



Group Medicare Insights: The Humana difference

Humana's partnership with the Union Sportsmen's Alliance: A hands-on commitment to conservation and retiree healthcare



As a national partner of Union Sportsmen's Alliance (USA), Humana shows its commitment to conservation through more than just event sponsorships. Year-round, Humana employees volunteer alongside local unions to help ensure that future generations can hunt, fish, shoot and enjoy the outdoors. This commitment is demonstrated through support of events like the 2025 Louisville Take Kids Fishing Day.

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Hosted in partnership with Humana and the International Association of Sheet Metal, Air, Rail and Transportation Workers (SMART) Local 110, Take Kids Fishing Day experienced a record crowd as more than 200 young anglers and their families came out to Waverly Park in Louisville, Kentucky. Humana volunteers teamed up with SMART Local 110 retirees, managers and apprentices to distribute fishing rods and reels to registered youth participants, who also received hands-on fishing instruction.

"This youth outreach event is a prime example of not only Humana's dedication to giving back to the local community, but also their lasting dedication to USA's mission of uniting the union community to preserve North America's outdoor heritage over the years," said Sam Phipps, USA Director of Conservation Programs.

USA's Take Kids Fishing Day events introduce children from diverse backgrounds to the joys of fishing and the importance of conservation. For volunteers like Humana's Drew Baucom, the occasion emphasizes Humana's long-standing support of the union community and USA. "Humana is proud to support the communities we serve, and there's no better way than being here



in person," said Baucom. "Our volunteers were thrilled to help kids and parents, many of whom had never fished before, learn the basics and experience the excitement of their first catch. It was truly rewarding to see our team building rods, tying hooks and handing out equipment to so many eager families."

Humana's National Labor Relations Executive, Tim Bindl, shares a personal connection to Take Kids Fishing Day. Prior to joining Humana, Bindl worked as an Events Coordinator for USA, where he learned firsthand the importance of connecting families with the outdoors and inspiring



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conservation initiatives. "It is truly near and dear to my heart that Take Kids Fishing Day events have grown over the years with the support of USA and Humana," said Bindl.

Humana's understanding of union values is reflected in the company's commitment to making sure retired union members get the healthcare they deserve. As of 2023, more than 16 million workers in the U.S. were represented by a union¹. Group Medicare Advantage plans, like those offered by Humana, can meet the needs of retired union members by providing superior service, personalized care and robust benefits.

Together, Humana employees, union members and USA are positively impacting the communities where they live and work—from building fishing rods for children to delivering healthcare benefits to union retirees.

Click here or scan the QR code to learn more about Humana's partnership with unions.



1. Abigail Tierney, "Labor Unions in the U.S.," Statista, last accessed June 2, 2025, <https://www.statista.com/topics/10789/labor-unions-in-the-us/>.

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