

**ROBERT W. OWEN, CLU, ChFC**  
Benefit Insurance Group, Principal

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**Overview**

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

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 services to support this unique market place.

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 a part of their own website.

Bob is also an active advisor to eMergent Benefit Solutions. eMergent Benefit Solutions is a technology services firm focused on providing Benefit Administration Solutions using Six Sigma methods to improve business processes. EBS’ proprietary Web-enabled health and welfare benefits administration software incorporates several innovations and changes the paradigm of how administration services are provided. It is a unique solution that leverages its technology, administration and consulting expertise for the benefit of BIG’s clients.

**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 consulting 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 services 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 through the use of cafeteria, sometimes referred to 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 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 uses 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

Bob is licensed to sell life and health insurance and is a registered securities representative with AXA Advisors, LLC. 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), Bob 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 a 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 Pennsylvania Blue Shield, 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 25<sup>th</sup>, 30<sup>th</sup>, 35<sup>th</sup> and 40<sup>th</sup> Reunion Gift Committee and a board member for The Fund for William and Mary) and civic activities, as well as the Alexis de Tocqueville Society for the United Way.

In September 2003, Bob joined the board for Surrey Services for Seniors. 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.