

Central New Jersey chapter leads the way on innovation and engagement

Discover how their unique approaches, member engagement strategies and dedicated leadership are setting the chapter apart.



From left to right, Central New Jersey Past President Sandy Gibson and Joan Fusco, the first NABIP Central Jersey Chapter Hall of Fame award recipients, pose this spring with author and healthcare journalist Marshall Allen and Media Relations Chair Chris Vanderwolk.

There's a surefire way to get the members of NABIP's Central New Jersey Chapter to do things differently. "If someone says, 'This is the way that we've always done it,' we scrap that idea instantly," says Sandy Gibson, the chapter's immediate past president and current treasurer. "We're always looking to do things differently. We hone in on innovation, and we will try anything once."

The approach is paying off. Not only did the chapter achieve Platinum Certification this year, but it's also led the way on several successful fundraising initiatives that are now active across other NABIP chapters in the state. "We're always planning and looking for ways to grow the chapter and retain our members," says Gibson, president & CEO of Karing Is Mutual, LLC, in Union, New Jersey.

To further engagement and growth, when New Jersey Media Relations Chair Michele Burke helped the Central Chapter establish an email contact system to reach out to new and lapsed members, Gibson piggybacked off the communications during

her time as president. She would send follow-up emails encouraging members to attend the next meeting and expressed interest in meeting with them.

Additionally, all Central Chapter board members make it a practice to be the first to arrive at the chapter's monthly meetings. "That way, when the members come in, we can engage with them," says Gibson. "We sit with them and ask what type of programming they'd like to see and whether or not they think we're hitting the mark. The engagement that we have with our members sets us apart."

According to Gibson, setting and achieving goals within the board is a critical factor in the chapter's success. The board creates subcommittees dedicated to helping the chapter reach each individual goal. This collective effort is how the chapter was able to achieve Platinum Certification.

"We assign specific jobs to people, and everyone delivers," Gibson says. "It's about surrounding yourself with people who understand that this is a volunteer job, but it requires time and effort if you want it to be successful."



Members gather at the NABIP Central New Jersey Medicare panel chapter meeting in North Brunswick.



NABIP of Central New Jersey members, accompanied by NABIP CEO Jessica Brooks-Woods and Marlin Woods, on a visit to the office of Rep. Tom Kean, Jr. (R-NJ) in Washington, D.C. The team discussed with Kean's legislative aide how essential benefits and insurance professionals are in the delivery of quality, affordable, transparent healthcare for all Americans.



NABIP Central New Jersey board and chapter members celebrate winning Platinum Certification at the April CE chapter meeting.



2023-2034 NABIP Central New Jersey President Sandy Gibson receives the Board of Directors' award at New Jersey's NABIP annual conference held in Atlantic City, presented by New Jersey's Immediate Past President Katie Skilton.



The 2023-2024 Central New Jersey Board Members gather at the annual holiday party in Red Bank.



Last fall, members met with then-Assemblyman John F. McKeon, now State Senator, during a breakfast sponsored by New Jersey's political action committee, HIAPAC.

