

Harold R. Gordon Memorial Award Recommendation

Nominee: Bruce Benton

I'm honored to recommend Bruce Benton for the Harold R. Gordon Memorial Award. Throughout his career, Bruce has consistently demonstrated the leadership, integrity, and commitment to service that this award represents.

Bruce's contributions to the health insurance industry—and to NABIP—are both significant and sustained over decades of service. He cares deeply about this Association; he says it often, and more importantly, he proves it through his actions. He has given his time generously at the local, state, and national levels out of a genuine commitment to the profession and the people within it. His work sets a high standard in service to his clients, has strengthened the Association, elevated the role of agents and brokers.

One of Bruce's defining qualities is his investment in others. He has mentored countless NABIP leaders, offering steady guidance, encouragement, and perspective shaped by his decades of experience. He leads in a way that brings people along — building consensus, confidence, developing future leaders, and creating space for others to succeed.

What stands out most is how consistently Bruce shows up—reliable, thoughtful, and focused on what is best for the Association. He is trusted not only for his expertise, but for his character.

I experienced this firsthand. After my home was lost in the Southern California fires, Bruce—then serving as President-Elect of the Los Angeles Chapter—reached out without hesitation. Knowing how difficult it would be for me to ask for help, he offered to step into the President role and complete the year on my behalf. He anticipated the need and acted, both in support of me and in the best interest of the Association. That is who Bruce is.

That same selflessness was evident when he stepped forward as a candidate for NABIP President-Elect during a period of leadership uncertainty, and then just as thoughtfully stepped back once a strong field of candidates emerged—confident that the Association would be well served. His focus has always been on continuity, stability, and doing what is best for the Association.

Bruce Benton embodies the spirit of the Harold R. Gordon Memorial Award: a career defined by meaningful contribution, principled leadership, and service above self. I can think of no one more deserving of this recognition.

Personal note: *If Bruce is selected, I would encourage extending a special invitation to Sam Smith—his close friend, former business partner, and past Gordon Award recipient. His presence would be deeply meaningful to Bruce.*