAC)

Make Your Voice Heard!

NABIP PAC is the political action committee of NABIP, allowing members to exercise their First Amendment rights to free speech and association.

In today's heavily regulated health insurance industry, participating in the political process is not just an option—it's essential.

Registered with the Federal Election Commission, NABIP PAC enables members to pool their resources to support candidates who champion private-sector solutions for the health and financial security of all Americans. By contributing, you help strengthen the voice of our industry and ensure that our perspectives are represented in policy decisions that impact us all.

[Click Here to Contribute](#)



## Grateful for Our NABIPAZ Family – Looking Ahead Together

As we welcome a new year, we want to take a moment to express our sincere gratitude for the incredible NABIPAZ members who continue to step up, give back, and strengthen our association.

Your time, passion, and dedication make a meaningful impact—not only within our industry, but across our community as a whole. Because of you, we begin this year inspired, connected, and ready to grow.

If getting more involved has been on your mind, now is the perfect time. There’s always room at our table, and many ways to contribute, connect, and lead.

Let’s start this year by growing, giving, and moving forward together.

Reach out to learn how you can get involved:  
[communications@nabiparizona.com](mailto:communications@nabiparizona.com)



# Arizona Board of Directors July 1, 2025 - June 30, 2026

## Executive Board

**President** Alana Mayer

**President Elect** Charlene Hogeland,  
REBC

**Immediate Past President** Sheila Prior

**Secretary** Phillip Magnuson

**Treasurer** Phillip Magnuson

## Board of Directors

**Legislative** Jennifer Farrell &  
Rory Stone-Walsh

**Professional Dev. So. AZ-** Patti Johnson

**Professional Dev.**

Maddy Robinson

**Membership** Jessica Cheney, REBC

**Membership Retention**

Morgan Whitaker

**Member Recognition** Sarah Gollwitzer

**NABIP PAC** Peter Rowe

**DEI + B** Netta Garcia

**Media/Communications** Jenny Weaver

## Member Connect Leaders

Morgan Whitaker, Lori Crandall, Netta  
Garcia, Sarah Gollwitzer, Kayla Flores,  
Jessica Cheney, Chandler Chavez

## Committee Members

**Communications** Kirsten Lind

**Membership** Accai Bailey

Start the year with gratitude, and let the rest unfold.

Dear NABIP Arizona Members,

As we step into the new year, I want to take a moment to express my heartfelt gratitude to each of you. Your dedication, engagement, and commitment to the insurance industry make our chapter stronger and our community more connected.

This year brings new opportunities for growth, collaboration, and impact—and I'm inspired by the passion and professionalism our members bring every day. Your involvement helps NABIP Arizona thrive, and together, we can continue to strengthen our industry and support one another in meaningful ways.

Thank you for all that you do to make our chapter vibrant and successful. It is truly an honor to serve alongside you, and I look forward to all we will accomplish together in the year ahead.

Wishing you a happy, healthy, and prosperous new year!

With sincere appreciation,  
Alana Mayer,  
President, NABIP Arizona



2026

# Members Making a Difference - NABIP Member Spotlight on Sheila Prior

Each month, we will highlight a standout NABIP member making an impact in their community or our organization. Get inspired by their story, expertise, and the passion driving their success in our industry.



This month, we are thrilled to highlight Sheila, a dedicated and inspiring member of NABIP Arizona. Sheila has previously served as Arizona Chapter President and continues to actively contribute her time, expertise, and leadership to our chapter. Based in Phoenix, Arizona, Sheila works at Cigna Healthcare, where she helps clients navigate the often complex world of benefits and insurance. Her commitment to excellence, combined with her passion for supporting both clients and colleagues, makes her a standout leader in our industry.

## **Professional Impact**

Throughout her career, Sheila has contributed to numerous initiatives that strengthened client relationships and improved organizational processes. Her ability to overcome challenges and adapt to industry changes has made her a respected leader among her peers. She stays current with trends and developments in the insurance and benefits landscape through ongoing education, industry events, and active NABIP involvement.

## **NABIP Involvement**

Sheila has been an active NABIP member for 6 years, and her leadership roles—including chapter President—highlight her dedication to the organization’s mission. NABIP has provided Sheila with opportunities to develop professionally, engage with fellow industry leaders, and advocate for meaningful change.

## **Personal Passion**

Sheila’s passion for the industry stems from her commitment to helping people and organizations succeed. She draws inspiration from mentors, colleagues, and the clients whose lives are positively impacted by her work. For new professionals entering the field, Sheila advises: “Lead with integrity, stay curious, and always put people first.”

## **Fun & Human Side**

Outside of work, Sheila enjoys golfing, cooking, spending time with close friends. A fun fact about Sheila is she is a two-time Chili Cook off champion. To recharge after a busy week, she likes a Dirty Martini and watching shows with her partner Tim. Sheila’s guiding mantra is:



“Strive to be 1% better each day, act with integrity, and never stop learning.”

# UPCOMING MEETING

## Ethics Made Easy – We've Got You Cover

### **Join Us Live In-Person**

*Date: January 22, 2026*

*Time: 9:00 AM – 1:00 PM*

*Location: CASA Training Room,  
7878 N 16th Street, Phoenix, AZ 85020*

**CE Credits: 3 Ethics Credits**

This three-hour course explores the NABIP approach to ethics for insurance agents and brokers. Through real-world scenarios, discussion, and practical guidance, you'll strengthen ethical decision-making, enhance client trust, and navigate legal and professional responsibilities with confidence.

### **Instructor: Rusty Rice**

Rusty has been a NABIP member since 1998 and has taught over 450 hours of CE courses nationwide. He brings decades of industry experience, leadership, and legislative advocacy to this engaging and practical session.

Don't miss your chance! Join us to gain valuable insights and earn your 3 Ethics CE Credits!

**We can't wait to see YOU there – let's gather, learn, and elevate our ethics together!**

**Sign up [HERE!](#)**

# UPCOMING MEETING

## How to Win More Clients in 2026

### A Sales Acceleration Session

Date: January 29, 2026

Time: 11:00 AM – 2:30 PM

Location: Zoom – [Register Here](#)

Elevate your sales game in 2026! NABIP Arizona members are invited to join this dynamic session hosted by the California Association of Health Insurance Professionals – San Diego Chapter (CAHIP-SD), featuring Todd Hartley, #1 bestselling author, serial entrepreneur, and world-renowned keynote speaker.

In this 90-minute session, Todd will share actionable strategies used by top producers to:

- Win critical private evaluation moments when prospects decide to move forward
- Establish trust and authority instantly to double your close rate
- Transform virtual and in-person meetings into client-converting experiences
- Apply scalable approaches to grow your book of business with measurable ROI

Who Should Attend: Brokers and agents looking to sharpen sales skills, increase client acquisition, and drive sustainable growth.

Don't miss this opportunity to gain insights from one of the world's leading sales experts and kickstart your success for the new year!

[Register Now](#)

# ARE YOU NEW OR NEED A REFRESHER ON NABIP?

## *NEW MEMBER ORIENTATION*

Are you a new NABIP member—  
or just want a refresher  
on all things NABIP?

The mission is simple: to welcome you,  
introduce you to the NABIP experience,  
and set you on the path to NABIP success.  
Whether you're new or looking to get the  
most out of your membership, this session  
is for you!

JANUARY 22<sup>ND</sup> AT 10AM AZ TIME  
VIRTUAL – ZOOM

**[REGISTER HERE](#)**



# NABIP CAPITOL CONFERENCE



Thinking about attending NABIP's 36th Annual Capitol Conference?

*Feb. 22–24, 2026 | Washington, D.C.*

Join 800+ health insurance and benefits pros for three days of training, policy updates, and advocacy.

Prepare on Sunday, get equipped on Monday, and make your voice heard on Capitol Hill Tuesday.

Shape the future of healthcare, connect with legislators, and network with industry leaders.

Curious if this is right for you?

*Call a NABIP Arizona board member and ask about it!*

**[Learn more here!](#)**

Keynote Speaker: Mosheh Oinounou

Award-winning journalist Mosheh Oinounou, founder of Mo News and former CBS Evening News executive producer, will share “Breaking Through the Noise: Trust, Communication, and the Power of Credible Information.” Learn how to cut through the clutter and communicate with clarity, credibility, and impact.

# Unlock Your Membership Benefits

By joining **NABIP Arizona**, you automatically become a member of **NABIP National**, so you get access to all the national member benefits included in your dues. This includes professional development, certifications, designations, webinars, resources, and exclusive member discounts on everything listed on the NABIP member benefits page. Essentially, you're getting two memberships for the price of one—all the tools and savings are ready for you to use to grow your skills and business.

**[Click here to see all the National Exclusive Member Savings Opportunities!](#)**

## Looking to make a change in 2026?

Check out the NABIP Career Center & Career Planning Portal — your one-stop resource to plan, explore, and prepare for your next opportunity in the health insurance and benefits industry.

### **Benefits & Insights Include:**

*Job Outlook:* See if your dream job is in high demand.

*Education:* Discover if additional training or degrees could boost your career.

*Wages:* Visualize expected salaries or hourly pay.

*Career Videos:* Learn more about roles through video insights.

*Employment Projections:* Access multi-year employment trends for specific roles.

*Job Overview:* Understand what a typical day looks like in your chosen career.

*Skills & Abilities:* Identify the skills needed to succeed in your dream job.

**[Check it out here](#)**

## 2025 Q2 Quarterly Report – September 29, 2025

Membership | Advocacy | Media | Technology | Professional Development  
Aligned with NABIP's Future Forward theme, these reports keep you updated on our efforts to shape the future of the health insurance and benefits industry. Get insights into how our advocacy, innovation, and leadership are making an impact for members and partners.

**[Read More](#)**

# YOU ARE WORTH IT!

## **Invest in Yourself in 2026: Take Your Skills to the Next Level!**

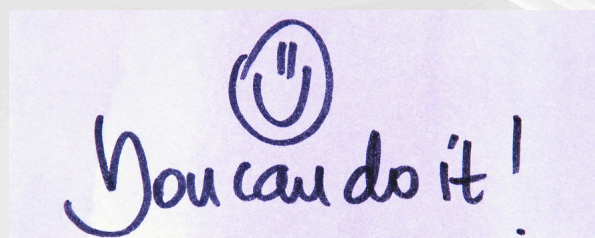
As we kick off 2026, it's the perfect time to think about your professional growth. NABIP offers a wide range of certifications, designations, and training programs that can help you expand your knowledge, stay ahead in the industry, and increase your value to clients and employers.

By setting a goal to complete a course or earn a designation this year, you're not just checking a box—you're investing in yourself and your future. Whether it's mastering Medicare, earning a REBC designation, or exploring specialized leadership topics, NABIP has resources to help you build your expertise and confidence.

Members also receive exclusive discounts, making now the perfect opportunity to start adding these tools to your professional toolkit. Set a goal for 2026: learn something new, grow your skills, and make this your most productive year yet.

Take the first step today—pick a course, set a goal, and make 2026 the year you invest in your success!

**Check out options [HERE!](#)**





## Recognizing Excellence: **Leading Producers Roundtable**

In insurance, some professionals consistently go above and beyond—delivering exceptional service, producing impressive results, and setting the standard for excellence.

NABIP's Leading Producers Roundtable (LPRT) honors these top producers by offering exclusive discounts, free educational opportunities, and special recognition. These members not only excel in their own business but help NABIP raise the bar for the entire industry.

Leading Producers Roundtable (LPRT) was formed in 1942 to honor top accident and health underwriters, LPRT now recognizes the best in health, disability, long-term care, and worksite marketing, including carrier and agency leaders.

LPRT Members enjoy exclusive discounts, free education, and recognition—celebrating those who set the standard for excellence in the industry.

Want to learn more?

Now is the time!

**Click [HERE!](#)**

# Thank You to Our Generous Sponsors

**WE EXTEND OUR SINCERE GRATITUDE TO OUR SPONSORS  
FOR THEIR INVALUABLE SUPPORT OF NABIP ARIZONA.**

Thanks to their contributions, we're able to deliver impactful programs, strong advocacy, and meaningful events that benefit both our members and the broader community.

Don't see someone you do business with?  
Encourage them to get involved!  
Sponsorship is a powerful way to connect, lead,  
and make a difference.

Invite them to become a NABIP Arizona sponsor today —  
contact **[president@nabiparizona.com](mailto:president@nabiparizona.com)**.

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Arizona**

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EMAIL - [PRESIDENT@NABIPARIZONA.COM](mailto:president@nabiparizona.com)**

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