

March 20, 2026

Dear Gordon Memorial Nominations Committee,

It is my distinct honor to recommend Bruce Benton for the NABIP Gordon Memorial Recognition. Bruce exemplifies the very essence of servant leadership, consistently placing the mission, the membership, and the advancement of our profession above personal recognition.

Bruce's leadership journey is not only extensive, but deeply impactful across the local, state, and national levels. Beginning with the Los Angeles Association of Health Underwriters, Bruce demonstrated early on his commitment to developing others and strengthening the industry. From serving as Professional Development Chair to multiple presidential roles, including his current presidency, Bruce has continuously stepped forward when leadership was needed most. His willingness to serve, time and again, speaks volumes about his dedication and humility.

At the state level, Bruce's influence within the California Association of Health Underwriters is equally remarkable. His leadership in public affairs, including multiple terms as Vice President of Public Affairs and ultimately President, reflects his unwavering commitment to advocacy and protecting the role of agents and brokers. He has not only engaged in legislative efforts but has also mentored others to understand the importance of our collective voice.

Nationally, Bruce's legacy is profound. His ascent through leadership, from Media Relations roles to ultimately serving as NAHU President, demonstrates both his strategic vision and his ability to execute. Bruce is not just an idea generator; he is an executor. He brings initiatives to life, ensures follow-through, and delivers meaningful outcomes that strengthen the organization. His continued service as NABIP Governance Chair further highlights his commitment to ensuring a strong, sustainable future for the association.

What truly sets Bruce apart is his servant leadership mindset. He leads with integrity, mentors generously, and creates pathways for others to grow and succeed. His impact is not measured solely by the positions he has held, but by the countless leaders he has developed and the enduring strength of the organizations he has helped shape.

Bruce's numerous honors and awards are a testament to his contributions, but those who have had the privilege to work alongside him know that his greatest achievement is the lasting difference he has made in the lives of others and in the advancement of our profession.

For these reasons, I wholeheartedly and enthusiastically recommend Bruce Benton for the NABIP Gordon Memorial Recognition. He embodies the spirit of this award and the highest ideals of service, leadership, and dedication.

Sincerely,
Susan Rider

