



From the Desk of... Mark Reynolds, RHU

Greetings:

April 14, 2008

The first addition of the CEO Update was well received last month and I want to thank any of you who called me with feed back and ideas. As the program grows we will need to stay connected so that you all can benefit from the successes of other area.

May 1st, Blue Cross will adjust its rates (Big Opportunity)

You will see I address this issue again to the Chamber CEOs. You all know how time consuming this action is as well as the opportunity it presents. We have brokers in several areas mass mailing to members to let members know that they do not need to accept the Blue Cross increases. You can do the same.

There is still plenty of time to get a Chamber approved announcement out to Chamber members with a “fax back” transmittal included. The story I shared with the CEOs of the SoCal agent is a real story and that broker is up to his ears with RFPs.

Call me if you want to discuss. Please call, don't email, to save time.

New & Pending Chambers Endorsing Ben-e-lect

In the CEO update you read about 2 new Chambers joining the plan and that 17 are pending. As May approaches we will prepare another CEO email announcement directed at all 380+ Chambers in California. This will spur additional inquiries and endorsements.

Products

Once again, don't overlook the other products from Ben-e-lect that you can use for Chamber members. We have discovered that our Freedom Dental Plans are effective when a group has no benefits. It is a great way to get your foot in the door.

Website link

You read in the CEO Update about the webpage improvements and URL we have created for the Chamber. We will contact the Chambers directly to help them set this up.

Please remember that any employer who calls Ben-e-lect will be referred to YOU.

We will educate the employer a bit, ask to get the proposal started, and then hand the group to you. So help us encourage the Chambers to use the URL.

Finally

I welcome any creative constructive input that might improve our chances of success with the Chamber program. Please remember, we are in this together. The more we do together the more successful you and the Chamber program will be.

Thanks for your confidence and your business.

Sincerely,

Mark Reynolds, RHU
