

**NOMINATION FORM
NAHU 2019 - HAROLD R. GORDON MEMORIAL AWARD**

Nominee's Name: David Mordo

Nominee's Address & Phone Number:

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732-688-3595

Nominator's Name (Print): Jessica Fulginiti Waltman

Nominator's Signature:

Jessica F. Waltman

Nominator's Address & Phone Number:

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Nomination and Supporting Information

It is my honor and privilege to nominate David Mordo to be the recipient of the 2019 Harold R. Gordon Memorial Award as health insurance industry person of the year.

David, or Mordo as he is more commonly known, has been working as a health insurance broker, general agent and compliance specialist since 1985. He has been a devoted and active member of the National Association of Health Underwriters, the New Jersey Association of Health Underwriters and Monmouth Ocean Association of Health Underwriters since 1999. During his tenure so far as a NAHU member, David has served for one year or more as the secretary, vice president, president, legislative chair, HUPAC chair, program chair and education chair for his local chapter. At the state level, he spent many years as NJAHU's long-term legislative chair and helped establish the state's PAC, its legislative management team structure, and its widely successful and emulated State of the State annual event. David also helped hire the state chapter's current executive management firm and current lobbyist, both actions that helped the state chapter grow tremendously. He has been appointed by the New Jersey Department of Banking and Insurance to serve on several statewide advisory boards on individual and small group health insurance. Nationally, David has been a delegate at every NAHU convention since 2001, and he has served as a member of the national rapid regulatory response team, the small group emerging issues working group, the LPRT committee, and the Region Two leadership team. From 2012-2018, David was an extraordinarily active member of NAHU's national legislative council, including

-serving as its 2017-2018 chair and simultaneously serving as a member of NAHU's national Board of Trustees. In 2012 and 2013 the NAHU Board of Trustees appointed him to be a member of the Finance Committee, and he currently advises the NAHU Board as a member of the Governance Committee. He is one of three national instructors for NAHU's Employer-Sponsored Plans in a Post-ACA Era Certification Course, and he served as the primary content reviewer for the course's textbook and presentation slides. David is a past recipient of both the NAHU Distinguished Service Award and NJAHU's highest honor, the Lou Mattei Award.



Beyond his exhaustive but also traditional level of volunteer service, a unique and very impactful way that David has improved our industry and association for the better is his amazing affect our membership's political discourse. While survey data routinely shows that NAHU members span the political spectrum, a large number of our most active and vocal members profess to be dedicated members of the conservative branch of the Republican Party. These members are sometimes so vociferous that other members with more moderate or liberal views elect to temper their viewpoints or not share them publicly, just to avoid any potential conflict. David Mordo is not one of those people. If policy matters come up in conversation (and unless you are talking to him about baseball, they probably will), David immediately self-identifies as a life-long Democrat. Then, every single time, he sets all political labels aside and engages in a respectful, meaningful dialogue where he seeks to understand the nuances of his conversation partner's point of view and where there might be common ground.

I can't tell you how many times very politically active members have remarked to me that they cannot believe that David Mordo is a Democrat because he is so funny and open-minded, and solution-oriented. Consistently, those members follow up with a statement along the lines of, based on knowing David they now realize it is possible to come to a consensus with a member of the "other team" and that he makes them think about things in a new way. I have never seen voices raised when

he talks politics with anyone, and just about every time, all participants (and friendly observers like myself) walk away with an evolved perspective. He doesn't just do it in person either; David has many email correspondents and friends he has acquired through private messages spun off of controversial B2B posts. Mordo genuinely enjoys engaging with people and learning from them, and they all seem to like it in return. David has such a talent in this area that many entities (NAHU included) ask him to teach education courses about effective political communication with lawmakers and clients. In these politically charged times, I do not think the value of a popular association leader who seeks to calm and improve the way all Americans communicate about tough issues, including those related to healthcare, can be understated.

David doesn't just make unique connections with industry colleagues; he has an extraordinary impact on his clients and policymakers as well. I'll never forget a meeting I had with David and his Congressman, Frank Pallone, Chair of the House Energy and Commerce Committee, and several committee staff.



Over many years Mordo worked to build a strong relationship with Chairman Pallone and his staff, so participants in this meeting already knew what helpful and technical information health insurance agents provide to legislators and the basics of how brokers help their clients. Several other NJAHU members were in attendance at the meeting too, and since most of them were visiting with lawmakers for the first time, his colleagues asked Dave to lead. Rather than just doing all the talking himself, Mordo allowed the conversation to flow naturally, encouraging the other NJAHU members to answer questions and raise NAHU's talking points with the Chairman and his staff. However, within a few minutes, Chairman Pallone referenced a business back in the district and asked David directly if it was still part of his personal client portfolio. David indicated that it was and the two men began talking about the owner's child, who was gravely ill. Congressman Pallone shared that he thought he remembered the business owner telling him that David was helping the owner out and asked him to explain what that entailed. The usually irrepressible Mordo blushed and looked at his hands. He then shared that the

business owner and his wife were overwhelmed by the onslaught of medical bills and paperwork related to their child's ongoing treatment. So David instructed them to put all such correspondence in a box that he would collect each week. He concluded, "so I am not doing very much, just going through the box for them every week and taking care of all that for them. Their kid is sick -- it's the least I can do." Chairman Pallone aptly noted that David's efforts clearly meant the world to the family, and David's immediate response was, "No, I'm their broker, that's just what I do." David then looked up, right at Chairman Pallone's eyes and spread his folded hands out expansively, gesturing to all of the NJAHU members in the room. Pausing, David turned his body so he could look directly at each committee staffer present one-by-one. Once every eye in the room was on him, he finished, "We're all brokers. Please know this is what we all do."

Now that tale speaks volumes about David's heart and the length to which he goes to serve his clients. But the story also reveals so much more about Mordo, and I think it perfectly illustrates why he would be such a deserving recipient of the Gordon Award. Chairman Pallone already knew what David was doing for his clients when he asked him to share his story, but it was clear that the staff people in the room did not. Based on their expressions while David was talking, those staffers will never forget the value health insurance agents can bring to consumers. When prompted to explain his work, David didn't claim any credit for his extraordinary actions, but instead reflexively shared what credit he did get with all of the other brokers in the room. Mordo taught every person present that day the power of leading through action and the good that comes with going beyond the call of duty. I often think of David and the way he connected with Congressman Pallone and his staff when I am trying to lobby most effectively. More importantly, I often think of David and the way he treats both his friends and his clients when I am trying to be a better person.

The Harold R. Gordon Memorial award was created to honor a person who serves the entire health insurance industry in extraordinary and selfless ways. While it often is awarded to someone who was the President of NAHU's Board of Trustees or another high profile leader, its real purpose is to honor someone who has shaped out industry indisputably for the better. David Mordo has been embodying the qualities of a Gordon Memorial award recipient his whole career.

David works tirelessly to influence health care policy at both the national and state levels, and he is always bringing attention to concerns of importance. Beyond identifying new issues to work on, he is also always willing to help develop nuanced policy positions that highlight the unique value of an agent, and he builds political bridges over waters that many others would view as impassable. Tens of thousands of employers, policymakers and his fellow agents have grown their public policy and compliance knowledge through his work as a continuing education instructor, as a compliance specialist, and through professional development events that he has built in his state. David has never met anyone he couldn't build a professional relationship with, and those relationships are always built on the premise of making health insurance and health care better for all Americans. Mordo is a person that

NAHU, NJAHU, and his local Monmouth-Ocean AHU chapter can always count on to do tough and vital things, like build a state PAC and state-level legislative council from scratch, or mastermind a national working group or Capitol Conference. But he is also the first one to volunteer to put flyers out on hundreds of chairs when no one else is doing it, and he is the guy who remembers what everyone likes to drink and knows to ask how you are doing when your pet has just died, or you are expecting your first grandbaby.

I would be hard pressed to identify a person in our industry who wouldn't cite David Mordo as a sharp and honest professional by reputation and lovely, funny and gracious man if they know him personally. It has become a NAHU-wide joke that everyone knows his name, but that joke is grounded in the truth that agents far and wide want to be his friend because he is continuously lifting up others in through a unique blend of great kindness, wisdom, and humor. Beyond NAHU and the health insurance industry, he has a long history of service through the Masonic Society, he was the most devoted son aging parents could hope to have, and he is a surrogate father and devoted Uncle to many lucky kids.



Even though he is a self-described “cheap B#\$%&*!”, if you check the donation list of every friend or colleague who has ever raised money for a charity or is seeking donations on behalf of a needy family, you will find a contribution from David Mordo was quietly added to the total. On a personal level, he is the most supportive and devoted of friends, and I thank God every day that he blesses my life, in the weirdest and most beautiful of ways. I can't think of anyone who deserves to be the winner of the 2019 Harold R. Gordon Memorial Award more than David Mordo, and it is my honor to be one of his nominators and greatest fans.

I truly appreciate the Gordon Committee's consideration of David Mordo's nomination. Please do not hesitate to contact me if you have any questions, or if I can provide additional information or assistance during your deliberative process. I can be reached at either (703) 296-0796 or jessica@forwardhealthconsulting.com.

Respectfully Submitted,
Jessica Fulginiti Waltman