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## **SEBC's 40<sup>th</sup> Anniversary Celebration**

### **May 13-15, 2009**

### **Grove Park Inn, Asheville, NC**

Can you believe the SEBC is 40 years old?!?! We will celebrate this very special occasion at the Annual Educational Conference in May.

Recently David Lyons, Patti Keesler and Anne McKillips spent the day going through the boxes and boxes of files, photos, programs, records, etc. at the SEBC Storage Facility. So Many Memories!!

The better part is we have tons of photos – some of which show a lot of us many years younger. There are programs, directories, and so much more. Each tells a story of its own.

Tilda Kaplan – who many of you know from her years of participation in the SEBC – has agreed to put together our history for us to share at the AEC. Do you have other mementos to share, just let Tilda know – [tildak@aol.com](mailto:tildak@aol.com)

You will not want to miss this – and the sharing of memories. Come see how many folks you recognized from 5, 10, 15, 20 or more years ago.

So mark your calendars now to attend the AEC.

The Program Committee is working hard to put the finishing touches on the program. What we have seen so far is something of interest to everyone. It will be excellent – they are to be commended for their work.

Just to highlight a couple of the many sessions –

Monitoring the Performance of a Liability-Driven Investment Strategy with Pierre Couture, A.S.A., E.A., M.A.A.A. -- Vice President, Senior Actuary, Multi-Asset Strategies & Solutions Group and Ric Ford who is Vice Chairman of the Pension Investment Committee and Head of the US Pension Risk Management at ING.

Plan sponsors have started to implement investment strategies better integrated with pension liabilities. However, very few have put in place an approach monitoring both pension assets and liabilities in an integrated fashion. In this session, they will discuss this integrated monitoring and what the main drivers of the change in funded status were during 2008. This integrated monitoring approach allowed the pension committee to fully understand that the predictability and volatility in pension expense and contribution requirements are driven by the volatility of the funded status (i.e., assets minus liabilities), not just investment returns.

**Executive Director**

Beth Phillips  
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Diversification in today's world with Ken Fuller, a Vice President at T. Rowe Price and serves as a portfolio specialist for the U.S. Structured Research Strategy in the Equity Division.

Ken will discuss some of T. Rowe Price's findings on do the diversification rules of yesterday apply today and what does

**Newsletter Editor:**

Anne McKillips  
Chair, Communications  
Committee



## MEMBERSHIP DUES ARE NOW DUE

It's time to renew your SEBC membership! Electronic membership renewals have been sent. You will find a link on the form to renew your membership in the email.

If you did not receive an electronic copy, you should receive a hard copy in the mail. Please make sure we have your updated contact information. You can always log on to [www.sebc.org](http://www.sebc.org) to update your membership status or contact Beth Phillips at [bphillips@sebc.org](mailto:bphillips@sebc.org) or 703-234-4116.

We are always looking for new employee benefit professionals to join the SEBC. Please let us know if you have a new member referral.

The cost of an annual individual membership is only \$250.00.

**Special note to Plan Sponsors:** Remember, your corporate membership fee of \$250 will include unlimited members from your company. Make sure you take advantage of this benefit and invite co-workers from other departments within your organization. It's the best value in the South!

### **Hazelhurst Lamon Award**

Do you know someone deserving of this prestigious award? It is presented each year to an exemplary individual as recognized by his or her peers at the SEBC Annual Educational Conference. It is named in honor of Blackburn H. Hazelhurst and Harry V. Lamon, Jr., co-founders of the SEBC. Prior winners include Lana Jordan, Paul Troup and Anne McKillips.

Criteria:

- Be or have been in the employee benefits field working in one of our recognized disciplines.
- Have ten years of industry experience.
- Be or have been an SEBC member for a minimum of 5 years.
- Should have demonstrated outstanding achievement in their respective profession.
- Should have made some significant contribution(s) to society outside of the industry
- Be a recognized leader within his/her organization or within the industry.

Patti Keesler is chairing the committee to review the nominations this year and will be happy to answer any questions. [pkeesler@benefitslawgroup.com](mailto:pkeesler@benefitslawgroup.com) or 404-995-9592. Nominations are due no later than **April 17, 2009**.

## SEBC Committee Updates

Your SEBC is an organization of volunteers. Just read over the newsletter and you can see the names of some of the many volunteers.

So what are the committees and what do they do? If you are unsure about a committee, feel free to call on any of the officers or any Steering Committee Member.

Your Leadership is available to answer any questions at any time.

### Program Committee

Kevin Callahan  
Chair  
ING Investments  
kevin.callahan@inginvestment.com

This committee creates the program for both the Annual Educational Conference which is held each spring – this year May 13-15 in Asheville, NC. And they create the program for the SEBC Fly In which will be held this fall in Atlanta. They are always looking for topic ideas and ideas for speakers.

### Fundraising Committee

Tom Geraghty  
Chair  
Schwab Retirement Services  
thomas.geraghty@schwab.com

The Fundraising Committee is responsible for securing corporate sponsorships. There are a number of sponsorships available at various levels. The SEBC has sponsorships opportunities to meet all budgets.

### Membership Committee

Sara Reineman  
Chair  
Principal Financial  
Reineman.Sara@principal.com

The Membership Committee is responsible for recruiting new members which is the backbone of the organization. Know someone who might be interested in joining the SEBC, just let Sara know.

### Communications Committee

Anne McKillips  
Chair  
The McKillips Group, LLC  
ahmckillips@gmail.com

The Communications Committee produces the newsletter and oversees all communications to the members.

While the Leadership of the SEBC is made up of volunteers, we depend heavily on our manage-

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## MEET SOME OF THE LEADERSHIP

*In each newsletter we will introduce you to some of the leadership of the SEBC*

### **Debra Mackey**

Debra Mackey, a member of the steering committee, became active in the SEBC in 2000. Although she was aware of the organization in the 80's, her employer had one member and did not want to pay for additional memberships, so she had to bide her time. She recalls, however, that the co-worker who was a member always looked forward to attending the AEC and came back gloating about the venue, the speakers, and the experience, leaving the rest of the office quite jealous. So, she was definitely a proponent for the change a couple of years ago that allowed Plan Sponsors to get a one-per-company membership, instead of one-per-person. She is currently in private practice with Burr Forman LLP as a benefits attorney, but started in trust/estate administration with a large regional bank. Debra recalls that one day, an opportunity arose on the benefits side, which she knew nothing about. She initially declined the

In fact, one of the main benefits she notes about her experiences with the SEBC over the years is the ability to interact with all sides of benefits – plan sponsors, investors, recordkeepers, and other service providers, in addition to working with other benefits attorneys. In the past, she attended various conferences that were mostly for attorneys. While that was useful, it did not provide the breadth of experience that she sees in the SEBC. She also sees value for the members in being able to see what peers are doing compared to each other and what their clients are hearing from other sources. One of the main challenges she sees is the change in education and communication modes and techniques, and the need to be on the cutting edge to reach and engage SEBC members. The fact that the AEC is now the one annual conference she attends speaks volumes about the success of the organization and the quality of the program and speakers.

new position, but after realizing how the exposure could benefit her career, she changed her mind.

Debra joined the SEBC's Legal and Legislative Committee, and soon after served as Vice-Chair, then Chair of that Committee. She sees the recent elimination of the Legal and Legislative Committee as a way to remove a layer and spread the legal committee members out among the other committees. It's a positive step, because the members of the former Legal Committee will still be doing the same work they did before, but their efforts will compliment the other com-

Debra lives in Birmingham, Alabama with her husband and two cats. As a graduate of the University of Alabama, she is an avid fan of Alabama football, and she and her husband regularly attend home games to cheer on the Crimson Tide. In her spare time, Debra enjoys cooking, gardening, and scrapbooking. However, she notes that she is about 3 years behind on her scrapbooking. She and her husband are planning a spring trip to France, and in preparation, they are trying to learn some French. Anyone who speaks French can test how they fared at the AEC this May.

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