

Harold R. Gordon Award Nomination – Mr. Bruce Benton RHU, REBC

Bruce Benton embodies the very spirit of servant leadership that the Harold R. Gordon Award was created to recognize. Over the past 12 years, I have had the privilege of experiencing Bruce's mentorship firsthand—both within our association and across the broader health insurance industry. His impact is not confined to one chapter or one state; he is a coast-to-coast leader, actively mentoring and supporting professionals from New York to California.

As I reflected on the meaning of this award in today's environment—where agents and their livelihoods are increasingly under pressure, I kept coming back to a simple but powerful truth: our industry needs advocates who will unapologetically champion the role of the agent. Bruce does exactly that. He understands, as Harold R. Gordon surely did, that agents bring a distinct and essential voice—one that is grounded in service to the consumer. Bruce has dedicated his career to protecting and elevating that voice, and he does so with passion, clarity, and unwavering commitment.

Bruce's record of service is extraordinary. He has held more than 30 leadership roles across local, state, regional, and national levels, including Local President, State President, Regional Vice President, and ultimately President of NABIP. Notably, his leadership journey reflects not ambition, but commitment—he even returned to serve as California State President *after* his tenure as National President, demonstrating his belief that service is needed wherever the organization calls.

His contributions extend far beyond titles. Bruce has been a stabilizing force during times of organizational transition and challenge. As current Chair of the NABIP Governance Committee (since 2023), he has played a critical role in strengthening structural integrity during a period of growth and change. Prior to this, he led similar efforts in California, helping establish consistent operational standards rooted in bylaws and policies—ensuring accountability and continuity across leadership teams.

When the Los Angeles chapter faced a leadership crisis following the devastating Eaton Fire, Bruce stepped in without hesitation, dedicating a year and a half to rebuilding stability in one of the largest chapters in the country. This is a defining example of who he is: when leadership is needed most, Bruce shows up.

Professionally, Bruce is the owner of a successful independent agency based in Encino, California, serving clients across all lines of business, including property and casualty. He holds both RHU and REBC designations and has been recognized with numerous industry awards—each a reflection of his expertise and integrity.

Yet what truly sets Bruce apart is who he is as a person. He leads with fairness, humility, and a genuine desire to understand all perspectives before making decisions. He is accessible in a way that is increasingly rare—he answers the call, whether you need guidance, perspective, or simply someone to listen. His leadership is grounded, thoughtful, and deeply human.

Outside of his professional and volunteer commitments, Bruce brings a creative and disciplined spirit to all he does. He is dedicated to his faith, a committed ballet dancer, and a musician—famously serving as the drummer for the NABIP band. Above all, he is a devoted father and grandfather who takes immense pride in his family.

At a time when our organization—and our industry—faces significant change, it is leaders like Bruce who hold everything together. He operates without ego, focused not on recognition, but on ensuring that the foundation we build today will support future generations of agents. While many past leaders continue to offer support, few demonstrate Bruce’s sustained, hands-on commitment to service.

Bruce Benton does not simply meet the criteria for the Harold R. Gordon Award—he represents its purpose in action. His leadership, integrity, and enduring dedication make him an exceptional and deserving candidate for the 2026 honor.

For your convenience, I have organized the supporting materials in the order referenced, including a video that captures Bruce’s national impact, along with numerous endorsements that further reflect his influence and character.

Thank you for your time and thoughtful consideration.

Dawn McFarland

CAHIP President

A handwritten signature in black ink, appearing to read 'DMF', is positioned below the typed name and title.