

ROBERT W. OWEN, CLU, ChFC

Benefit Insurance Group, Principal

Overview

Bob is an entrepreneur and consultant, supporting the Community Banking Market Place for the last three decades. Most recently, Bob has created, developed and patented processes and mentored the “talking public” of unique employee benefits administration system. Choice One Link is a cafeteria plan support system that had been purchased by eBenX (a NASDAQ company), taken private by Welsh, Carson, Anderson & Stowe (welshcarson.com), and then purchased by ADP.

This enterprise reflects Bob’s thirty plus year expertise in supporting his clients and his keen problem-solving talents. Bob has been actively involved in the Pennsylvania Association of Community Bankers (PACB since 1985) and Virginia Association of Community Bankers (VACB since 2001) and has helped Meyer-Chatfield develop its BOLI products and service to support this unique marketplace.

Bob is an active advisor to Truebridge Financial Marketing, a company that provides community banks with a cost-effective, E-learning based marketing system for acquiring, cross-selling and retaining customers. Community banks offer Truebridge Financial Marketing to their customers under their own brand name as part of their own website.

Professional Background

During the first 13 years of Bob’s 30+ years in the insurance industry, he served as a group insurance representative and manager for Chubb Corp. and Union Mutual (now UNUM) in Connecticut, New Jersey, New York and Pennsylvania. In these capacities, Bob worked extensively with insurance brokers and employee benefits consultant firms and became intimately knowledgeable of these markets. In fact, a number of the people with whom Bob worked in those early years are, today, top executives in leading group insurance companies and consulting firms.

In 1980 Bob joined Karr-Barth Associates, a prominent Philadelphia-based financial service organization (and the nation’s largest agency for The Equitable). Though still affiliated with Karr-Barth, in 1986 Bob formed Benefit Insurance Group (“BIG”) and proceeded to build a large and successful employee benefits business using cafeteria, sometimes referred to as Choice or Flexible, style benefit plans. Benefit Insurance Group (“BIG”) has attained stature as one of the country’s most efficient group insurance organizations, being responsible for generating over \$20 million in annual group insurance premiums.

Bob became aware of how valuable “streamlined” benefit administration could be for employers when he helped develop the ChoiceOne Link system – see attached patent number: 6,067,522. Bob used technology to:

- Reduce enrollment and eligibility errors
- Reduce or eliminate bill reconciliation requirements
- Automate HIPAA and COBRA compliance
- Improve benefit communication and employer advocacy
- Help control employer benefit costs through the “BIG” Choice Benefits Plan

ROBERT W. OWEN, CLU, ChFC

Benefit Insurance Group, Principal

He is a charter member of the Association of Health Insurance Agents, and a member of the Employee Benefits Section of the Society of Financial Service Professionals (SFSP). As a CLU (Chartered Life Underwriter) and ChFC (Chartered Financial Consultant), he has the distinction of being the first SFSP chapter president (Philadelphia 1983 – 84) to attain both the CLU and ChFC designations.

Recognized Expert, Published Author & Speaker

Bob is recognized expert in group insurance benefits, serving on the broker advisory boards of The Prudential Insurance Company, Inter-County Hospitalization Plan, Inc. a wholly owned subsidiary of Independence Blue Cross, and UNUM Life Insurance Company. He is a specialist in designing innovative executive benefits and cafeteria style benefit plans, particularly “choice” benefit plans and “managed disability” programs. Bob has been a featured speaker at UNUM’s Leadership Steering Group- topic, “The Relationship between True Flex Plans and Voluntary Products.” He has also been a featured speaker at various banking and insurance industry groups and has published articles in the National Underwriter (Life & Health edition) and Transactions (monthly banking publication) about flexible benefit plans. He has also been quoted on the front page of the N.Y. Times.

Other Activities

In addition to his professional activities, Bob is active in Church and other charitable organizations, College of William & Mary Alumni (Chairman of the 25th, 30th, 35th and 40th Reunion Gift Committee and as a board member for The Fund for William and Mary) and civic activities, as well as the Alexis de Toqueville society for the United Way.

In September 2003, Bob joined the board for Surrey Services for Seniors and served for 6 years. Surrey Services addresses the complete needs of the senior so that seniors can continue to live active and productive lives in their own homes as long as possible.

---- The End ----