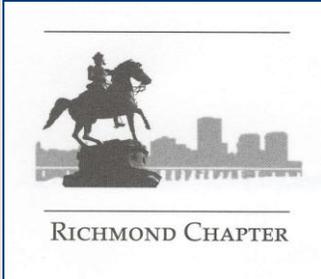




INTERNATIONAL SOCIETY OF CERTIFIED EMPLOYEE BENEFIT SPECIALISTS

March, 2010

ISCEBS RICHMOND CHAPTER NEWSLETTER



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President's Message

The year's first educational session, on Health Reform, was a great success with two excellent speakers, Rob Cipolla and Mac McCarthy. Our next session will be a breakfast session on April 15, focusing on the impact of the market on retirement plans. Also, mark your calendars for our half-day and full day CE sessions, coming up on June 10 and September 9. As it is the 2nd year of the biennium, many of you may still need to obtain credits.

We are in the midst of our annual membership drive, and I want to encourage all members who have not yet renewed to do so, and to thank all those who have renewed already. I also want to especially encourage students of the CEBS curriculum to join and start networking with other chapter members. The students in particular will be key to us meeting our membership recruitment goal. Please encourage your student coworkers to join.

Our member survey was distributed last month as promised, and the results of that are included separately in this newsletter.

At our February board meeting, we discussed the survey results in detail, and one of the things we discussed and approved was adding a "Member Spotlight" column to our newsletter. The idea is to help you get to know your fellow chapter members better, help with networking, and learn how the CEBS program has influenced your careers. We kick off that new feature in this month's issue with Amy Burgoyne, our Sponsorship Chair. Congrats and thanks to Amy for being our first spotlighted member! We may be contacting you to be our next spotlighted member, and hope you will welcome the opportunity to participate.

I was asked in February by the ISCEBS to join the Membership and Chapter Development Committee and participate in the committee's annual meeting in Brookfield on March 5th. There, we shared ideas on how to increase Society and Chapter membership and increase enrollment in the curriculum. I will share some of these concepts in our next newsletter.

One issue confronting ISCEBS and local chapters is declining enrollment in the program, which reduces the pool of eligible member candidates at both levels. My employer strongly encourages professional development with both financial incentives for completion of the designation as well as it being part of goal setting and personal growth objectives. In the past, some employers mandated pursuit of the CEBS designation.

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As competitive pressures have mounted and budgets have tightened, many have scaled back their educational directives and now offer little or no incentive to pursue CEBS or other programs. Some are now refusing to even cover the cost of chapter and society membership. But the designation is still highly prized among employers looking for new hires, and knowledgeable personnel are essential to a professional service firm's reputation. What is your firm doing to foster employee development, specifically in regard to the CEBS program? I encourage everyone receiving this newsletter to consider incorporating CEBS within their corporate benefit packages and employee development processes, through discussions with management and Human Resources. I know one manager whose philosophy was "We spend all this money on education, and then they leave us". Maybe so, but the alternative is retention of lesser-skilled employees. Which is preferable? It's up to each of us to market the designation, and we can all make a difference. Maybe you have coworkers who need a little encouragement too!

Lastly, I want to welcome two new members to the chapter. Clyde Amburn of COA Consulting in Charlottesville recently completed the CEBS designation and joined. James Huntzinger of CIGNA completed his GBA designation and also joined. Welcome Clyde and James!

Regards,



Craig Rupert, CEBS
President, Richmond Chapter ISCEBS

Please Join Us for the April Educational Event

- Presentation:** *The Impact of the Stock Market on Retirement Plan Funding*
- Speaker:** Scott Fiedler
Aon Investment Consulting
- Date & Time:** Thursday, April 15, 2010
7:30 to 8:00 Registration
8:00 to 9:00 Breakfast & Program
- Location:** Westwood Racquet Club
6200 West Club Lane
(804) 288-6028
- Cost:** \$25 (\$15 for members of the Richmond Chapter of ISCEBS)
- Questions/RSVP:** Please RSVP by April 8th to:
Rick Owens
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 April 8th.
Unpaid no-shows will be billed.

Mark These Dates on Your Calendar for Educational Events!

- **June 10th**
Full Day Health & Welfare Session – CE Credits!
- **September 9th**
Half Day Retirement Session – CE Credits!
- **October 14th**
The topic and time are pending – it will be a health & welfare session.
- **November 11th**
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 at the events.

Membership Report

Our membership drive runs through March 2010 and there is still time to join or renew!!

At present we are approximately 13 members short of our combined new and renewing membership goal of 78. Therefore, if you haven't renewed your membership you can do so online through the chapter website below. If you are a student of the CEBS program you can join the Richmond chapter for \$40 and enjoy the many member benefits the chapter has to offer.

Richmond Chapter Website: www.iscebs-richmond.org
("Joining the Chapter" Tab)

We appreciate your continued membership during the current economic environment and look forward to seeing you at the many educational events during 2010. Should you have any questions on "member benefits" please do not hesitate to call.

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

David Talbert
Membership Chair
dtalbert@ksphllc.com | 804-200-6755

Member Survey Results

We received 32 responses to our member survey. We thank those who took the time to complete the survey.

The vast majority indicated the Westwood Club is convenient, and meeting times were also convenient. Most everyone felt our fees are reasonable, and our educational sessions were relevant and informative. We received many suggestions for session topics, some of which are already on the agenda for 2010.

58% of respondents indicated they had looked at the web site at least 1-2 times since its inception, 23% said they had visited three or more times, and disappointingly, just over 19% of respondents said they had never visited the site. 100% of respondents said they regularly read our newsletter upon receipt, and most of them found the information interesting and informative.

More than one respondent indicated they would like to have a member directory. We will be compiling one for distribution electronically once the membership drive is final. This will not be placed on the site (due to our desire to protect the privacy of our members and avoid email spam) and not wanting to require the use of passwords.

At least one member commented that the continuing education sessions should be free to members through chapter dues. However, we have many expenses associated with these sessions, including meals, printing, speaker gifts, filing fees, binders, and other incidental expenses that may not be evident. These sessions are offered at very competitive cost relative to other options, and we provide them with the intent of merely breaking even.

One respondent indicated a preference for more health and welfare content in our sessions instead of retirement. As a board, we try to balance our program content with both, since our members work in a variety of benefit industries and many must balance both sides in their jobs.

One member suggested we include more sessions to enable networking. We discussed ways of enhancing member networking at our most recent board meeting. This included having a social and/or cocktail hour, additional time following educational sessions, and something similar to "speed dating" in which members could move from table to table and talk to others briefly.

We very much appreciate your input in the survey. If you have further comments or suggestions, please forward them to me at crupert@rcmd.com.

Thank you!

Craig



Member Spotlight: Amy Burgoyne

Current Employer

Aetna – National Accounts

Background

I grew up in Virginia Beach and attended college at Randolph-Macon Woman's College in Lynchburg, Virginia. I've lived in Richmond for 20+ years! I live in the Short Pump area of Richmond with my husband, Bill, my son Jack (age 10) and twins Will and Anna (age 8).

Favorite Richmond restaurants

Firebirds, the café at Nordstrom or if we need a quick meal – the Casa Grande at Short Pump

Activities/Interests

I love to play golf and work in the garden and try to get to the Shady Grove YMCA as often as I can. I belong to Richmond Area Mothers of Multiples (RAMOM) and we go to St. James the Less Episcopal in Ashland.

What got you into the benefits field?

In college, I was a math major and I thought that I could apply this in an actuarial science career. My first job was at the old Home Beneficial Life Insurance in the beautiful colonial style building on West Broad. After moving to Mercer to work in actuarial science (again), I found that it really wasn't for me so I took the CEBS courses to obtain an alternate professional designation.

How has the CEBS designation helped you?

CEBS courses have helped me to be a more well-rounded benefits professional. While I don't work so much in retirement and compensation, I have an appreciation for the challenges that senior HR management deals with when looking at total rewards. Also, the Fellowship courses are a great way to get tons of CE credits (plus carryover) while learning some hot topics in the benefits field.