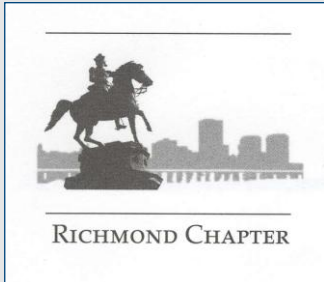




# INTERNATIONAL SOCIETY OF CERTIFIED EMPLOYEE BENEFIT SPECIALISTS

August, 2010

ISCEBS RICHMOND CHAPTER NEWSLETTER



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## President's Message

Hot enough for you? Wish I had a dollar for every heat related complaint I've heard this summer. I hope everyone is enjoying summer and getting a vacation in, despite the record temps.

Speaking of heat, I don't know about the rest of you, but I'm already "burned out" on health reform, and it only gets more complicated from here. Clients are asking questions about things that haven't even been addressed yet. New disclosures are being required. September 23<sup>rd</sup> is just around the corner. It feels like we're still laying the tracks for a fast-approaching freight train. And it will be interesting to see what happens with Virginia's lawsuit against the insurance mandate, now that a federal judge has allowed the case to proceed.

Our half-day educational session will be held on September 9, and its focus will be on retirement. Many of you may still need CE credits for this biennium, and this session has been approved for two life and health and two laws and reg's credits. We have good speakers and good topics lined up for this one, and if you need credits, this is an excellent opportunity to pick up a few. More information is available on the chapter web site.

Also mark your calendars for our October 14th session which will feature Dr. Max Anderson from Delta Dental. Dr. Anderson will discuss the impact of oral health on our total bodily health. Having seen him speak on this topic in the past, I promise you will walk away with a new appreciation for the importance of dental hygiene. His presentation is fascinating and a real eye-opener.

I've mentioned before what an incredible job the Society does at the annual Symposium in presenting cutting-edge industry topics. With this year's Symposium in Charlotte, I hope our chapter will be well represented. I'm aware of at least three chapter members who will be there, and I hope you will join them. It's an excellent opportunity to get some CE credits, network with fellow industry professionals, and gain some expert knowledge. And you'll have some fun in the process!

Continuing our new tradition of a member spotlight in each newsletter, this month we spotlight Susan Landsidle from Optima Health. Susan is a former board member and long term chapter supporter. Thanks to Susan for contributing!

Stay cool.

Craig Rupert, CEBS  
President, Richmond Chapter ISCEBS

## Membership Report

The Richmond Chapter currently has 66 members as of August 2010! Thanks to all for your continued membership and participation in the various activities that the chapter has to offer.

We continue to build our chapter by your participation and encouragement of others to attend our various programs throughout the year. Please let me know of anyone who may need more information on CEBS or our Local Chapter activities.

Thanks for your continued support of ISCEBS and the local Richmond Chapter!

David Talbert  
Membership Chair  
[dtalbert@ksphllc.com](mailto:dtalbert@ksphllc.com) | 804-200-6755

## Please Join Us for the September Educational Event

- Presentation:** *Half-Day Retirement Seminar*
- Topics:** Wills, Estates & Trusts  
Pending Legislation  
Current Trends  
Employee Communications
- Date & Time:** Thursday, September 9, 2010  
7:30 a.m. – 12:00 p.m.  
Includes breakfast
- Location:** Westwood Racquet Club  
6200 West Club Lane  
(804) 288-6028
- Cost:** \$30 (\$20 for members of the Richmond Chapter of ISCEBS)
- Questions/RSVP:** Please RSVP by September 3rd to:  
Rick Owens  
[Rick.Owens@suntrust.com](mailto:Rick.Owens@suntrust.com)  
804-782-7553
- Guest fees-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.*
- Note: Meeting fees are non-refundable unless cancellation is received before September 7th. Unpaid no-shows will be billed.

## Mark These Dates on Your Calendar for Educational Events!

**October 14<sup>th</sup>**  
Dr. Max Anderson from Delta Dental will speak on connection between oral health and overall health.

**November 11<sup>th</sup>**  
Breakfast Session and Annual Meeting with Special Guest Speaker!

All events held at the Westwood Club. Additional details are forthcoming. We look forward to seeing you!



## Member Spotlight: Susan Landside

**Current Employer** Optima Health

**Background** Married to Bill since college graduation, in Virginia since 1975 (Stratford Hills roots but now Mooreland Farms), one grown daughter (lawyer in State Dept), most recent adopted cat still lives at home, but we'd like to see her learn a trade. . .

**Favorite Richmond restaurants** Brio's (Stony Point), Angela's (Ridge) Acacia (Carytown)

**Activities/Interests** Reading with my Kindle, kayaking, Penn State Football, bridge

**What got you into the benefits field?** After I got my MBA, I worked in the marketing department for a local hospital and sat in on carrier negotiations. Aetna called me about a sales executive opening after one of those meetings and the rest is history.

*Comment:* Regardless of what work we are each doing in benefits, I think it is important that we drill down to how our actions affect individual member lives – short and long-term. This over-arching challenge is why I have stayed in the field.

**How has the CEBS designation helped you?** I sense immediate respect from fellow CEBS and non-CEBS. ISCEBS publications, website archives other on-line services AND local Richmond Chapter activities keep me broadly informed on issues I may not deal with routinely but that are important to my clients and consultants.