

Harold R Gordon Memorial Award
Nomination For
Michael A Embry, Sr., RHU

May 5, 2025



NOMINATION FORMNominee's Name: Michael A Embry, Sr., RHUNominee's Email Address & Phone Number:
membry@risk-strategies.com (586)484-5745Nominator's Name (Print): Suzy AlbertsNominator's Signature: Nominator's Email Address & Phone Number:
salberts@risk-strategies.com (248) 709-9000

Please make a copy for your records and email the application form and supporting documentation and testimonials to BWillson@NABIP.org. Electronic copies only, no hard copies will be accepted.

Rules:

1. This Nomination Form should be accompanied by a supporting statement detailing the accomplishments of the nominee. Supply information on present and former positions within NABIP, including the individual's connections with health insurance, educational background and degrees, special honors and membership and positions held in outside organizations. Most importantly, please provide specific accomplishments that, in your opinion, entitle your nominee to be considered for this prestigious award.
2. Nominations without supporting statements may not be given the same consideration by the Harold R. Gordon Committee as other applications with corroborating documentation.
3. Testimonial letters from industry and work colleagues, community leaders, and outside organizational leaders are welcome to be submitted with the other documentation as well.

Due date:**THE DEADLINE FOR RECEIPT OF SUBMISSION AND SUPPORTING DOCUMENTATION IS **MAY 6, 2025.****Please submit to Brooke Willson at bwillson@nabip.org

Suzy Alberts

5605 Storrow Court • Warren, Michigan • 48092

May 5, 2025

Dear Gordon Memorial Award Committee:

It is my honor to again nominate Michael A. Embry, Sr., RHU, for the Harold R. Gordon Memorial Award. Mike has touched many people throughout our industry and beyond. In speaking with others about his influence on their lives and businesses, I have added two additional letters of recommendation to last year's submission. Those letters are from long-time NABIP member, Tony DeRico, whom Mike has mentored for several years, and Donald Eason, President of the CURE, the Center for Urban Renewal and Education, based in Washington, D.C.

As testified in Mr. Eason's letter, Mike supports many non-profit, community organizations including CURE, Faith-Wins and Embrace Grace. "Mike Embry is exemplary, often going under the radar with his unwavering support for causes he believes in," stated Mr. Eason. "These qualities align with the award's emphasis on selfless contributions that extend beyond professional obligations."

As a NAHU/NABIP member for over three decades, Mike has given his heart and soul to defending and improving the insurance industry. He is the quintessential servant leader, who has mentored many individuals, including myself.

A member since 1992, Mike's leadership in the organization began when he joined the Board of Directors for the Metro Detroit AHU chapter as Legislative Chair in 1997. Mike is what some people might call a "leg junkie" and took to this position quickly and effectively. He has attended nearly every Capitol Conference since 1997, while also actively lobbying for free market health care in Lansing, Michigan, alongside the Michigan delegation. In 2011, he received the Legislative Excellence Award for his ongoing involvement in the association's legislative efforts.

Mike has held leadership positions at every level of NAHU/NABIP. In 2000, he was elected President of Metro Detroit AHU, which was followed by being elected Secretary of Michigan AHU (MAHU) in 2003. He led MAHU as President in 2006-2007. In total, Mike served for 11 years on the Metro Detroit board and eight years on the Michigan board of directors. For this work, he received the NAHU Distinguished Service Award in 2002.

Mike then had the desire to serve at a higher level and served as the Region III HUPAC Chair for four consecutive years. After serving as the Region III HUPAC Chair, Mike was elected Region III Regional Vice President in 2010. During his three years as RVP, Mike traveled extensively throughout the six-state region. He was instrumental in starting the first chapter in the State of West Virginia.

In his region he received additional accolades. Due to his work and leadership on behalf of the Kentucky AHU, Mike was commissioned by Kentucky Governor Steven Beshear, into The Honorable Order of Kentucky Colonels in 2012. By proclamation, "Kentucky Colonels are unwavering in devotion to faith, family, commonwealth, and country. Passionate about being compassionate. Proud leaders who are gentle but strong in will and commitment."

For his stellar work within Region III, Mike received the Linda Erlenbach Region III Lifetime Leadership Achievement Award in 2019, which is Region III's top honor.

Mike's passion for service and commitment to NAHU and the employee benefits industry carried him to being elected NAHU Secretary in 2014, at the annual convention in Scottsdale. During his years on the Board of Trustees, he helped craft our vision for the future via the Vision 2020 Strategic Planning document. He also worked with other board members on policies which would ensure the financial viability of our organization and that future leadership would have a pathway to success.

At the annual convention in Orlando in 2017, Mike was sworn-in as NAHU President. During his term, he traveled across the country, visiting chapters and sharing the NAHU vision and value of membership. His passion for issues surrounding legislation, both state and national, was a centerpiece of his conversations. His motto, "Teamwork makes the dream work" was evident as he inspired members to become active in leadership and invited non-members to join the NAHU family.

After leaving the board of trustees, Mike has remained active with NABIP and continues to serve at a national level on the Governance Committee.

Mike is a person that leads by example. He has been a member of Leading Producer's Round Table since 2000, and a Soaring Eagle Qualifier since the inception of the program in 2011. He continues to be a Lifetime and Qualifying LPRT member. He has also been a contributor to the Michigan PAC as well as HUPAC, now NABIP PAC, for over 24 years. He received the Spirit of HUPAC Award in 2016. In 2017, 2019 and 2020, he received the Mike D. Grey HUPAC Award for being the association's top contributor. Mike has always answered the call when asked to support or sponsor a PAC event.

Mike also supports the insurance industry in Michigan by serving on the advisory board of several local insurance carriers including Blue Cross and Blue Shield of Michigan. He is also an active advisory council member for the Michigan Business and Professional Association, which supports the statewide business community.

He has many passions beyond NAHU/NABIP, including family, community, and faith. His fundraising efforts on behalf of the Multiple Sclerosis Society resulted in being named the organization's top fund raiser on multiple occasions. Following his passion for politics, Mike is involved with the Michigan Republican Party, Lincoln Club of

Macomb County, and has worked on the political campaigns for numerous conservative candidates.

Mike is a man of great faith, which drives his ethics in both his business and personal life. He is very involved in his church, The Church of Christ, as well as the Church of Christ Care Center Foundation. Mike's mother, Carolyn, was a resident of the care center after he and his wife were no longer able to care for her in their home. He is on the Board of Directors of the Care Center Foundation. According to Doug Edwards, Executive Vice President/Philanthropy, "He has been one of our most active members, has participated in many of our projects and has been a very generous donor to our organization."

Mike would likely say that his greatest personal accomplishment is receiving his Thirty-Year Medallion from Alcoholics Anonymous. This milestone has taken personal fortitude and faith, like no other accomplishment. He continually uses this as a platform to encourage and guide others on their personal path to sobriety. His example has undoubtedly saved many people from lives of chaos and hardship.

Also on a personal side, Mike has two adult children and four beautiful grandchildren. He enjoys spending time with them when he is not traveling, boating, or hunting. In the fall, you will often find him "up a tree" in Northern Michigan, hunting the illusive white tail deer. He and his wife, Jeanne, reside in Chesterfield Township, Michigan, but are "snowbirds" spending much of the winter months in Arizona. While in Arizona, Mike still dedicates much of his time to serving his clients.

To me personally, Mike has been a lifelong mentor and friend. I have worked for his agency, Comprehensive Benefits, Inc., for nearly 24 years. During that time, he has inspired me to always work in the best interest of our clients, putting their needs before the monetary rewards offered by carriers. I have personally witnessed his integrity, generosity, and commitment to excellence in everything he does. In selling the agency to Risk Strategies in 2024, Mike negotiated to protect both his clients and his long-term employees.

The National Association of Benefits and Insurance Professionals and every person he touches have benefited from the efforts he has put into moving the employee benefits industry forward. For these efforts and many more, it is my honor to nominate Michael A. Embry, Sr., RHU, for our NABIP's highest recognition, the Harold R. Gordon Memorial Award.

Sincerely,



Suzy Alberts
Member – NABIP Metro Detroit

**Harold R Gordon Memorial Award
Nomination For
Michael A Embry, Sr., RHU**

Letters of Endoresment



Donald T. Eason
President
Center for Urban Renewal and Education
529 Fourteenth St NW
Suite 642 - National Press Building
Washington, DC 20045
donald@curepolicy.org
202-479-2873

April 30, 2025
Harold R. Gordon Memorial Award Committee
National Association of Benefits and Insurance Professionals
(NABIP)
999 E Street NW, Suite 400
Washington, DC 20004

Dear Members of the Harold R. Gordon Memorial Award Committee,
It is with great honor that I nominate my friend and professional
colleague, Michael Embry for the Harold R. Gordon Memorial Award,
the most prestigious recognition bestowed by the National
Association of Benefits and Insurance Professionals (NABIP).

Mike's 35-year career, is marked by selfless dedication, visionary
leadership, and transformative advocacy, exemplifies the award's
criteria of honoring individuals who make extraordinary
contributions to the health insurance industry beyond their
professional duties, in the spirit of Harold R. Gordon's legacy.

Mike Embry has been a driving force in advancing the health
insurance industry, particularly through his impactful advocacy
efforts that have strengthened the role of agents and brokers

nationwide. As president of NABIP (then NAHU) for the 2017–2018 term, Mike spearheaded initiatives to amplify the voice of health insurance professionals in legislative and regulatory arenas. By recognizing the challenges posed by an evolving healthcare landscape, he worked tirelessly to ensure that agents and brokers remained integral to the system. Traveling to Washington, DC and advocating for policies that protect consumer access to professional guidance while promoting market stability. His leadership was instrumental in fostering dialogue with lawmakers, regulators, and industry stakeholders, earning praise from NABIP CEO Janet Trautwein for his passionate commitment to empowering members to navigate complex legislative challenges.

Mike's advocacy impact extends far beyond his presidency. He has been a consistent champion for legislative reforms that enhance the industry's ability to serve clients effectively. By engaging with policymakers at both state and federal levels, Mike has helped shape legislation that preserves the critical role of brokers in delivering affordable, consumer-focused health insurance solutions. For example, his efforts have supported initiatives to streamline regulatory frameworks, reduce administrative burdens on agents, and ensure fair compensation models, all of which enable professionals to prioritize client needs. His ability to translate industry challenges into actionable policy recommendations has not only elevated NABIP's influence but also set a standard for advocacy that helps the broader healthcare ecosystem.

Furthermore, Mike's educational outreach has empowered countless agents to engage in advocacy themselves, fostering a more informed and proactive industry workforce. These efforts have created a ripple effect, strengthened the industry's resilience, and

ensured that consumers continue to receive help from the ability of dedicated professionals.

Beyond advocacy, Mike's entrepreneurial leadership underscores his commitment to the industry. He founded a benefits planning agency in 1989, built an employee benefits division for a regional bank, and established Comprehensive Benefits, Inc. in 2014. His agency's 98% client retention rate reflects his dedication to trust and service, while community initiatives, such as hosting local shred events, demonstrate his broader commitment to public welfare.

He and I serve together on the Christain Care Community Advisory Board, where he dedicates his time, his talents, and his treasures, sponsoring fundraising dinners, luncheons and gives very generous gifts to the organization. He also contributes to other causes he believes in, including political donations, of which I was also a recipient. Mike's generosity extends to many other non-profits, including the Center for Urban Renewal and Education, Faith-Wins, and Embrace Grace, just to name a few. Mike Embry is exemplary, often going under the radar with his unwavering support for causes he believes in. I am glad I can call him "Friend." These qualities align with the award's emphasis on selfless contributions that extend beyond professional obligations.

Mike's contributions have earned him widespread recognition, including NABIP's Distinguished Service Award, Legislative Achievement Award, and consistent Triple Crown awards since 2004. As a lifetime member of the Leading Producers Round Table and a Soaring Eagle Club honoree, his professional excellence is indisputable. These honors reflect his reputation as a leader who consistently goes above and beyond, making him an ideal candidate for the Gordon Award.

In the tradition of Harold R. Gordon, who envisioned a unified and impactful health insurance industry, Mike Embry has dedicated his career to advancing the profession and serving the greater good. His unparalleled advocacy, leadership, and commitment make him a truly deserving nominee for the Harold R. Gordon Memorial Award. I respectfully urge the committee to recognize Mike Embry as the 2025 Person of the Year for his remarkable contributions to our industry.

Thank you for considering this nomination. Please contact me directly at 313-801-9989 or donald@curepolicy.org if additional information is needed.

Sincerely,

Donald T. Eason
President
Center for Urban Renewal and Education



April 25, 2025

RE: MICHAEL EMBRY'S GORDON AWARD NOMINATION

To Whom It Concerns,

I am writing in support of Micheal Embry as this year's Gordon Award recipient.

Michael has been my mentor for over five years, and I have grown tremendously due to his guidance and support. That growth has been specific to the health insurance industry in general but not limited to it.

His work over the many years of serving our association shows his commitment to excellence and true love for those of us who have the blessing of spending time with him. He has helped me to embrace and grow in understanding the values of NABIP, to which I now share with those that I mentor and lead.

Micheal is a man of spiritual conviction and truly adheres to Godly principles. He's a leader among leaders and a man worthy of imitation.

Should you have any questions, please do not hesitate to contact me immediately.

Respectfully,

Tony DeRico

Agency Owner/Broker



April 27, 2024

The Gordon Committee,

I am not sure I have met anyone more deserving of this award than Michael Embry.

I first met Michael in 2018 as I perused his application to join the Partnership, I had been part of starting in 2002. As a Charter Partner of the group, I had seen my fair share of qualified individuals and potential partners, but Michael was different.

His CV was impressive as was his dedication to NABIP. Those accomplishments you are all aware of. His dedication and service continued within UBA, participating on multiple committees and the Board. He was transparent in speech and actions, always doing what was best for all. Even when decisions were tough. He felt he could make the Partnership and Partners better, which would also improve our industry overall.

Michael was an integral part of having the Partnership participate and a higher level with increased membership and contributions to the PAC and Admin. The Partnership corporately matched the contributions. The objective was to improve the industry by helping to influence legislation and public thought.

Mike served on the Board of Directors with UBA for a number of years rising to Vice Chair. Michael lived his partnership life as a servant leader. He was recognized by his Partners as a national Partner of the year.

In addition to his Board duties, he participated on the Governance and Finance committees. He has made a huge contribution to the views, attitudes and behavior within our industry.

A deserving recipient.

Regards,



Krys Reid

President



Office of Philanthropy • 23575 Fifteen Mile Road, Clinton Township, MI 48035 • Ph 586-285-7128 • www.cofccc.org

May 1, 2024

Ms. Suzy Alberts
Account Director
Comprehensive Benefits, Inc.
26555 Evergreen Road, Ste. 535
Southfield, MI 48076

Dear Ms. Alberts,

I want to express my commendation of Mr. Michael Embry as a great choice for Insurance Person of the Year. Mike has served on the Planned Giving Advisory Council (PGAC) for nearly 10 years at the Church of Christ Care Community. He has been one of our most active members, has participated in many of our projects and has been a very generous donor to our organization.

Mike's mother was a resident in our nursing home for several years before she passed away. We loved having her presence on campus.

Mike and his wife, Jeanne, are also very engaged in our local church activities and wherever he is involved he always gives his very best.

I have followed Mike Embry's professional career for many years and know that he has provided excellent leadership in his company and in the insurance industry. I believe he will be an outstanding model for this position.

So, I just want to add my endorsement of Mike for this tremendous honor.

Sincerely yours,

A handwritten signature in blue ink, which appears to read "Doug Edwards". The signature is fluid and cursive, with a long horizontal stroke at the end.

Douglas P. Edwards
Executive Vice President / Philanthropy

To the Gordon Memorial Selection Committee:

I could not have been more excited when I heard my longtime friend Michael Embry was nominated for the Gordon Memorial Award. I have personally known a number of previous Honorees and Michael is an obvious choice to join these elite recipients!

Mike and I have known each other for 30 or so years and he truly is an example of what an agent in our industry should aspire to reach. He's an optimistic man who advocates for our industry, has served it and it's a better industry because of him.

My father was a lifetime Insurance Agent and what I learned from him helped me to succeed in this industry. Lesson one is to understand your job and Mike absolutely understands. Look out for your clients, advocate for them, interpret the carrier/client communication barrier and operate with the utmost integrity.

While no doubt an award like this will be an honor to Michael Embry - his selection is a powerful example and reflection as he embodies the purpose of the Gordon Memorial Award.

A handwritten signature in black ink, appearing to read 'Karl W. Albrecht', with a stylized, flowing script.

Karl W. Albrecht CEBS
Chairman Action Benefits
Southfield, Michigan
Kwa@ActionBenefits.com
248-417-1779

Subject: Embry Gordon Nomination
Date: Thursday, May 2, 2024 at 4:34:09 PM Eastern Daylight Time
From: Bruce D. Benton, RHU, REBC
To: Suzy Alberts
Attachments: image001.png

Thank you, Suzy!

I have had the honor and pleasure to know Mike Embry for the past 20 years. We undoubtedly met at Capitol Conference outside in the cold having a cigarette break, instantly bonding, and becoming the closest of friends. Likeminded in every sense and sharing personal and business similarities, Mike is one of my most treasured friends. We are brothers.

Mike is selfless, caring, loyal and deeply passionate towards his family, friends, our industry, and great federation. A servant leader who gives tirelessly to everyone he meets, his community, church, and love of country. Mike is the true spirit of mensch!

These qualities are embedded in Mike's heart and soul without regard towards personal gain, and his generosity to others because of his well-earned success is highly commendable as well. I adore Mike Embry with all my heart and am proud to call him a dear friend and industry colleague.

Bruce D. Benton, RHU, REBC

Bruce D. Benton, RHU, REBC
Executive Vice President and CEO
CA Corporate License #0D91095
CA Individual License #0609247



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