

OMAHA'S **inaugural** 'ubbie'



with
bob swartzbaugh

IN our industry, it can often be difficult to differentiate our firm from the many other benefits advisors in the area. I have always believed that it is the employees and the knowledge of those employees at Swartzbaugh-Farber that would allow us to shine above the others. To that end, about a decade ago, we became partner-owners of United Benefit Advisors (UBA), one of the nation's leading independent employee benefits advisory organizations. UBA has 200 Partner offices in 46 states, Canada and the United Kingdom.

UBA recently announced the results of its annual 'Ubbie Awards'. I am pleased to share the news that our very own Mary Drueke FSA, Vice President of Employee Benefits at Swartzbaugh-Farber, received the 'Partner Staff Person of the Year' award for 2012.

UBA offers a national platform of products, benefits benchmarking data, Health Care Reform compliance information and other support tools to complement the entrepreneurial spirit and innovation of its community of top local market experts around the country. Partners contribute to the national platform in a variety of ways, especially through time and talent. Mary Drueke is no exception. As a member of the UBA Client Compliance Solutions Committee, she has been instrumental in identifying industry trends and timely Health Care Reform legislation topics to help educate employers nationwide.

UBA has made significant strides the last few years, a result of Partners who like Mary, shared wisdom to keep the organization ahead of the fast-moving healthcare changes. In addition to her work on the Compliance Solutions Committee, Mary was awarded "Partner Staff Person of the Year" for her dedication to helping Partners better understand the data from the UBA health plan survey, the nation's largest health plan benchmarking survey. Mary has been a featured speaker on using health plan benchmarking data at UBA tri-annual meetings presenting to more than 400 benefits advisors representing more than 36,000 employers nationwide. I have to admit that is pretty impressive for the quiet Actuary that joined my firm six years ago!

The Ubbie Awards recognize individuals who focus on innovation, quality of work, professionalism and contribute to programs that enhance business practices for the greater good of the entire UBA organization. Award recipients must contribute to the development of resources and education necessary to help employers effectively manage their employee benefits and assist in the recruitment and retention of the best employees.

Mary is also a regular contributor to UBA's media team and has participated in interviews, locally and nationally, with industry publishers around health care reform, employee benefits, ancillary products and employee retention.

Mary has set the bar very high, in terms of Partner participation. She has served the organization greatly through her knowledge, talents, and willingness to help at every turn. It is because of Partners like her that UBA has become a leader in the industry.

All of us at Swartzbaugh-Farber want to congratulate Mary on this great achievement.

For more information, please contact your trusted advisor at Swartzbaugh-Farber – 'Client Centered – Client Advocates™'.