



Kentucky LOMA Society Newsletter

Vol. XVIII No. 1 Spring 2008

Formerly known as The Derby City FLMI Society

www.kyloma.org

In Two Days! Lunch and Learn on NAIC and Product Filing Trends - Thursday, March 13, 2008

Mark your calendars! Here's an exciting event with free cookies and CPE!

Please join us at the March 2008 Lunch and Learn for the Kentucky LOMA Society. Our speaker, **Malinda Shepherd**, Acting Director Life Division of the Kentucky Office of Insurance, will give a presentation on "NAIC and Product Filing Trends." **Certain professional designations may qualify for 1 hour free CPE. There is no cost for the program.**

Please RSVP to Linda Sullivan at 502.560.4671 or via email at lsullivan@aegonusa.com.

Non-AEGON employees will need to come to up the 4th floor to obtain a visitor badge before heading down to the 3rd floor training center.

Complimentary parking is available at the AEGON Center garage. Parking tickets will be validated on a first come, first served basis, as there is a limited supply of vouchers. Be sure to RSVP right away!

Hope to see you at the Lunch and Learn!

Dues, Dues are Due Again!

If you haven't already renewed your membership, we respectfully ask that you fill out the attached form and renew your membership with the Kentucky LOMA Society for 2008. Your contributions are often reimbursable by your employer and are so important to keeping this organization alive. We appreciate your support!

Dues are \$20 for renewal members, \$10 for associates (those taking exams), and \$10 for first time members. Please advise Mark if you've had a change of address, change of phone number or e-mail address. Please make your check out to Kentucky LOMA Society. You can send your check to:

Mark Evans
AEGON, 10th Floor
400 West Market Street
Louisville, KY 40202

OR pay in person at the upcoming Lunch and Learn on Thursday, March 13, 2008.

Volunteers Anyone? (April 24, 25 and 26, 2008)

The Kentucky LOMA Society is in need of volunteers for the Kentucky Derby Festival Academic Challenge. Contact Mark Evans at 560-2338 or mevans@aegonusa.com if you can judge or score keep the weekend before Derby. The Academic Challenge is an officially sanctioned Derby Festival event with its own pin. There will be approximately 100 teams of Junior Varsity, High School and Middle School teams from all over Kentucky.

The matches are held on Thursday and Friday, April 24th and 25th from 1:00 p.m. to about 8:30 p.m. Either afternoon or evening shifts are available for volunteers. Then the playoffs are Saturday morning April 26th. The tournament happens at the Clarion Hotel and Conference Center on Hurstbourne Parkway. The format is a quick recall competition by teams of four using the Governors Cup rules. The rules and format will be made available to volunteers in advance. All of the matches are moderated by someone that has been involved with quick recall all year, so they run the match.

If you are a judge, you just need to make sure the questions are read and answered correctly and that procedure is followed. Scorekeepers tally right and wrong answers for each team. Food will be provided. Hope to see you there!

President's Message from Meredith Hettinger

With a New Year comes renewed vigor for taking on new projects. This year there are two new members on the Board for 2008, Allison Craig and Linda Sullivan of AEGON. Both Allison and Linda will be profiled in upcoming newsletters. Linda was recently awarded the FLMI designation in November 2007. Way to go Linda!

Since the publication of our last newsletter, we have had two Lunch and Learn programs featuring two presentations. In August 2007, Russell R. Coy, II, Captive Coordinator, Kentucky Office of Insurance spoke to our membership about Captive Insurance Companies 101 and hot topics concerning annuity companies. In November at our annual banquet, Tom Johnson, Director of Communications at Capital Assurance Corporation, presented The Advantage Not Taken: Product, Creativity and the Crowded Marketplace. These programs featured excellent speakers, high-quality content and continuing professional credits for certain designations – for no cost!

For 2008, the Society will continue to find quality educational programs, offer more social networking activities and refine our website www.kyloma.org. We're always interested in getting more people involved with planning activities and special events. Your feedback and support is greatly appreciated. Do not hesitate to contact any officer or board member with ideas or questions about our organization – we're accessible and available.

Meredith Hettinger
KY LOMA Society Board President

Kentucky LOMA Society 2007 Annual Banquet – by Meredith Hettinger

The Society's Annual Banquet was held on Thursday, November 29, 2007 at AEGON's training facilities on the 3rd floor of AEGON Center. Tom Johnson, Director of Communications at Capital Assurance Corporation, presented "The Advantage Not Taken: Product, Creativity and the Crowded Marketplace."

Tom's presentation drew heavily from his previous career experience working in the entertainment industry. Specifically, Tom Johnson has published more than 100 magazine articles on numerous topics, developed programming for syndication for 20th Century Fox in Hollywood, and has written or produced more than 200 episodes of internationally broadcast television for PBS, Discovery Channel, A&E, Speed Network and The Military Channel. Additionally, as an entrepreneur and start-up consultant, he has helped capitalize and launch businesses in the telecommunications, biotech and technical services industries. Tom captivated the audience by blending advertising philosophy used in television to how insurance companies rely on similar approaches with developing and marketing annuity products.

A delicious hot lunch was catered by Cravings. In addition to listening to the speech, Society members collected personal items and aluminum pull-tabs for the Ronald McDonald House and the 2008 Officers and Board Members were recognized and confirmed. No election was held, as there were no contested positions. **Karen Christensen**, Vice President for 2008 and a Board Member for the current year, was the 2007 recipient of the Catherine Brumleve Distinguished Service Award. This award, which is sponsored by AEGON, is given based on merit and participation in Society events.

New FLMI's (Fellow, Life Management Institute) and were recognized for 2007. New FLMI's included **Lizz Taylor** – AEGON, **Linda Sullivan** – AEGON and **Tim Coker** – AEGON. There were no FFSI's (Fellow, Financial Services Institute) awarded during the year.

Society Member Profile – Mark Evans, Vice President and Actuary, AEGON

- as profiled in December 2007 *ImageWatch* e-newsletter and Imageoftheactuary.org!

Weightlifting with Mark Evans

Mark Evans, FSA, MAAA, is vice president and actuary in the equity derivatives area of AEGON USA Investment Management, LLC, and a competitive weightlifter. Learn more about how this actuary is disciplined in his work, in his sport and in his life.

How did you get involved with competitive weightlifting?

I wrestled four years in high school. I started lifting my freshman year of high school to improve my wrestling. By the time I was in college, it was pretty obvious that I had a lot more ability lifting weights than wrestling. I went to the University of Nebraska, largely for the actuarial program. They were the pioneer in lifting for football and other sports. I did intramurals my first two years, and then was invited to be on the powerlifting team my third (senior) year. I won one meet and placed second in another.

How often do you compete?



I trained but did not compete for about two years after graduating from Nebraska, but once I finished my actuarial exams, I started looking for meets to get into. By that time I had gained more strength, particularly in the bench press. Since then I have entered several meets a year, and some years, probably more than that.

How many competitions have you participated in?

Probably about 200 contests of one sort or another. Powerlifting consists of the squat, bench press and deadlift. I also do a less popular, but similar sport called powersports which consists of the curl, bench press and deadlift. I also do single lift meets. Up to about age 35, my bench was very good, well over double body weight. I am very good at the curl, and excel at the deadlift.

For those of us who don't know much about weightlifting, is there a league?

When I first got into powerlifting there was one very strong national organization. Because of debates over testing for steroids and other issues, it is now a very fractured sport organizationally. Each organization has its own rules (but they are similar) and keeps its own records. I hold about a dozen national records in one of the larger drug-free organizations, and have held or hold many state records in several organizations.

Do you compete in a specific weight class?

Yes. I have competed anywhere from the 132 lb weight class to the 154 lb weight class. My natural weight has been

between 135 lb and 145 lb most my adult life. On occasion, I will “cut” weight to get down to a particular weight class.

How often do you work out to prepare for competition?

I usually lift twice a week, with the weekend workout often lasting over three hours. I don't do anything regimented otherwise, but am fairly active outdoors.

Do you adhere to a specific diet?

I don't do anything exotic, but I eat fairly healthy. I limit consumption of fat and simple carbs. I consume a lot of protein, mostly via chicken, turkey, fish, beef and pork. I have never consumed alcohol. My total food intake is pretty high to support my lifting.

How would you say weightlifting has helped your actuarial career, or vice versa?

My employer rarely has to worry about me calling in sick and never has to worry about me showing up at work hung over or stoned. Being fit allows for greater powers of concentration at work. If there is a common thread between success in my career and my avocation, it would be discipline. I was in Navy ROTC my first two years at Nebraska. If I had stayed in the Navy, they probably would have supported my lifting efforts as far as time off to train more and to travel to competitions. There are some competitive situations where being able to do math in my head including kilo/pound conversions comes in pretty handy.

Do you have any other hobbies?

I do a fair amount of pretty difficult math and logic puzzles. I dabble in chess and bridge. I am also some what of an automobile enthusiast, and of course I own a “muscle” car.

Is there anything else you would like to add?

Steroid usage is a serious problem in my sport. It is even more prevalent in professional wrestling and competitive bodybuilding. I will leave it to others to debate ethical considerations surrounding competing fairly, but the detrimental health impact is the bigger issue, which the press tends to understate and misunderstand.

2008 Ronald McDonald Campaign – Save your pull-tabs and toiletries!

Dianne Jensen and Allison Craig, both Kentucky LOMA Society board members, are leading the charge with collecting pull-tabs from soft drink cans on behalf of the Ronald McDonald House, a very worthwhile charitable organization. This will allow the Society to maximize its giving efforts by spreading the campaign over the entire year, rather than just around the time of our Annual Banquet. In addition to collecting pull-tabs, the Society will collect new or gently used household items for families staying at the House. **I would like to encourage everyone to start saving soaps, shampoos, and other goodies that you might pick up from hotels and motels during your travels this year.** You may not want that extra little bottle of shampoo or conditioner from spring break or summer vacation, but the Ronald McDonald House would love to have it!

Please look for the KY LOMA Society pull-tab jars in your workplace. We will also feature our big container at future KLS events. If you would like to obtain a special RMH "little house" collection container, please contact Allison Craig at acraig@aegonusa.com.

Here is some information about the program from the Ronald McDonald House, Louisville, website:

Pull-Tab Recycling Program:

Why collect pull-tabs?

Recycled Pull-Tabs are a valuable source of charitable revenue for the Ronald McDonald House of Louisville. Schools, offices, individuals, and organizations of all kinds collect aluminum pull-tabs found on beverage cans for the Ronald McDonald House of Louisville.

Why collect only the tabs and not the whole can?

The highest concentration of aluminum is contained in the tab, not in the can, and collecting the entire can requires a great deal more storage space. Collecting pull-tabs is simple and convenient way for you to help us enhance public awareness of the House and its mission.

Bring your tabs with you to our next Kentucky LOMA Society event, which will be held on Thursday, March 13, 2008.

The Kentucky LOMA Society is pleased to provide a report of its financial results for the years ended December 31, 2007 and 2006. We thank our former Treasurer, Jane Buckley, for her years of service. Eddie Cook, our new Treasurer for 2008, will serve us well.

**KENTUCKY LOMA SOCIETY
FEDERAL I.D. NO 13-4994650
TAXPAYER I.D. NO. 61-1224168
2007 AND 2006 Treasurer's Report**

	Fiscal Year 2007	Fiscal Year 2006
Membership dues	\$ 624.00	\$ 670.00
Luncheons/breakfast meetings	35.00	175.00
Interest income	-	7.36
Total Income:	659.00	852.36
Speaker/recognition gifts	60.00	80.00
Annual banquet	242.52	373.36
Luncheons/breakfast meetings	85.62	323.73
Webhosting and miscellaneous	128.00	389.52
Total Expenses:	516.14	1,166.61
Net Income (expenses)	142.86	(314.25)
Beginning Balance:	\$ 4,498.54	\$ 4,812.79
Ending Balance:	\$ 4,641.40	\$ 4,498.54

2008 Society Committees

Committee	Member Appointed
Audit	Meredith Hettinger
Community Service Projects:	
KDF Academic Challenge	Mark Evans
Ronald McDonald House	Dianne Jensen, Allison Craig
Distinguished Service Award	Karen Christensen, Mark Evans
Education and Program	Eddie Cook, Meredith Hettinger
Membership	Mark Evans, Karen Christensen, Allison Craig
Newsletter and Publicity	Eddie Cook, Meredith Hettinger, Linda Sullivan
Nominations	Meredith Hettinger
Social Events	Eddie Cook
Technology	Jeremy Vessels

PERSONS of NOTE

2008 Officers

<p>President Meredith Hettinger, FLMI, CPA ResCare, Inc. Mhettinger@rescare.com (502) 420-2502</p>	<p>Vice President Karen Christensen, AAPA, ACS, CERT, FLMI, FFSI Humana, Inc. Kchristensen@humana.com (502) 580-8840</p>	<p>Treasurer Eddie Cook, FLMI, CPA Capital Assurance Corp. Ecook55@yahoo.com (502) 228-2535</p>	<p>Secretary Polly Stone, FLMI, CPA Atria Senior Living Group, Inc. polly.stone@atriaseniorkiving.com (502) 779-7480</p>
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2007 Board Members

<p>Allison Craig, AIRC AEGON Acraig@aegonusa.com (502) 560-3806</p>	<p>Mark Evans, FLMI/M, FSA, MAAA AEGON mevans@aegonusa.com (502) 560-2338</p>	<p>Dianne Jensen, FLMI DianneJ@insightbb.com (502) 290-8600</p>
<p>Linda Sullivan, FLMI AEGON Lsullivan@aegonusa.com (502) 560-4671</p>	<p>Jeremy Vessels, ASA, CFA, MAAA, AAPA, ACS, CERT, FLMI, UND, FFSI Capital Assurance Corp. Jeremy.vessels@capassurance.com (502) 228-2539</p>	