



This Issue of the NABIP-NJ
News is sponsored by



Membership Update

NABIP-NJ is pleased to welcome the following new and returning members:

James Blumetti

September 2025



Join us for the
**Seventeenth-Annual State
of the State in Healthcare!**

Thursday, October 9, 2025
7:30 am - 12 pm
Delta Hotel
Iselin, NJ

Cost:

Members Early Bird before Sept. 22: \$55
(Cost goes up to \$65 after September 22)
Members at the door: \$85

Non-Members before Sept. 22: \$95
(Cost goes up to \$105 after September 22)
Non-Members at the door: \$125

Tentative Agenda

7:30 - 8:30 a.m - Breakfast and Networking
with Sponsors
8:30 - 10:10 - General Session
10:10 - 10:30 - Break with sponsor
networking
10:30 - 12:30 - General Session

Jena Brenner
Ricardo Carpenter
Sandra DePasquale
Kristie Golla
Jake Hering
Morgan Lade
Jennifer Luzio
Andrea Madonna
Giovannino Patania
Daniel Roslokken
Nichelle Santos
Linda Schwimmer

We look forward to seeing all of you at future events!

Members - let's not stop here. Join us in our recruiting efforts as often as you can.

Joining NABIP-NJ is simple! Non-members (Future Members) can click [HERE](#) to join online or click [HERE](#) for a membership application to email or fax.

Just a few hours of active membership each month could earn you unlimited rewards in growing your client base and keeping them well-informed!

Contact your local chapter president to learn what NABIP-NJ can do for you.

SPONSORSHIPS ARE AVAILABLE!

SPONSORSHIP PACKAGES

To secure your sponsorship, please contact us at 908-349-0789 or info@nabip-nj.org. Or visit nabip-nj.org to register online.

Premium Sponsorship *ONLY FOUR AVAILABLE **\$4,000**

- ▶ Introduction of speaker or panel – 3 minutes speaking time
- ▶ One Exhibit Table during Networking Breakfast
- ▶ Four attendees to the event including breakfast
- ▶ Two dedicated social media posts
- ▶ Full page ad in the Event program
- ▶ Signage at the event recognizing your sponsorship
- ▶ Recognition in email blasts about the event

Partner Sponsorship **\$2,500**

- ▶ One Exhibit Table during Networking Breakfast
- ▶ Two attendees to the event including breakfast
- ▶ One dedicated social media post
- ▶ 1/2 page ad in the Event program
- ▶ Signage at the event recognizing your sponsorship
- ▶ Recognition in email blasts about the event

Table Sponsorship **\$1,000**

- ▶ One table of 8 attendees at a prominent location in the General Session
- ▶ One group social media post
- ▶ Your logo in the Event Program
- ▶ Signage at the event recognizing your sponsorship
- ▶ Recognition in email blasts about the event

Program Sponsorship - One attendee

- ▶ \$1,000 – Full page ad
- ▶ \$750 – Half page ad
- ▶ \$500 – Quarter page ad
- ▶ One attendee to the event including breakfast
- ▶ One group social media post



Click [HERE](#) for
Sponsorship Information

[REGISTER HERE](#)

Announcing Speaker Lineup!

- NABIP-NJ's Legislative Impact: **Chris Vanderwolk**, HIAPAC Chair



- The Future of Healthcare: If it's Broken, Fix it. **Keynote Speaker: Ashley Gillihan**, Partner, Alston & Bird



- An Inside Look at New Jersey Politics, **Dr. Ashley Koning**, Director of the Eagleton Center for Public Interest (ECPIP), the Rutgers-Eagleton Institute



- Department of Banking & Insurance (DOBI) Perspective: **Chris Vanderwolk** chats with DOBI Commissioner **Justin Zimmerman**



- NJ Healthcare Update: **Assemblywoman Carol Murphy**, Chair of Assembly Health Committee



- ICHRAs and Their Future Role in New Jersey– moderated by **Staci Grant**, featuring: **Margaret Koller**, Executive Director, Rutgers Center for State Health Policy, **Kate Shamszad**, Director of Policy, NJHCQI and **Kurian Manavalan**, Account Executive-Northeast, Zorro



State of the State Sponsors

**THANK YOU TO OUR SPONSORS WHO HAVE
ALREADY COMMITTED THEIR SUPPORT:**

PREMIUM



PARTNER



TABLE

CRC BENEFITS

DELTA DENTAL

SAVOY
An IPS Company

trinet

PROGRAM

aetna

PrestigePEO

Spotlight on Priscilla Rodriguez-Colon



This month we are highlighting **Priscilla Rodriguez-Colon**, a proud member of the South Jersey chapter and founder of Roco Health Group.

Priscilla has lived in South Jersey for more than 15 years. Originally from Ponce, Puerto Rico, Priscilla carries her roots proudly and says her hometown is still very close to her heart. She now shares her life in New Jersey with her loving husband and two wonderful kids—one who's off at college, and the other a newly-minted teenager with special needs. She calls both “absolutely amazing.”

Priscilla's journey into the insurance world began in 2011, when she started selling supplemental insurance with AFLAC. That experience opened her eyes to the true impact of accessible and thoughtful coverage. But it was a deeply personal experience that brought her back to the industry with renewed focus. When her mother-in-law became seriously ill, she found herself navigating a maze of Medicare, Medicaid, home care, and hospice—often struggling against cultural and language barriers. That struggle sparked a fire.

“I wanted to be the person I needed back then,” she said. And so began her mission: to bridge the gaps in healthcare and insurance access for multicultural communities.

Today, Priscilla wears multiple hats. She is the President and Founder of Roco Health Group, and more recently, stepped into the role of CEO at Arlene Assurance Marketing. With more than a decade of experience, she brings a unique blend of brokerage and marketing knowledge, with a strong emphasis on multicultural marketing, to the forefront of the industry. Her leadership is all about inclusion, empowerment, and breaking down barriers.

Priscilla is an active member of the South Jersey chapter of NABIP, where she serves as the Professional Development Chair. She was also honored to serve as a delegate at the NABIP National Conference in Miami, contributing to national conversations and elections. “What really influenced me to get more involved with NABIP-NJ was seeing how fiercely the association advocates for agents,” she says. The dedication of the organization, especially the work of South Jersey Vice President **Angie Wilson**, inspired her to dive deeper into efforts to bring more diverse voices into the room.

Her goals for the year ahead include attending Capitol Conference in Washington DC, increasing legislative advocacy, and continuing to champion diversity and inclusion within NABIP-NJ and beyond.

To young brokers, Priscilla offers powerful words of encouragement:

“Don’t compare your day one to someone else’s year 20. Everything takes time. Focus on building a solid foundation and knowing your products well. It’s okay to be a jack-of-all-trades but also master one area you’re passionate about. And always seek mentors—NABIP is a fantastic place to find that support.”

What’s something we don’t know about Priscilla?

She speaks several languages and is deeply involved in her family’s nonprofit, The Superhero Network/Isai and Friends, which supports special needs children and their families through cooking classes, social events, and Facebook Lives. She’s also got some fun hidden talents—she’s a drummer (currently playing at her church after picking the sticks back up), and she used to powerlift.

There’s more to Priscilla than meets the eye!

Chapter Reports

Coastal Chapter



Coming up on September 17, the Coastal Chapter will host its 3-credit CE Medicare class at Jumping Brook Country Club in Neptune from 8:30 – 11 a.m. The CE course, *What Every Broker Should Know about Medicare and Medigap*, taught by **Devin Rubin** of Golden Years. Full breakfast will be included.

The cost is \$20 for members and \$50 for non-members.

For more information and registration, please click [HERE](#).

Central Chapter



On September 11, the **Central Chapter** will host a Medicare Panel at the Holiday Inn in Clark from 8:30 – 11:30 a.m. The panel will feature top experts including:

- **Justin Lubenow, Senior Advisors**
- **Mike Holmes, Martin**
- **Devin Rubin, Golden Years Design Benefits**

It will be moderated by **Mark Shore** and sponsored by Oscar. Hot breakfast will be served. The cost is \$20 for members and \$40 for non-members.

For more information and registration, please click [HERE](#).

South Chapter



The **South Chapter** will host a 2-credit Medicare CE on September 16 from 8:30 – 11:30 a.m. at the Ramblewood Country Club in Mt. Laurel. The CE class, sponsored by Savoy, is titled, *Avoid the Top 5 Mistakes People Make on Medicare*. It will be taught by **Justin Lubenow** of Senior Advisors and hot breakfast will be served.

The cost is \$20 for members and \$45 for non-members.

For more information and registration, please click [HERE](#).

North Chapter



On September 16, the **North Chapter** will host a Medicare summit from 8:30 – 11 a.m. at the Westin Governor in Morristown. The summit will highlight what's new in the Medicare market for 2026 and will include a 2-credit CE course, *Meeting the Needs of the Senior Market*, taught by **Devin Rubin** of Golden Years.

The cost is \$20 for members and \$40 for non-members.

For more information and registration, please click [HERE](#).

In addition, the **North Chapter** will host its 30th Annual Charity Golf Outing on September 29 at Galloping Hill Golf Club in Kenilworth from 7:45 a.m. – 4 p.m. The outing will benefit Folds of Honor, an educational scholarship for military and first responder families.

The cost is \$180 per golfer or \$50 for lunch only.

For more information and registration, please click [HERE](#).

Save the Date for the 2026 NABIP-NJ Annual Convention!



Click [HERE](#) for more information.

Check out NABIP's Programs

President's Triple Crown Program

NABIP created the [President's Triple Crown Program](#) to recognize those members whose individual contributions help advance the association's mission. Like baseball's Triple Crown, it recognizes accomplishments in three key areas. However, while baseball's Triple Crown hasn't been won in years. NABIP's Triple Crown can be won every year by everyone of our members.

Criteria:

To qualify for the Triple Crown, within the calendar year (01/01-12/31), a member must:

- NABIP PAC: Participate in \$12 x 12 draft program or contribute \$150 total for the year
- Membership: Recruit two or more new members
- Advocacy: Use Operation Shout to send three or more messages

Registered Employee Benefits Consultant® (REBC®) designation

Earning the Registered Employee Benefits Consultant® (REBC®) designation elevates your credibility as a professional, and the field of employee benefits continues to evolve rapidly. Displaying a nationally recognized designation after your name represents the credentials required to uphold continuing professional development. Simply earning CE credits to satisfy a state license is not the same as staying abreast with new government regulations, new or modified coverages, and new techniques for controlling benefit costs. Professionals need to understand the provisions, advantages, and limitations associated with each type of benefit program as a method for meeting economic security. Set yourself apart from the rest and [click here](#) to learn more about earning your REBC designation.



Medicare Advantage Certification

This comprehensive online program is designed specifically for health insurance agents and brokers, providing the required certification needed to sell Medicare Advantage Plans, as mandated by the Centers for Medicare and Medicaid Services.

Click [HERE](#) for more information.



Leading Producers Round Table



Please take a minute to look into this if you are a carrier rep OR agent/broker/producer in NJ. As an LPRT member, you will enjoy discounts to NABIP-NJ events.

LPRT (Leading Producers Round Table) is an elite group of brokers and benefit professionals alike which encourages excellence among members by recognizing their sales achievement. LPRT members demonstrate exceptional professional knowledge and outstanding client service.

For more information, click [HERE](#).

DEI&B



At the National Association of Benefits and Insurance Professionals (NABIP), belonging isn't just the first step; it's our foundation. We're building a community where every member feels they have a place and purpose. This commitment goes beyond responding to current trends; it is a fundamental responsibility and a core part of our identity. We are dedicated to creating an environment where every individual is not only acknowledged but celebrated for their unique contributions.

For more information, click [HERE](#).

Mentorship Program

The Leadership Mentor Program provides senior leadership support to new and current members professionally and in their leadership role. The mentors participating in this program have been selected for their industry knowledge, thought leadership, and the longevity of senior leadership positions within NABIP. It is the goal of the Leadership Mentor Program to develop the skills, confidence and executional ability of new leaders with the intent of future growth and alignment within the Association.

For more information, click [HERE](#).



NABIP-NJ | 312 North Avenue East, Suite 5 | Cranford, NJ 07016 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!