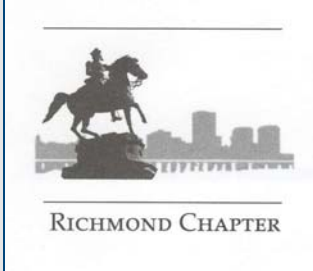




INTERNATIONAL SOCIETY OF CERTIFIED EMPLOYEE BENEFIT SPECIALISTS

June, 2011

ISCEBS RICHMOND CHAPTER NEWSLETTER



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President's Message

Happy summer! May you find some place cool from time to time because it looks like it is going to be a hot one! The Richmond Chapter of ISCEBS' Half Day Health & Welfare educational session is just around the corner on June 9, 2011. Registration begins at 7:30 a.m. and we will conclude by 12:15. We are pleased to report that we have been approved for four (4) CE credits. To obtain the credits, you must attend the entire session; no partial credits can be awarded. Please RSVP to Aimee McAfee as soon as you can.

Are you interested in attending the ISCEBS National Symposium in San Antonio, Texas this year? At the conclusion of the half-day session we will draw the name of one chapter member in attendance and that individual will win a complimentary registration to the Symposium. The Symposium will be held October 2 – 5, 2011. I encourage all members to consider attending. This event draws national speakers to address current topics on both health & welfare and retirement topics. The caliber of speaker is typically excellent and it is a great opportunity to gain a national perspective on our industry.

Are you interested in joining the Society and local chapter to test the resources that are available to members? For the remainder of 2011, the ISCEBS has reduced the membership fee to \$85. The local chapter fee remains just \$40. If you are interested, click on the following link for all of the information. It is a great deal!

<http://www.iscebs.org/About/Pages/Join.aspx>

Education chair, Aimee McAfee attended the ISCEBS Leadership Conference held in Brookfield, WI in April. Aimee reported back on some of the best practices chapters from around the country are using to promote and grow their chapters. We have noted several of these, including providing on-line registration to events and enhancing our event schedule to include social gatherings for the sole purpose of networking. If you have other ideas, please feel free to share them with me or any other board member.

Speaking of the Board, we will soon be looking for candidates to join the Board of the Richmond Chapter for 2012. If this is something you would like to consider, please let me know. I am more than happy to discuss the responsibilities and time commitments with you.

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I hope you have a safe and wonderful summer. Keep in mind the following dates for the fall: September 8th – Full Day Retirement Session with CE credits; October 13th – luncheon session on disability coverage led by Mike Huennekens, Vice President, Prudential; and November 10th – breakfast and annual meeting with Jim Durham, Chief Marketing and Business Development Officer, McGuireWoods LLP.



Claire B. Holbrook, CEBS
President, Richmond Chapter ISCEBS

Mark These Dates on Your Calendar for Educational Events!

June 9th

Half Day Health & Welfare Session – CE Credits!

September 8th

Full Day Retirement Session – CE Credits!

October 13th

Luncheon Session with Mike Huennekens of Prudential
Topic: The Ins and Outs of Disability Coverage

November 10th

Breakfast Session and Annual Meeting with Jim Durham,
Chief Marketing and Business Development Officer,
McGuireWoods LLP

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

Please Join Us for the Half Day Health & Welfare Session

Date & Time: Thursday, June 9, 2011
7:30 a.m. – 12:15 p.m.
Includes breakfast

PROGRAM HIGHLIGHTS

Frasier Ives Wells Fargo	Benefits Compliance-Stripped to the Bone
George Zahorcak CIGNA	Medical Tourism- Global Consumerism and Global Health Care
Ken Jeffries Mercer	Healthcare Innovation Pipeline
Jackie Jackson Jack Consulting	Employee Benefits Communications

REGISTRATION INFORMATION

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 June 7th to:
Aimee McAfee
Aimee.McAfee@mercer.com
804-344-3763

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 June 7th.
Unpaid no-shows will be billed.

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Membership Report

As we are approaching summer and almost half way through the 2011 year, it is still not too late to join the Society. We have an exciting line up of events and we look forward to seeing you there. The reduced membership fee is \$85 for those who join anytime through the end of the year (special rates apply for new graduates, retirees and unemployed members). Thank you for your continued membership and participation in the various activities that the chapter has to offer.

Please join us in congratulating two recent recipients of the RPA designation:

- Melissa Kayser – RPA, BB&T
- Richard Ocheltree – RPA, The Newport Group

We continue to build our chapter by your participation and encouragement of others to attend our various programs throughout the year. You can quickly renew or join by visiting our website <http://iscebs-richmond.org> or <http://www.iscebs.org/About/Pages/Join.aspx> for more information and forms. Please contact me with any questions.

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

John Phan, CEBS
Membership Chair



Member Spotlight:

Craig
Rupert

Current Employer RCM&D

Background I started my insurance career in property/casualty in Iowa in 1984 (has it been THAT long?) with what was then a pioneer in the bank-owned agency concept, Hawkeye Bancorporation. I was transferred to Richmond with a later employer, Kirke-Van Orsdel, to work on the Virginia State Bar account and market their endorsed member malpractice program. When that program changed administrators, I changed employers to the new administrator, The Reciprocal Group. At the time I was working on my CPCU designation and finally completed it, and then started on CEBS as my focus changed from P&C to benefits. RCM&D purchased the assets of The Reciprocal Insurance Agency when the Reciprocal was taken into receivership in 2003, and I have been there ever since.

Favorite Richmond restaurants I like unpretentious places with good, down to earth food – places where a burger is a burger, and you know exactly what you’re getting when you order it without having multiple esoteric adjectives describing every aspect of the entree. The Robin Inn, Banditos, Casa Grande, Coppola’s Deli, Piccola Pizza, Strawberry Street Café, Joe’s Inn, Melito’s, Yen Cheng, O’Tooles, Rockfalls Tavern, New York Bagels and Deli, and River City Diner are a few fav’s.

Activities/Interests It will probably come as a surprise for most people that I am an avid motorcyclist, and have been since my early teens. I own two large Honda street bikes. Being a perpetual learner, I am a voracious reader and internet surfer. I’m somewhat of a computer geek and a gadget nut. And rock ‘n’ roll music – I have a world of R&R music trivia in my head and I love high end audio. I’m addicted to Seinfeld re-runs and know all the lines before they’re said.

What got you into the benefits field? As I stated in my background above, I did a 180 degree change from property/casualty when the VSB medical plan carrier changed to BCBS and the administrator was changed, and I decided I liked benefits better than P&C. When the Reciprocal Group became the endorsed marketer for the VSB, I had the opportunity to join them in either benefits or P&C. I chose benefits, and I never looked back.

How has the CEBS designation helped you? In a word, immeasurably. It has broadened my knowledge and perspective on benefits and human resources matters. My membership in the chapter has introduced me to some incredible people with incredible talents, and has given me opportunities for leadership, travel, and community involvement that I otherwise would not have had. I have made many new friends in the industry that I otherwise would have viewed only as competitors, and I think it has advanced my standing and that of my employer. And I’ve learned a little bit about web site design!

Join us on LinkedIn:

http://www.linkedin.com/groupsDirectory?itemaction=mclk&anetid=1701417&impid=&pgkey=anet_search_results&actpref=anetsrch_name&trk=anetsrch_name&go back=%2Egdr_1302279957208_2