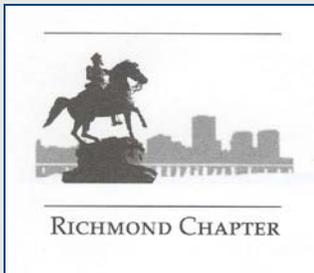




# INTERNATIONAL SOCIETY OF CERTIFIED EMPLOYEE BENEFIT SPECIALISTS

April 2012

ISCEBS RICHMOND CHAPTER NEWSLETTER



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## President's Message

Spring is definitely in the air. The weather is getting warmer and my car is covered in pollen – two sure signs that Spring has arrived. With the arrival of Spring, there is a lot of activity to keep lawns and landscaping looking fresh. There are weeds to pull, raking, mowing of lawns, adding mulch and the list goes on. The same can be said of our careers in employee benefits. We need to keep our knowledge up to date and expertise fresh. The Richmond Chapter of ISCEBS is ready to help with that endeavor.

We held our first educational session on February 9th when Kate Marriott from Williams Mullen provided our members with an update on 401(k) Fee Disclosure. Our next session is Thursday April 12th when we will hear Stuart Sutley from Allegeant Accountable Care Solutions discuss Corporate Wellness vs Population Health Management Initiatives. This will be a breakfast session from 7:30 to 9:00 at the Westwood Racquet Club. If you have not registered, please do so online at <http://iscebs-richmond.org/index.cfm?display=pages&pageid=7511&sub=1>. This session has also been submitted for continuing educational credits for those with HR certifications of PHR, SPHR or GPHR.

On the subject of educational sessions, you may also want to mark your calendar for our full day Health and Welfare session on June 14th and our half day Retirement Session on September 13th. Not only will these provide intriguing information, breakfast for both, lunch for the Health & Welfare, but they will also provide continuing education credits!! The remainder of our sessions are detailed online at <http://iscebs-richmond.org/index.cfm?display=program&sub=1>.

I want to thank all of you who have recently joined or renewed your memberships. It is only with your participation that this chapter remains a relevant force in our benefits community. With your help, the chapter remains one of the larger chapters nationally. Thank you for your membership. I want to encourage you to participate in the educational sessions so that you can get the best return on this investment in your career.

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**President's Message, Continued from page 1**

If you have not renewed your membership for 2012, it is not too late to do so. If you have questions about how to do so; you can go to our website or contact me or any other board member for more information. If you know students of the CEBS program who are not members, please let them know about the organization, too.

We have all heard the sentiment that the little things in life matter. For example, what is the difference between UK and KU? Well, for UK fans (Kentucky), it means a National Championship in basketball. For KU (Kansas), it means "there is always next year".

Pay attention to the little things in life and I hope to see you at a future educational session.

Sincerely,

Rick Owens, CEBS  
President, Richmond Chapter ISCEBS

**Please Join Us for the February Meeting**

**Date & Time:** Thursday, April 12, 2012  
7:30 a.m. – 9:00 a.m.  
Breakfast will be served

PROGRAM HIGHLIGHTS

**Stuart Sutley** Corporate Wellness vs Population Health  
**Allegiant** Management Initiatives  
**Accountable Care Solutions**

REGISTRATION INFORMATION

**Location:** Westwood Racquet Club  
6200 West Club Lane  
(804) 288-6028

**Cost:** Members – \$15 Non-members - \$25

**Questions /** Please RSVP by April 10th  
Aimee McAfee  
**RSVP:** [Aimee.McAfee@mercer.com](mailto:Aimee.McAfee@mercer.com)  
804-344-3763

**Register and Pay Online**

<http://iscebs-richmond.org/index.cfm?display=pages&pageid=7511&sub=1>

**OR**

**Make checks payable and mail to:** Richmond Chapter-ISCEBS  
P.O. Box 6513, Richmond, VA 23230  
*Or you may pay at the door, if you have RSVP'd.*

Join us on LinkedIn:

[http://www.linkedin.com/groupsDirectory?itemaction=mclk&anetid=1701417&impid=&pgkey=anet\\_search\\_results&actpref=anetsrch\\_name&trk=anetsrch\\_name&goback=%2Egdr\\_1302279957208\\_2](http://www.linkedin.com/groupsDirectory?itemaction=mclk&anetid=1701417&impid=&pgkey=anet_search_results&actpref=anetsrch_name&trk=anetsrch_name&goback=%2Egdr_1302279957208_2)

**Membership Report**

Thank you to all the returning and new members that joined the ISCEBS Richmond Chapter. As of April 1, 2012, the current membership is very strong with 65 members, and we are always looking to add new members. With the unusually warm winter behind us, we are excited for our upcoming informational events we have lined up for the remainder of the year, and hope to see you there!

Please join me in congratulating the following individuals as their hard work and studying has paid off with a designation!

Mary Riley, GBA – KSPH, LLC  
Erin Herndon, CEBS – Mercer, Inc.  
NaEda Young, CMS - Brinks, Co.  
John Mathews, GBA - Rutherford

If you haven't joined, it's not too late! Renewing is easy to do online at <https://www.iscebs.org/About/Pages/isapp.aspx>. You can also fax your application to 262-786-8650 or send a hard copy to ISCEBS, P.O. Box 209, Brookfield, WI 53008-0209. If you know someone who may be interested in joining the chapter and learning more about the ISCEBS program, please let me know.

Thank you again for all your support of ISCEBS and our local Richmond Chapter.

Sarah Phillips, CEBS  
Membership Chair

## Member Spotlight Shelby Hale



- Current Employer** AMF Bowling Centers, Inc.
- Background** I grew up in Hanover County and have lived in the Richmond area my entire life. I have two wonderful sons, Triston (12) and Auston (8).
- Favorite Richmond restaurants** Keegan's Irish Pub and Ginger Red .
- Activities/Interests** I enjoy playing tennis, wine tasting, and traveling. My two boys also keep me very busy with their activities, namely motocross and basketball.
- What got you into the benefits field?** My Human Resources career began in 2001 in the HRIS Department of AMF Bowling. After the first year, I realized I loved Human Resources and wanted to learn each of the different functions of the discipline. Once I began working in the benefits department, I realized that I had a real passion for employee benefits and I haven't left since. I am especially interested in offering our employees the best benefits programs we can while also educating them as to how these programs can benefit them.
- How has the CEBS designation helped you?** I received my GBA in 2010 and am currently pursuing my CEBS designation in order to expand my knowledge in compensation and retirement plans. I enjoy learning and staying up to date on all employee benefit changes and offerings. The CEBS designation will help me be a more strategic benefit planner and business partner.

Join us on LinkedIn:

[http://www.linkedin.com/groupsDirectory?itemaction=mclk&anetid=1701417&impid=&pgkey=anet\\_search\\_results&actpref=anetsrch\\_name&trk=anetsrch\\_name&goback=%2Egdr\\_1302279957208\\_2](http://www.linkedin.com/groupsDirectory?itemaction=mclk&anetid=1701417&impid=&pgkey=anet_search_results&actpref=anetsrch_name&trk=anetsrch_name&goback=%2Egdr_1302279957208_2)