



## 2025 HAROLD R. GORDON MEMORIAL AWARD

### NOMINATION FORM

Nominee's Name: Donald W. Goldmann

Nominee's Email Address & Phone Number:  
dongoldmann@yahoo.com 704-900-0594

Nominator's Name (Print): Joy KGardner

Nominator's Signature: 

Nominator's Email Address & Phone Number:  
joykgardner@gmail.com 775-900-7303

Please make a copy for your records and email the application form and supporting documentation and testimonials to [BWillson@NABIP.org](mailto: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](mailto:bwillson@nabip.org)

To The Committee Members of the Harold R. Gordon Memorial Annual Award –

Please give serious consideration to this nomination of Donald Goldmann for this year's award.

Donald Goldmann has made contributions for the common good of professionals in all facets of the benefits and insurance industry as well as for the common good of people throughout the United States.

His contributions traverse every level of NABIP, including local, state, regional and national involvement, from 1985 to the present and, even though in semi-retirement, today, he is still actively involved with his local chapter in mentoring and developing future NABIP leaders.

His contributions for the common good of people throughout the United States include:

- Contributions through community involvement,
- Political involvement,
- Pharmacological improvements for the average person,
- Creation of new designs of health care coverage starting in California,
- Regulatory improvements begun in California and now extending across the country,
- Instigation of new distribution systems to help consumers and brokers alike,
- Incubating charitable activities that continue to grow even now and
- Encouraging the development of agents, brokers and related industry professionals across the country.

While his involvement with NABIP has been broad and deep, before citing those contributions, it should be noted that his career development has been intertwined in working for the common good of many people throughout America.

After earning a Master's degree in Communications from the University of Michigan, and an undergraduate degree at Middle Tennessee State University, Don's first venture into life insurance was as an agent for the Ray Paul, Massachusetts Mutual, Rockford, Illinois, district office in 1979.

Don used his contacts with the Blue Cross/Blue Shield of Illinois insurance company, to start a scholarship program at Rock Valley College with a \$10,000 donation to the college. That program continued for a number of years after Don moved out of the area.

With his life insurance career gaining steam, his mentor, Ray Paul, encouraged him to use his connections with the educational systems of Rockford to run for the Rockford School Board, the second largest in the state behind Chicago, to which he was elected to serve his community in 1980.

In 1982, Don and his wife, Terry, moved to San Diego, California, to make a short, 3-year detour out of the insurance business and to go to work in the pharmaceutical industry. It was during that time that Don made a contribution to the health care of every American in being one of eight men who first distributed, the brand-new product, over the counter, Advil. The early success of that distribution cemented Advil into becoming the household name that it is today.

While Advil is a household name now, in mid-1984, the American Home Products' subsidiary unit, Whitehall Laboratories, made history with the introduction of Advil, the first non-prescription ibuprofen in America, as well as the most famous "Prescription - to - "Over the Counter" switch in history.

Don was one of eight Regional Managers for that firm who, collectively, sold the entire year's supply in one day across the country in order to launch a product, that at the time, few believed would ever replace aspirin or Tylenol.

After that successful launch for the common good of all consumers taking pain relief medicines, Don returned to health insurance with a particular focus on the developing HMO industry in Southern California.

In 1986, Don joined Metropolitan Life to engage with a team of other professionals raising capital backing from local Southern California hospitals in order to create the MetLife Healthcare Network of Southern California.

As part of the development work for that fledgling HMO, Don researched and discovered why no HMOs were selling group with less than 25 lives. At that time, the Federal HMO Act of 1973 required employer groups of 25 lives or more to offer an HMO, if that HMO was licensed as a "federally certified HMO".



In researching the comparable California "Knox-Keene Act", Don discovered that there was no requirement for federal certification for creating an HMO coverage plan that could be sold under 25 lives within California.

Don proposed that MetLife bring the first "small group" HMO plans to market without federal certification under the California's Knox-Keene Act. A unique interpretation of that California law at that time and the California Department of Corporations, the regulators for HMOs at that time in that state, agreed and approved the license.

In mid-summer 1986, the first, small group HMO plans were brought to market with three selling entities, known at that time as "Wholesale Brokers" (later to take on the name "General Agents").

Those three "Wholesale Brokers" have made a huge impact on the California market and later influenced similar types of selling entities throughout the country. They were Word and Brown, Group Benefits Services and Allen Bress's Aim Marketing.

A few years later, Don joined with Harry Gousha to revamp Group Benefits Services into Group Benefits Plus, helped to build that firm into a successful general agency and worked to affect the sale of that company to the Anthem CIMS/Wellpoint division.

It was during the portion of his career at MetLife, that Don became involved with OCAHU, through John Word, President (1988-89) of the newly formed, Orange County Association of Health Underwriters.

Beginning with educational presentations at the chapter's monthly membership meetings, on the subject matter of the developing concepts of HMO for small groups without being federally certified, Don started getting involved with the chapter's leadership activities.

By 1992, Don was elected as the chapter's Program Chair and served in numerous positions over the years until he was elected three times to be the OCAHU President from 1999 through 2002.

One of his most significant contributions to the common good of both the industry and consumers in California was his very active involvement with the state organization, the legislative committees and the state's PAC to educate, influence and persuade members of the California Assembly to pass AB-1672 in 1999.

AB-1672 established the affirmative marketing rules for small group health insurance products and laid the basis for many states and the ACA, by establishing regulations for requiring carriers to engage in selling practices that were fairer, more predictable and enhanced broker involvement for the betterment of our industry and for consumers in general. AB-1672 would have likely come to pass with many persons supporting the effort, but none the less, Don was actively involved at many levels.

Don's work on AB-1672, and his support of the CAHU-PAC, as a multi-diamond member, to help push the approval of the act, was only one of many beginning steps since his earliest days in the health insurance industry in him becoming a life-long staunch advocate for the private distribution of health insurance.

He has been a keynote speaker at a wide variety of local, regional and national annual programs and conferences as diverse as Life Insurance Company Management Associations, Asian American Society, Employers Advisory Councils, Employee Benefit Planners Associations, Employee Benefit Councils, International Society of Certified Benefits Specialists, the University of Southern California's Annual Summer Classes at the Leonard Schaeffer Public Health Policies program, the Western Pension and Benefits Council and the Benefits Selling Expo.

As NAHU President, Donald Goldmann continued being a staunch advocate for the health insurance industry, and was involved in key roles helping to shape the legislative landscape during his tenure at the local, state, regional and national levels.

In particular, Goldmann worked tirelessly to promote Health Savings Accounts (HSAs), recognizing the potential for these innovative products to provide consumers with more control over their healthcare spending. His advocacy efforts helped to shape the legislative environment in which the health insurance industry operates today, and set the stage for continued innovation and growth in the sector.

His involvement has included presentations to chapters in all eight regions during his years as CAHU President, Region 8 Vice President and the NABIP national President.

During his decades of involvement with NABIP, Don has made continuing education presentations in hundreds of cities across the country while hitting 34 cities alone the year of his NABIP Presidency.

While an expert at discussing the regulations of the ACA, he is notoriously well known for getting various continuing education approvals in many states, beginning with his home state of California, for classes focusing on the consumption of wine and one's health.

While hosting wine educational and health classes from Alaska to Florida, Connecticut to San Diego, Goldmann has helped to raise tens of thousands of dollars for charities connected to numerous health and life underwriters as well as other organizations outside our industry including Common Cause, Interfaith Alliance groups, hospitals, the American Heart Association, Soroptimist International Organizations and a number of advanced educational institutions.

Don has written thousands of articles for his local chapter's newsletter, his state's publications and the NABIP HIU magazine along with publications not directly connected to NABIP. His written contributions were so appreciated that his fellow national Board members presented him a framed collage of recreations of each of his monthly columns during his year as President.

However, Don is not simply words. He walks the walk and continues to do so in semi-retirement.

He was one of the first, repeat, multi-diamond CAHU PAC participants.

He is the only five-time winner of the Michael Gray HUPAC award. His career-long support of HUPAC and its ability to influence legislation and regulations earned him the 2021 "Jesse Patton Spirit of NABIP PAC Award" and his advocacy for the common good of our industry has a long history.

As CAHU President, Region 8 Vice President and the NABIP National President, Don Goldmann was a passionate and effective advocate for the health insurance industry. He recognized the important role that private health insurance plays in providing individuals, families and employers with access to quality healthcare, and he worked tirelessly to promote policies that support this industry.

Goldmann was particularly focused on consumer-driven healthcare, recognizing the potential for these models to provide individuals with more control over their healthcare spending and promote greater transparency and competition in the industry.



Don's leadership and contributions were not limited to his roles at the state and national levels; he also made significant contributions to the Orange County Association of Health Underwriters (OCAHU) during his time as a leader within that organization.

Goldmann served as the president of OCAHU in the late 1990s, during which time he focused on increasing membership and improving the organization's advocacy efforts at the local level. He also worked to enhance educational opportunities for members, organizing numerous training events and seminars.

Don's leadership and contributions at the local level helped to strengthen OCAHU and paved the way for his future leadership roles within CAHU and NAHU. His dedication to improving the health insurance industry at all levels of the organization had a lasting impact on OCAHU, CAHU, NABIP and the industry as a whole.

Many things particularly demonstrate the quality of the man in terms of what he has given for the common good without self enhancement or personal gain, and although, he has admittedly done well in his professional career, it is likely that the better he has done, the more he has given back.

He created an incubation of charitable events in his home chapter of OCAHU.

Before any national awards or his personal movement up the ladder of NABIP, Don established committees and events on the OCAHU annual calendar to support a variety of charities in the local area.

He cajoled, encouraged and motivated members to take a simple annual putting contest and turn it into one of the most successful golf tournament and charity auctions in Southern California for the Cystic Fibrosis Foundation. While Don could not have single-handedly created the success in the fund raising that occurred, he had a way of inspiring others such that they simply could not say "no" to helping him.

Well before the cultural attitudes that we take for granted today, Don stretched the chapter to create the first "Women in Insurance" event which the chapter hosted on June 20, 2000. That first event had a later name change to "Women in Business", but it has continued non-stop every year thereafter. While leaders after Don improved on his first version, he started the process. He made it happen.

Between the annual Cystic Fibrosis Fund raising and the chapter's annual event to celebrate "Women in Industry" to contribute to the "New Hope Grief Support" association, along with a number of minor charitable activities, as Don moved up to CAHU, he left behind an institutional culture that has kept motivating future OCAHU leadership to earn the NABIP national "William F. Flood Public Service Award" for every consecutive year for over a decade.

Don has made things happen without any fanfare or desire for personal attention, but even so, many in NABIP have honored him. His willingness to help others make things happen was most recently honored by his new home, the National Association of Benefits and Insurance Professional – Northern Nevada, when they awarded him that chapter's highest honor, the "Stuart Michelle 'Cause It To Happen' 2022" award.

Over the years, Don has been awarded many times and it is worth it to take note of those awards because it represents the depth and breadth of his involvement in our industry.

1980 - Mass Mutual Quota Buster Award – Don's first of many selling awards

1986 - Agency Recognition as an OCAHU Founding Member

2009 – 2010 California Member of the Year Award

2010 – Second ever awarded OCAHU Pinnacle Award – the chapter's highest honor

2012 – NABIP Distinguished Service Award

2013 through 2023 – HUPAC's Top Award with five Michael Gray awards over the period with four consecutive years (2013 – 2016)

2022 – Jesse Patton Spirit of HUPAC award

1985 to the Current – Numerous chapter, state and regional awards at the annual NABIP National Conventions, and NABIP Triple Crown pin winner three times.

Along with his many awards, over the years, Don has held the positions of –

OCAHU Programs Chair - twice

OCAHU Vice President of Communications - twice

OCAHU By-Laws Chair

OCAHU President Elect

OCAHU President – three times

OCAHU Past President



CAHU Legislative Committee Member – four times  
CAHU Vice President of Legislation  
CAHU PAC Board of Directors Member – two times  
CAHU Executive Director Search Committee Member  
CAHU By-Laws Chair  
CAHU Vice President of Finance  
CAHU President Elect  
CAHU President  
CAHU Past President  
NABIP Region 8 Vice President – 3 years  
NABIP Budget Committee Member – 3 years  
NABIP National Secretary  
NABIP National Treasurer  
NABIP National Vice President  
NABIP National President Elect  
NABIP National President  
NABIP National Past President  
NABIP-NV Vice President of Media Relations  
NABIP-NN Vice President of Awards  
NABIP-NV Secretary  
NABIP-NN Secretary – current  
NABIP-NV By-Laws Chair – two years and current  
NABIP-NN By-Laws and P&P Chair – three years and current  
NABIP-NN Nominations Chair – three years and current  
NABIP-NV Vice President of Awards - current  
Nominated to serve as the Nevada State Vice President of Award 2025-26 and as the Northern Nevada Vice President of Media and Communications 2025-26

The fact that while in semi-retirement and serving as a paid Independent Director for the DHMO Dental Health Services of America, Don has moved back into his state and local chapter's leadership to help anywhere he is requested to serve, and that is indicative of his commitment to the theme that he promoted in his year as NABIP President.

In his installation speech at the national convention in the summer of 2015, Don chose as his annual theme, "Celebrating Our Professional Family".

In that speech, he discussed some of the many positions in which he had served within our association up to that time, but he said that the title he most cherished was "Member".

Over the years, Don has simultaneously been a full or associate member of the Orange County, Golden Gate, Inland Empire, Northern Nevada, Clark County, California and Nevada AHU chapters.

Don has truly and always demonstrated that he wanted to be a member of our NABIP Professional Family. He has always supported our NABIP Professional Family in as many ways as he was called to do.

Those who have worked with him have found that he was one of the easiest members to work with. He helped promote those around him and there are many NABIP members who think of him as a mentor and would be happy to declare that if asked.

The Harold R. Gordon Memorial Award is primarily designed to honor someone who supports the common good of our industry and hopefully, supports the wider common good of his community, his fellow citizens in general and his country.

We think Donald Goldmann meets and exceeds those criteria in both his work inside our industry and the achievements he was involved with in other area of American business and life.

We urge you to seriously consider Don for this year's award.

As NAHU President, Donald Goldmann was a staunch advocate for the health insurance industry and played a key role in shaping the legislative landscape during his tenure. In particular, he was instrumental in advocating for the Medicare Prescription Drug, Improvement and Modernization Act of 2003, which provided prescription drug coverage to millions of seniors. Goldmann also worked tirelessly to promote Health Savings Accounts (HSAs), recognizing the potential for these innovative products to provide consumers with more control over their healthcare spending. His advocacy efforts helped to shape the legislative environment in which the health insurance industry operates today and set the stage for continued innovation and growth in the sector.

As CAHU President and Region 8 Vice President, Don Goldmann was an enthusiastic and effective advocate for the health insurance industry. He recognized the vital role that private health insurance plays in providing individuals and families with access to quality healthcare and worked tirelessly to promote policies that support this industry. Goldmann was particularly focused on consumer-driven healthcare, recognizing the potential for these models to provide individuals with more control over their healthcare spending and promote greater transparency and competition in the industry. His advocacy efforts helped to shape the legislative and regulatory environment in which the health insurance industry operates today and set the stage for continued growth and innovation in the sector.

Donald Goldmann's leadership and contributions were not limited to his roles at the state and national levels; he also made significant contributions to the Orange County Association of Health Underwriters (OCAHU) during his time as a leader within the organization. Goldmann served as the president of OCAHU in the early 1990s, during which time he focused on increasing membership and improving the organization's advocacy efforts at the local level. He also worked to enhance educational opportunities for members, organizing numerous training events and seminars. Goldmann's leadership and contributions at the local level helped to strengthen OCAHU and paved the way for his future leadership roles within CAHU and NAHU. His dedication to improving the health insurance industry at all levels of the organization had a lasting impact on OCAHU, NAHU, and the industry.

For these reasons, CAHIP and CAHIP/OC ask for your consideration of Donald Goldmann for the 2025 Gordon Memorial Award.

A handwritten signature in black ink, reading "Patricia Mihalyi-Stiffler". The signature is fluid and cursive, with the first name "Patricia" being more prominent and the last name "Mihalyi-Stiffler" following in a similar style.

Patricia Mihalyi-Stiffler

Member Recognition Chair, NABIP California and NABIP Orange County