



2026 Medicare Mastery Conference

Conference Program

CAHIP Golden Gate & Silicon Valley



August 28, 2026



NorthBay Health



Fairfield, CA

OUR MESSAGE TO YOU

Thank You to Our Attendees



Thank you for joining us and showing up to the 2026 Medicare Mastery Conference. Our intention is that you leave with new knowledge, stronger industry connections, and a shared experience with like-minded professionals who understand the work we do and the people we serve.

We may represent different carriers, agencies, organizations, and areas of the Medicare market, but we are all part of one industry and one professional community. There is so much value in coming together, sharing ideas, learning from one another, and building connections that continue long after the conference ends.

Your attendance makes this event possible. Again, thank you for showing up, participating, and investing in your own growth and our Medicare community.

“ We hope you leave better connected, better equipped, and eager to come back next year.

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OUR MESSAGE TO YOU

Thank You to Our 2026 Conference Committee



It takes a team to create something meaningful.

A heartfelt thank you to our 2026 Medicare Mastery Conference Committee:

Irma Romero

Cathy Little

Michele Campbell

Kamille Rocha

Vanessa Ignacio

Marievita Lowe

Esther Magnus

Jennifer McKenzie

This committee brought together strong industry connections, experience, creativity, and a shared commitment to our Medicare broker community. Each person contributed their individual strengths and relationships to help create a conference designed to educate, connect, and prepare brokers to better serve their clients.

Behind every speaker, sponsor, CE session, registration, email, table, and detail is someone who volunteered their time to bring it all together.

Thank you for showing up, collaborating, and making things happen. This is what CAHIP is all about—members bringing their talents and connections together to strengthen our professional community.

We couldn't do it without you. Thank you for making the 2026 Medicare Mastery Conference possible!

With Gratitude,

CAHIP Golden Gate & CAHIP Silicon Valley



2026 Medicare Mastery Conference

Schedule of Events

August 28, 2026 • NorthBay Health • Fairfield, CA

Friday, August 28, 2026

NORTHBAY HEALTH • FAIRFIELD, CALIFORNIA

THURSDAY, AUGUST 27 • 5:00 – 7:00 PM

Welcome Reception at Cast Iron Grill & Bar

\$25

SEPARATE TICKETED EVENT

TIME	SESSION
8:30 – 9:00 am	Registration, Breakfast & Networking with Sponsors
9:00 – 9:10 am	Opening Comments and Intro
9:10 – 10:00 am	30.60.90 Sales Approach — Gaylan Hendricks
10:05 – 10:55 am	Carrier Panel: Medicare Market Insights Astiva — Anthony Russell Alignment — Victoria Sturiale Aetna — Esther Magnus
11:00 am – 12:00 pm	Medicare Trends CE #393308 — Ryan Dorigan
12:00 – 1:15 pm	LUNCH & NETWORKING WITH SPONSORS
1:20 – 2:10 pm	Future Role of the Broker — Calvin Bagley
2:10 – 2:20 pm	Legislative Update — Calvin Bagley
2:20 – 2:30 pm	CAHIP Updates — Craig Gussin & Passion Polanco
2:30 – 3:20 pm	Medicare and You CE Approved — David Garcia
3:20 – 4:10 pm	Panel: Strategies for Agents Going Into 2027 AEP Greg Wolin, Cal Sierra Ins Services Ivan Lopez, Van Berg Ins Services Michele Campbell, MC Ins Services Kristin Murray, SCAN
4:10 – 4:25 pm	Wrap-Up, Raffle Prizes & Upcoming Events

CAHIP GOLDEN GATE & SILICON VALLEY

2026 Medicare Mastery Conference



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30.60.90 Sales Approach



Gaylan Hendricks

Founder & CEO, Senior Security Benefits

Queen of the Bundle

Advisory councils: Manhattan Life, Aetna, Cigna

Gaylan Hendricks is a trailblazing entrepreneur and CEO, known for her exceptional leadership and charisma. As the founder and CEO of Senior Security Benefits, she has forged a remarkable path in the health insurance industry. Since its inception in 2000, Gaylan has guided her company to unparalleled success, achieving sales of over \$120 million in 2020.

In a male-dominated industry, Gaylan's determination and pioneering spirit have set her apart. She has fearlessly risen to the top, breaking barriers and inspiring others along the way. With a philosophy focused on helping others rather than competing against them, Gaylan has become a beacon of empowerment and knowledge sharing.

Beyond her role as CEO, Gaylan is a sought-after speaker at prestigious events, captivating audiences at 8% Nation, LeadsCon, Medicare Gurus Mastermind, and Ms. Medicare. Through her platform, Queen of the Bundle, she coaches and guides industry professionals, providing personalized support through private training sessions, training videos, and a vibrant social media presence.

Her innovative educational trainings, such as the 30-60-90 Sales Approach, Spouse in the House, and cross-selling techniques, equip agents with the knowledge and techniques to provide comprehensive Plans of Protection to their clients. With her health and life insurance license dating back to 1987, she brings a wealth of knowledge to the table, and serves on the advisory councils for Manhattan Life Insurance Company, Aetna, and Cigna.

As the 2023 board president for Ronald McDonald House of Fort Worth, Gaylan brings her compassionate spirit to support families in need. She is also actively involved in the American Heart Association, Hope Fort Worth, Fundamental Legacy, and Polished Ministries.

Medicare Market Insights



Anthony Russell

SALES MANAGER, ASTIVA HEALTH

Anthony Russell is a Sales Manager at Astiva Health with more than 20 years of experience in the insurance industry, specializing in Medicare and employee benefits. His background includes serving as a Regional Sales Manager at Anthem, and senior benefits producer at Filice Insurance, with extensive experience in broker development, sales leadership, and market growth. Throughout his career, Anthony has focused on building strong broker and agency partnerships, supporting producers, and developing strategies that help brokers grow their businesses while better serving their clients.



Victoria Sturiale

ALIGNMENT HEALTH

Victoria joined the Medicare industry nearly seven years ago focusing on strategic initiatives to drive growth in the broker, and Community Development Channels.

Prior to entering the Medicare industry, Victoria built a career in financial services and technology. This diverse background has provided a foundation in both sales leadership and strategic partnership growth, enabling her to bridge industries with a client-focused approach.



Esther Magnus

BROKER MANAGER, AETNA

Esther began her career as an early childhood educator, sharing knowledge and inspiring students. After several fulfilling years in education, she decided to pivot into the insurance industry, managing individual, family, senior, and small group service and sales for a large employee benefits firm. After seven years on the benefit side of the business, she transitioned to the Broker Manager role at Aetna, where her skills have helped her thrive in educating the broker community. Outside of work, Esther enjoys spending quality time with family, particularly her niece and nephew. She also finds joy in snowboarding, reading, practicing Pilates, and embracing a lifestyle that balances work and personal passions.



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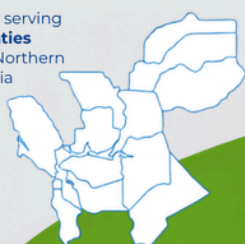


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Melissa.Watson@hpmg.com

Midday Sessions



11:00 AM – 12:00 PM

CE #393308

Ryan Dorigan

Medicare Trends



1:20 – 2:10 PM • 2:10 – 2:20 PM

Calvin Bagley

Founder & President, Nuvo Health

Future Role of the Broker • Legislative Update

Calvin Bagley is the Founder and President of Nuvo Health, a nationally recognized Medicare Field Marketing Organization he started in 2011 as a solo independent agent in Las Vegas. Today, Nuvo Health operates multiple brands serving the Medicare space: The Medicare Store, with physical locations across Nevada, New Mexico, Arizona, and Texas; Medicare Hub, supporting independent brokers nationwide; and PlanFit Medicare, a salaried virtual advisory team built on the principle that the person giving you guidance should never have a financial incentive to recommend one plan over another.

Calvin serves on the NABIP Medicare Advisory Committee and is a vocal advocate for independent Medicare brokers, who he believes are the most important and least understood participants in the healthcare system. His position is simple: brokers represent people with Medicare, not insurance carriers. They work with every available plan to find what actually fits, and they are often the first call when something goes wrong. Calvin has submitted formal comments on CMS rulemaking addressing certification burden, TPMO regulations, scope of appointment rules, and the role of FMOs, and continues to push for federal policy that protects the broker-beneficiary relationship.

He lives in Las Vegas, Nevada with his wife Karissa and their two children.

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Afternoon Session



David Garcia

Senior Medicare Sales Consultant, Warner Pacific Insurance Services

David Garcia is the Senior Medicare Sales Consultant for Warner Pacific Insurance Services, one of California's top health insurance General Agencies, and Ventura County chapter President for CAHIP.

David is committed to educating agents about the opportunities available in our nation's Baby Boomer market and exposing opportunities available to agents within their community, network and book of business. He has the ability to simplify the Senior Sale by properly identifying the correct Medicare solution for each client and arming agents with the tools they need to remain compliant. David began his career in the insurance industry in 1998 as a member of the Senior Sales Support team at Blue Cross of California (now Anthem) and has held various roles in support of agent sales since then.

A certified CrossFit L2 trainer, athlete and coach at CrossFit Kerosene, David resides in Newbury Park, California, with his wife Desiree, two sons Aiden and Ashton and 4 legged son Apollo.

2:30 - 3:20 PM

Medicare and You

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Strategies for Agents Going Into 2027 AEP



Greg Wolin

OWNER & FOUNDER, CAL SIERRA INSURANCE SERVICES

Greg Wolin is the Owner and founder of Cal Sierra Insurance Services in Fresno Ca. A life and health agent of the last 21 years, Greg still maintains a solid book of business while leading a team of dedicated agents. Dedicated to service and education within the agency, Cal Sierra continues to grow under his leadership. Greg also serves as our CAHIP Medicare Chair for northern California.



Ivan Lopez

MANAGING GENERAL AGENT, VAN BERG INSURANCE SERVICES

Ivan has been working in the insurance industry for more than 19 years, with a primary focus on Medicare, working directly with Medicare beneficiaries as a personal producer while developing a passion for helping other agents succeed. For the past 10 years he has dedicated much of his time to training, mentoring, and managing agents, helping them build confidence, develop their skills, and grow successful and sustainable books of business. He also works closely with large medical groups on patient retention, conversion, and net-new growth, facilitating retention meetings with medical-group leadership.



Michele Campbell

OWNER, MC INSURANCE SERVICES

Michele Campbell is the owner of the FMO - MC Insurance Services, where she has led her independent insurance agency since 2006, drawing on more than 40 years of industry experience—to serve clients across all major nationwide and regional Medicare carriers. Guided by the Golden Rule, she and her team have grown the agency to over 4,000 clients, earning recognition as one of Northern California's top Medicare agencies and catching the attention of carriers like United Healthcare/AARP, where Michele served on the national AARP Agent Advisory Council as its first woman Chair.

She and her team provide Medicare education through webinars and seminars for various organizations and partners with HR departments and group brokers to help employees transition off of group plans. Deeply engaged in her community, Michele is a Rotarian, Gilroy Chamber member and former Board Chair, and past board member of Gilroy Downtown Business Association. Outside of work, she's a mother (to daughter and colleague Majesta Patterson), a "Nana" to three grandchildren, and enjoys traveling, painting, and gardening.



Kristin R. Murray

BROKER ACCOUNT EXECUTIVE, SCAN HEALTH PLAN

Kristin is a seasoned healthcare and Medicare Advantage leader with more than 20 years of experience driving growth, strengthening partnerships, and creating meaningful engagement across the senior health and wellness landscape. Throughout her career she has led broker distribution strategy across Northern California with a variety of leading Medicare Advantage carriers. Known for her relationship-focused leadership and practical, results-oriented approach, she brings deep expertise in broker channel development, Medicare Advantage, senior wellness, strategic provider partnerships, and community engagement. She holds a Bachelor of Science in Business Administration from the University of California, Riverside.



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2026 Medicare Mastery Conference

Golden Gate & Silicon Valley

August 28, 2026 • NorthBay Health • Fairfield, CA

Thank You to Our Sponsors!



Medicare Mastery Mastermind

We are pleased to announce the Medicare Mastery Mastermind—created to keep the learnings, conversations, and connections going throughout the year.

Our intention is simple: bring Medicare professionals together to share ideas, learn from one another, and strengthen industry connections.

We meet quarterly—two virtual meetings and one in-person gathering—leading to our annual Medicare Mastery Conference.

Save the Dates

January 6, 2027

VIRTUAL

AEP: Successes, Challenges & Opportunities for 2027

Let's share and discuss key takeaways from AEP—what worked, what challenged us, and what we learned—then look ahead to opportunities for 2027. We'll check in on retention efforts, strengthen connections, and share something new you can add to your business growth practices.

April 2027

IN PERSON — DATE TBD

MMC Spring Fling Social | First Quarter: What's Up?

After Medicarians, let's chat! What were the biggest takeaways? If you attended, bring back what you learned and share it with the group. If you didn't, come hear what your industry peers found most valuable. We'll also check in on what we're seeing in the first quarter, exchange ideas, make connections, and have a little fun together.

July 2027

VIRTUAL — DATE TBD

In Conversation: Mid-Year Updates

Let's connect and talk about what's changing, what we're seeing in the Medicare market, and what we're learning along the way. Practical takeaways to help strengthen your business going into the second half of the year.

August/September 2027

IN PERSON — DATE TBD

Medicare Mastery Conference 2027

Our annual opportunity to bring the Medicare community together for education, connection, collaboration, and growth.

One industry. A community of professionals. More opportunities to connect, collaborate, and master Medicare together.



GOLDEN GATE & SILICON VALLEY

Medicare Mastery Conference 2026

August 28, 2026 • NorthBay Health • Fairfield, CA

Thank You for joining us!

