



Kentucky LOMA Society Newsletter

Vol. XV No. III Fall 2005

Formerly known as The Derby City FLMI Society

President's Message from Meredith Hettinger

Drum roll please! It brings me great pleasure to announce the completion of the web site for the Kentucky LOMA Society. Please stop and visit our site, which is located at www.kyloma.org, to obtain all the latest Society information.

Many thanks is given to Sunny Dronawat and Jane Atkinson who have both devoted their personal time to design the site, choose and set up a domain name and make arrangements for a web host. Sunny and Jane, both Society board members, worked hard to see that this 2005 objective was completed.

The launching of the web site is really the icing on the cake of a great year, which was filled with many accomplishments. During the second half of 2005, the Society continued to support its community service initiatives. A yearlong collection effort of personal toiletries, household items and candy for the Ronald McDonald House was a tremendous success. These items were displayed at the Society's Annual Banquet on November 9th and subsequently delivered to the Ronald McDonald House. However, the real "wow factor" at the Annual Banquet was the enormous amount of pull-tabs collected from aluminum cans. We managed to fill several clear, plastic containers and large Ziploc bags with the tabs. On behalf of the Society, I would like to thank each of you who contributed items.

The Society enjoyed several social activities this Fall. Events included another First Friday Trolley Hop, a FAT Friday Trolley Hop on Frankfort and a Louisville Bats game. Sadly, events included a farewell gathering for Lisa Cooper and Jane Atkinson, both Society board members for the past few years with Lisa also being the 2005 Vice President. Lisa is relocating to Cincinnati as part of the move of Integrity's annuity operations to its parent's location. Jane was also impacted by the Integrity announcement and is moving into another industry. Other board members have decided to retire this year, too. Carolyn Fiske, Thelma Poe, and Lee Steineker have decided to step down from their leadership positions this year. I feel privileged to have worked with such a dedicated group of professionals. Their contributions to the Society are great and I appreciate their many years of service.

2005 brought several changes that have impacted the financial services company representation in Louisville, but the Kentucky LOMA Society will continue to be strong. I am very excited about the upcoming year. Karen Christensen, Jane Martin Buckley, Pam Shergur and Jeremy Vessels will be joining the Board for 2006. I am equally excited to pass the President's torch to Eddie Cook, who was the Treasurer for 2005. Many great events and activities are in store with Eddie's leadership in 2006.

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.

Kentucky LOMA Society 2005 Annual Banquet – by Meredith Hettinger

The Society's Annual Banquet was held on Wednesday, November 9, 2005 at Aegon's training facilities on the 3rd floor of AEGON Center. Rheanna Rogers, Corporate Trainer for Aegon USA, presented "Improved Communication through Effective Listening."

Reanna's presentation focused on how everyone can learn to be a more effective listener. She taught us to identify our own listening habits and consider how various external factors can influence our listening. Reanna went through the DISC mnemonic on how to sharpen your listening skills. DISC stands for Desire, Interest, Self-Discipline and Concentration. While listening can appear to be very easy, it requires diligence to avoid becoming distracted, emotional, judgmental or disinterested. Reanna discussed several active listening techniques. For instance, such phrases as "I see..." and "That's interesting . . ." can convey interest or keep the person talking. You can also restate the speaker's ideas to demonstrate that you understand and grasp the facts. These and other active listening techniques can help you perform better at the workplace and improve your personal relationships. After concluding her presentation, Reanna spent several minutes answering questions.

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 2006 Officers and Board Members were recognized and confirmed. No election was held, as there were no contested positions. The 2006 Officers and Board Members are as follows:

President	Eddie Cook
Vice President	Meredith Hettinger
Treasurer	Jane Martin Buckley
Secretary	Polly Stone
Board Members	Karen Christensen, Sunny Dronawat, Mark Evans, Dianne Jensen, Pam Shergur and Jeremy Vessels

Dianne Jensen, a Board Member for the current and upcoming year, was the 2005 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 FFSI's (Fellow, Financial Services Institute) were recognized for 2005. New FLMI's included **Gina Bockman** – AEGON, **Rebecca Stocker** – Integrity and **Bruce Vance** – Humana. New FFSI's included **Sunny Dronawat** and **Jeremy Vessels**, both of Integrity

Special recognition is due to **Karen Christensen** of AEGON. She earned both the FLMI and FFSI designation during 2005. Congratulations Karen!

Kentucky LOMA Society Lunch and Learn "Project Risk Management" by Meredith Hettinger

Janice L. Weaver, an Associate Vice President in the Enterprise Program Management Office at Norton Healthcare, presented "How to Survive the Shark-Infested Waters of Project Risk Management" on August 31, 2005. This Lunch and Learn event featured free Wick's pizza for members and was held in Aegon's training rooms located on the third floor of the AEGON Center.

Janice, who is both a FLMI and a PMP, delivered an informative and entertaining presentation. Janice has over 25 years experience in program and project management in information technology, insurance, healthcare, investments, higher education, government, and finance. Janice has a consistent record of high profile achievements managing multi-million dollar projects including large-scale programs for information systems, domestic and international corporate mergers and acquisitions, and fund raising campaigns.

Janice started her presentation by first defining risk and then describing how project management can help to manage and mitigate risk. Key components of risk include potential, cause, probability, effect and impact. According to the Project Management Institute, project risk management is the systematic process of identifying, analyzing, and responding to project risk. It includes maximizing the probability and consequences of positive events and minimizing the probability and consequences of adverse events to project objectives.

Janice covered various project risk management concepts, the major processes in developing a risk management plan and monitoring the risk management plan. Janice debunked many risk management myths such as “risk management is only necessary on very large projects” and “risk management can only be done with statistical modeling and mathematical tools.” Janice stressed that it is important to be proactive versus reactive when approaching risk. When following a project risk management plan, the project is more likely to experience improved quality and enjoy a greater chance of success without the headaches of unpleasant surprises. All of the participants broke into groups to work on a theoretical project risk exercise. Janice handed out Norton Healthcare Risk Management Plan templates for each group to complete for their given project. This exercise was challenging but fun because we had to apply what we had just learned in class. You really don’t know a topic until you have to use it in everyday life, so Janice’s exercise was beneficial. At the end of the Lunch and Learn, each participant was given a squishy, shark toy to take home and reflect on project risk management and our newly-learned survival skills.

Society Member Profile – Dianne Jensen

Dianne Jensen is the administrator of the paperless workflow processing system, AWD, for the AEGON Financial Partners’ Louisville division. She began her insurance career in the early 70’s in the accounting department of Southwestern Life Insurance Company in downtown Dallas, TX. Things were done so much different then. Invoices were filled out and submitted on paper, bank statements had the actual cancelled checks returned in them and reconciliations were done by manually sorting the checks, identifying and recording the ones still outstanding. Batches were generated on keypunch cards and you had to learn how to read them to find the errors in the card stack; and corrections were made by creating new punched cards. While working on her career during the day, she worked on a math degree at night. Because she excelled in math in high school, she thought that would be a logical choice. Even as a child, Dianne was always trying to figure things out. This tendency towards logical, methodical thinking proved to work well in her career as she was quickly promoted to Direct Billings Unit Head then to Audit and Special Projects.

Being young and ambitious, she began looking for something that would challenge her more. That’s when she discovered actuarial. A good friend had recently taken a job in claims at Great American Reserve Company and told Dianne that they were hiring. This was back when you could walk into the personnel department, fill out an application and get an interview that same day. As it turned out, Dianne aced the math part of the application and was promptly interviewed by the manager of their actuarial department. It just so happened that their clerical supervisor was moving away and the position had just opened up. She was offered the job right then and there. From budgets, to competitive rate comparisons, to annual statement pages and schedules, to spreadsheet generations, this opportunity provided her with the challenge she was seeking. Still in the time before electronic spreadsheets, one of her “fondest” memories was the 30 columnar pads the spreadsheet generations were calculated on. Every number fed the number below and across. One mistake and every number after that would be wrong. So every spreadsheet had to have a “doer” and a “checker”. If you were the doer of one spreadsheet, you were the checker of someone else’s. The actuaries were so intent on concentration; theirs was the only department in the building that didn’t have Musac.

When her husband was transferred to Lubbock, TX, Dianne was forced to leave the job she loved. Since no insurance companies had home offices near Lubbock, she took a job with Texas Instruments in the accounting department. This introduced an opportunity to work with engineers on project management and corporate invoicing. Due to a fatal illness in her husband’s family, they moved back to Dallas in the mid 80’s, but she was able to stay with TI and transferred to the equipment division just outside of downtown Dallas. There she obtained a DOD top-secret clearance and worked on classified projects.

After her stint with TI, other interim jobs, including accounting manager for Allied Bankers Life Insurance Company, a divorce and remarriage, she longed for the challenge she felt when she worked in actuarial; and finally made her way back with United Insurance Companies, Inc. UICI’s office resided directly across from one of Dallas’s junior colleges, which afforded Dianne an opportunity to continue her education, where she was nominated and awarded a Who’s Who for academic excellence. But in a moment of stupidity and greed, she was lured away by a former TI financial analyst she had worked with back in Lubbock. Realizing the mistake, and vowing never to be that greedy and stupid again, she sought to return to UICI. But their business was slow and had no openings. However, the actuarial VP that had originally hired her was now working for AEGON in N. Richland Hills, near Ft.

Worth, and had inquired into hiring her for a rerate specialist. She hooked up with him and began her career with AEGON. It was during this time that Dianne joined the North Texas LOMA Society and earned her FLMI designation.

During this time, as many of you probably remember, Health Reform created enormous amounts of work in the rating and filing arena. Dianne’s responsibilities changed to managing rate implementation, which included supervising a team of staff members and actuarial students on plan and rate builds on the AESC mainframe system, and producing agent rate sheets. Then, in a very interesting turn of events, UICI made a deal with AEGON to buy the block of business being administered in NRH. Almost all of the existing members of AEGON management were replaced with UICI managers. Dianne’s responsibilities changed to special projects and analysis for the new actuarial manager. Two years later, AEGON bought back a small block of individual business and Dianne was able to return working for AEGON as a Systems Business Analyst and Project Manager. In an effort to make the small Hurst, TX, office profitable, AEGON moved the administration of a closed block of business down from their Little Rock office. That block was being processed on the AWD system and administration of that system was added to Dianne’s responsibilities.

Four years later, AEGON decided to cut their losses and close the Hurst office. All the blocks of business being administered there were transferred to various other offices where AEGON had a major presence. The block on the AWD system was transferred to Louisville, where AWD was new. Needing a trained AWD administrator, Dianne was offered an opportunity to transfer to Louisville with the business. After 3 long agonizing months, she and her husband (BobNoWay Jensen, a golf long drive professional) made the decision to leave her family and life long friends and move to Louisville. Not knowing anyone outside of the few that came to TX to train on the business, and her new manager, she immediately looked for ways to get involved and meet people. Joining the Derby City FLMI Society was high on that list. Now, 3 years later, Dianne is a solid Louisvillian and will soon celebrate her twelfth “official” year with AEGON (14 years minus the 2 years under UICI) and begin a second year as a society board member.

Outside of work, Dianne enjoys relaxing in Angel Fire, NM, where she and her husband own 7 acres on the backside of the sky mountain, and have plans to retire. She misses the freedom and flexibility of the single engine airplane they used to own. But the constant weather conditions between Louisville, TX and NM didn’t make it practical to keep. Other activities she enjoys is roller blading, working in her flower garden, attending Actors Theater performances, working on her family’s genealogy and participating in the Society sponsored trolley hops and events. She returns to TX every chance she gets.

2005 Society Committees

Committee	Member Appointed
Audit	Meredith Hettinger
Community Service Projects:	
KDF Academic Challenge	Mark Evans
Ronald McDonald House	Diane Jensen
Distinguished Service Award	Polly Stone, Mark Evans
Education and Program	Lisa Cooper
Membership	Lee Steineker
Newsletter and Publicity	Jane Atkinson, Lisa Cooper, Meredith Hettinger
Nominations	Meredith Hettinger
Social Events	Eddie Cook, Lisa Cooper, Meredith Hettinger
Technology	Sunny Dronawat, Jane Atkinson

PERSONS to NOTE

2005 Officers

<p><u>President</u> Meredith Hettinger, FLMI, CPA ResCare, Inc. mhettinger@rescare.com (502) 420-2502</p>	<p><u>Vice President</u> Lisa Cooper, FLMI, AIRC, CCP Integrity Life Insurance Company lcooper@integritycompanies.com (502) 582-7940</p>	<p><u>Treasurer</u> Eddie Cook, FLMI, CPA Capital Assurance Corp. ecook55@yahoo.com (812) 948-2789</p>	<p><u>Secretary</u> Polly Stone, FLMI, CPA Atria Senior Living Group, Inc. polly.stone@atriasenioring.com (502) 719-1630</p>	<p><u>LOMA Committee Rep</u> Thelma Poe, FLMI Union Central thelmahpoe@aol.com (502) 585-5878</p>
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2005 Board Members

<p>Lee Steineker, FLMI, ACS, AAPA AEGON lsteineker@aegonusa.com (502) 560-3993</p>	<p>Dianne Jensen, FLMI AEGON DJensen@AEGONUSA.com 502-560-3094</p>	<p>Jane Atkinson, FLMI The Integrity Companies Jane.Atkinson@integritycompanies.com (502) 540-2095</p>	<p>Sundeep Dronawat, PhD, FLMI, FFSL, AAPA, PCS Integrity Life Insurance Company sunny@integritylife.com (502) 540-2829</p>	<p>Mark Evans, FLMI/M, FSA, MAAA AEGON mevans@aegonusa.com (502) 560-2338</p>	<p>Carolyn Fiske, FLMI, CISA, PMP Humana cfiske@humana.com (502) 580-3317</p>
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