

May 1, 2026

To Whom It May Concern:

I am writing to offer my strongest possible endorsement of Bruce Benton's nomination for the Harold R. Gordon Memorial Award.

Bruce's service to our industry is unmatched. From his work with clients in Southern California to the dedication he has shown throughout his career, Bruce has inspired a generation of benefits professionals by modeling the kind of commitment, integrity, and care we should all strive to bring to employers and individuals seeking health benefits.

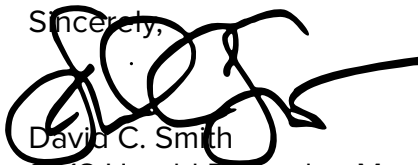
Beyond his day-to-day work, Bruce has been a tireless advocate for our industry and its professionals. His service to our association has been extraordinary — first as a local chapter president, then as Regional Vice President, and ultimately as our national President. Throughout that leadership journey, Bruce has brought a genuine smile, a strong back, and an unwavering willingness to do the work required to move the association forward.

Bruce's time on the National Board helped guide us through the early days of the Affordable Care Act, a period of significant uncertainty and change for our industry. During that time, he pushed both the Board and the Association forward with thoughtfulness and purpose. He also encouraged the Board to be mindful of its role with staff, supporting volunteer leadership training and promoting greater accountability between member leaders and the dedicated professionals who manage our Association.

After his term as President, Bruce continued to step forward in service — including as president of the Los Angeles chapter and later as California state president. His work on the Governance Committee further exemplifies who Bruce is: someone committed to creating good rules, offering sound advice, and advocating for the way things should be done for the best interests of our members.

Bruce Benton's selfless leadership has helped move NABIP forward time and time again. He is most deserving of recognition as the 2026 recipient of the Harold R. Gordon Memorial Award.

Sincerely,



David C. Smith

2018 Harold R. Gordon Memorial Award Recipient