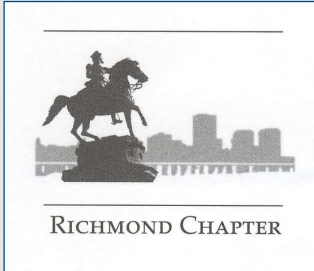




# INTERNATIONAL SOCIETY OF CERTIFIED EMPLOYEE BENEFIT SPECIALISTS

June 2013

ISCEBS RICHMOND CHAPTER NEWSLETTER



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## President's Message

Commencement season is upon us. No matter where we turn, someone is graduating. As a society, we treat these milestones as serious business. We invite our most illustrious citizens to give the commencement address, and to provide sage advice to those who are leaving the comfort of school to follow a new trek. In the not too distant past, we celebrated graduation from high school and college. Now, we celebrate graduation from elementary school, middle school and even kindergarten. A kindergarten graduation cap and gown set is available starting at \$8.95!

We think of graduation as a time to celebrate the end of something...the successful completion of a quest. However, if we examine the language we use to describe the ceremony, "commencement" truly means the beginning of a new thing, a new time, a new challenge. We know that learning is a lifelong commitment. The best that a college degree can do is to position the graduate to find a path where additional skills and education can be gained along with a steady paycheck.

For those of us affiliated with the ISCEBS and the Richmond Chapter, lifelong learning is a breeze! We have many upcoming opportunities to expand our knowledge. Please register for our June 13<sup>th</sup> Full Day Health & Welfare Session. In addition to fulfilling your quest for lifelong learning, this program can fulfill your quest for CE credits: 4 General and 2 Laws & Regulations. After a brief respite to enjoy our summer vacations, we will advance our learning again with our September 12<sup>th</sup> Half Day Retirement Session.

At the conclusion of the June full day session we will draw the name of one attendee and that individual will win a complimentary registration to the Symposium. The Symposium will be held September 22 - 25 in Boston. 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. Early bird registration ends on August 15<sup>th</sup>, so make your plans now (but maybe wait to see if you win a free registration).

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## President's Message, Continued from page 1

Are you interested in joining the Society and local chapter to test the resources that are available to members? For the remainder of 2013, the ISCEBS has reduced the membership fee to \$95. 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>

In addition to planning education sessions and anticipating the September 19th chapter social, the Board has been developing a binder of Roles & Responsibilities to pass along to our successors. We have each developed helpful instructional materials to guide new Board members in assuming their duties, and we decided it would be nice to have them all in one place.

## Denise M. Zapf, CEBS, SPHR President, Richmond Chapter ISCEBS

### Membership Report

The Society has launched a mid-year membership drive. The **membership fee** for CEBS graduates, GBA, RPA and CMS designees as well as CEBS students who have passed one course **is now reduced to only \$95**. Dues for those who are retired and unemployed are still \$50. The dues are reduced.....but the member services and benefits are the same. New members will get the benefits for 6 months now instead of 12 months.

On Tuesday, May 28<sup>th</sup>, the price of oil rose above \$95 a barrel. With a Society membership, you can get a lot more for \$95 than a barrel of oil! The Society's website is a great source to members and to those who

## Please Join Us for the June Meeting

**Date & Time:** Thursday, June 13, 2013  
7:30 a.m. – 3:00 p.m.  
Breakfast & Lunch will be served

### PROGRAM HIGHLIGHTS

<b>Health Care Reform and Modeling Tools</b>	Barb Bailey, Mercer
<b>HIPAA Audits and Enforcement</b>	Nathan Kottkamp, McGuireWoods
<b>Retiree Medical Plan Navigation</b>	Peggy Waldron, Anthem BCBS
<b>Exchanges, Public and private</b>	David Sanders, Aon Hewitt
<b>Health Care Reform Strategy</b>	Denise Zapf, McGuireWoods Randy Foster, Wells Fargo Insurance
<b>Health Care Advocacy</b>	Abbie Leibowitz, Health Advocate

### REGISTRATION INFORMATION

<b>Location:</b>	Westwood Racquet Club 6200 West Club Lane (804) 288-6028
<b>Cost:</b>	Members – \$40 Non-members - \$60
<b>Questions/RSVP:</b>	Please RSVP by June 7, 2013 to Mike Finnegan <a href="mailto:michael.j.finnegan@suntrust.com">michael.j.finnegan@suntrust.com</a> 804-387-3902

**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 RSVPd.

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](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)

have not joined yet. You can find information about the CEBS program, surveys, the Benefits Quarterly and the annual Symposium. There is also a *Members Only* section of the Society's website. You can access the online Membership Directory, obtain full-text Benefits Quarterly articles and even obtain access to live, streamed sessions from the Society and International Foundation conferences! We currently have **61 members** in our Richmond Chapter. If you have not joined yet or renewed, visit our website at <http://iscebs-richmond.org> or <https://www.iscebs.org/About/Pages/isapp.aspx> for more information and forms. Take a moment to join or renew today.

**Mary H. Riley, GBA, SPHR**  
**Membership Chair**

## Member Spotlight

### Hillary C. Keeton, CEBS



**Current Employer**  
BB&T Insurance Services

#### **Background**

I began my career in corporate benefits for large companies ranging from 7,000 to 54,000 employees. From there I made the transition to the broker side. I have worked with both large self-funded clients as well as small groups.

#### **Favorite Richmond Restaurants**

Can Can, Ruth's Chris, Acacia, Amore, Amuse.

#### **Activities/Interests**

I love spending time with friends and family, horseback riding, horse racing, my 2 labs, traveling, Paris, fitness, Body Combat, hot yoga, volunteering, Facebook, Pinterest, amazing shoes, golf, photography, good wine, champagne, Napa, skeet shooting, off road vehicles, the Green Bay Packers, SEC football and basketball, and the University of Kentucky.

#### **What got you into the benefits field?**

I began my career in corporate HR and was charged with explaining benefits during open enrollment and enrolling 80 employees. My initial introduction was invaluable, and I really enjoyed the challenges. My next position was in a corporate benefits department, and the rest is history.

#### **How has the CEBS designation helped you?**

CEBS has helped me to expand my knowledge, credibility and is a true differentiator in the marketplace. When dealing with client issues, I have knowledge of not only health and welfare benefits but also retirement and compensation thanks to CEBS. CEBS continues to enhance my knowledge with seminars and other educational opportunities. Clients recognize the CEBS designation and appreciate that it differentiates me based on my training through this program.