

NEW ENGLAND EMPLOYEE

# Benefits Council

PRESENTS

*creating benefits buzz*

## New England's Best Benefits Practices of 2008

FIND OUT ABOUT  
THIS YEAR'S MOST  
GROUNDBREAKING  
AND INNOVATIVE  
BENEFITS  
IDEAS!

OUR  
**10<sup>th</sup>**  
ANNUAL  
PROGRAM!

Thursday, December 4, 2008  
Crowne Plaza Hotel  
Natick, Massachusetts

# What's the Buzz?

What's the Buzz?  
What's the Buzz?

**B**enefits professionals were on the firing line again this year: expected to deliver high value in the face of shrinking budgets, rising costs, and changing employee expectations. How did they meet the challenge? Creatively!

In fact, some of the most innovative benefit ideas we've ever seen were submitted in response to this year's call for nominations for New England's *Best Benefits Practices of 2008*. You can see for yourself at this year's holiday conference where the "Best of the Best" will be honored, share their winning ideas, and inspire you to break out of the benefits box and create a buzz in your own organization!

In addition to hearing from this year's Best Practice award winners, our keynote speaker promises an exciting and informative morning session. **Andrew Savitz**, internationally known expert on sustainability and author of *The Triple Bottom Line: How the Best Run Companies are Achieving Economic, Social and Environmental Success*, will share his thoughts on the overlap of business and the needs of society and the environment.

## *Who should attend. . .*

YOU, if your work or interests are related to benefits, human resources, risk management, health insurance, financial services, retirement planning and public policy.

## *Why you should attend. . .*

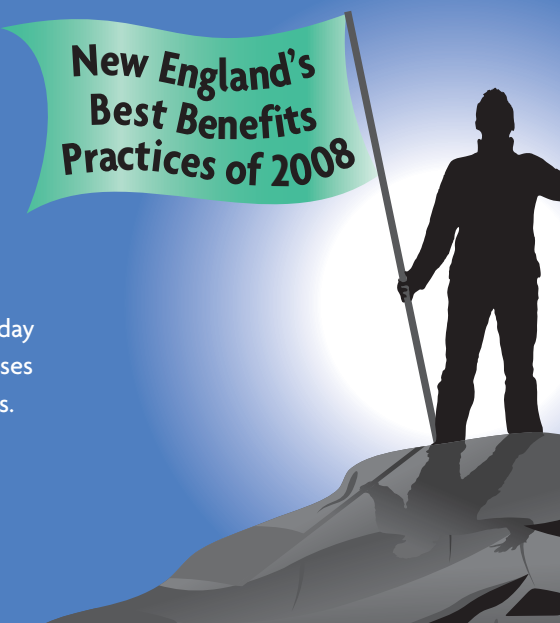
This is a day that will open your eyes to new ideas, opportunities, and people. Learn about programs you can implement at your organization.

## *Network. . .*

Like all NEEBC conferences, the Holiday Conference is a great opportunity to network with your peers throughout the New England benefits community — and perhaps further your job and career goals!

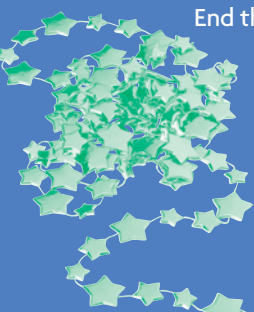
## Learn about...

- ✱ **Boston Properties'** comprehensive transportation benefits, which achieved an employee "non-drive alone" rate of 70% (recipient of a special "green" Best Practice Award)
- ✱ **Biogen Idec's** unique global employee recognition program which maintains consistent design and administration across international borders
- ✱ **Yankee Candle's** Human Resources Cost Restructuring which to date has netted the company more than \$7 million in savings
- ✱ **FM Global's** Total Health Program which achieved exceptional employee participation and excellent results, including a total of 2,624 lost pounds
- ✱ **Ocean Spray Cranberries'** redesigned retirement strategy, which helped sustain the company's unique ownership structure while receiving positive feedback from employees
- ✱ **EMC's** successful effort to provide international travelers with improved access to proper immunizations and medications without a decrease in productivity
- ✱ **Massachusetts Group Insurance Commission's** communication of its Clinical Performance Improvement Initiative, which gave employees a clear and concise understanding of how their choice of providers affects their benefit levels
- ✱ **Nixon Peabody's** successful promotion of its voluntary long-term care program, which grew participation from 7% to 20%



**New England's  
Best Benefits  
Practices of 2008**

## Celebrate...



End the day at a special holiday reception that promises fun, food, and prizes.

# The Day at a Glance

preliminary schedule

New England's  
Best Benefits  
Practices of 2008

8:00 - 8:30 a.m.

## REGISTRATION AND CONTINENTAL BREAKFAST

8:30 - 8:45 a.m.

## WELCOME AND CONFERENCE OVERVIEW

### ANDREW SHERMAN

President, New England Employee Benefits Council  
Senior Vice President, The Segal Company

8:45 - 10:15 a.m.

## KEYNOTE SPEAKER

### “SUSTAINABILITY, THE SWEET SPOT AND YOUR BUSINESS”

### ANDREW SAVITZ

Principal, Sustainable Business Strategies

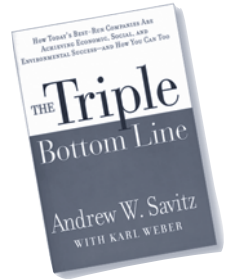


Andrew Savitz

Sustainability is the simple idea that organizations need to pay more attention to environmental and social issues in order to succeed over the long haul. Andrew Savitz, author of *The Triple Bottom Line: How the Best Run Companies are Achieving Economic, Social and Environmental Success — and How You Can Too*, will provide an overview of what this means in practice and how companies are changing to meet the triple bottom line of **people, planet and profits**. Sustainability has important implications for every department

within an organization and, in particular, on human resources.

Mr. Savitz will provide insight into the relationship between HR and sustainability using case studies and examples from his book and elsewhere.



Mr. Savitz, a Principal at Sustainable Business Strategies, graduated from the Georgetown University Law Center, where he was an editor of the Georgetown University Law Review. He attended New College Oxford as a Rhodes Scholar, earning a degree in Philosophy, Politics and Economics, and graduated, Phi Beta Kappa, from The Johns Hopkins University. He lives in Brookline, Massachusetts with his wife and three children, and is an avid, life-long Boston Red Sox fan.

NEEBC is grateful to ING Financial Advisers LLC for underwriting the costs associated with distribution of a copy of Mr. Savitz's book to all attendees.

10:15 - 10:45 a.m.

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**BREAK**

10:45 - Noon

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★ **“BEST PRACTICES” SHOWCASE, SESSION A** ★

Firsthand information on how the award winning programs were developed and implemented.

Noon - 1:30 p.m.

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**LUNCHEON AND “BEST PRACTICES” AWARD PRESENTATIONS**

1:30 - 2:45 p.m.

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★ **“BEST PRACTICES” SHOWCASE, SESSION B** ★

Firsthand information on how the award winning programs were developed and implemented.

2:45 - 3:00 p.m.

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**BREAK**

3:00 - 4:15 p.m.

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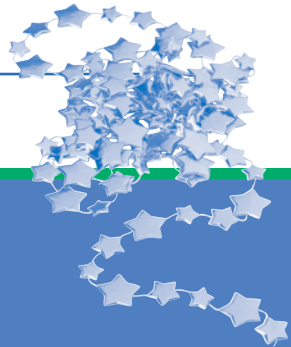
★ **“BEST PRACTICES” SHOWCASE, SESSION C** ★

Firsthand information on how the award winning programs were developed and implemented.

4:15 p.m.

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**HOLIDAY COCKTAIL RECEPTION AND PRIZE DRAWING**



## *Getting to the Conference*

The Crowne Plaza Hotel is located at 1360 Worcester Road (Route 9 East) in Natick, MA. Plenty of free parking is available.

## *What's the Buzz?*

*“An excellent conference — informative, nicely run, well-organized and useful.”*

*“. . . helps me to stay on top of the ever-changing range of topics of the day.”*



**2008 NEEBC  
“BEST PRACTICES”  
CONFERENCE SPONSORS\***

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**TUFTS**  **Health Plan**

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Mercer

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*Special thanks to  
ING Financial Advisers LLC  
for underwriting the costs  
associated with distribution  
of a copy of Mr. Savitz's book  
to all attendees.*

\* as of 10/15/08

## *About NEEBC*

The New England Employee Benefits Council (NEEBC) was formed in 1979 by a steering committee that believed the New England business community would benefit from having a forum for the discussion and exchange of information in the employee benefits field. The primary mission of the Council is to advance knowledge and education on issues in the employee benefits field. The Council is particularly committed to exchanging information among individuals in benefits and related professions, highlighting business, economic and legislative trends as they impact the benefits arena, and fostering sound principles, procedures and practices in all areas of employee benefits. Programs are held throughout the year and include presentations by guest speakers on relevant topics. Members have the opportunity to discuss ideas and are informed about developments in the field.

## *Membership*

For membership information, call or write the New England Employee Benefits Council at 240 Bear Hill Rd., Suite 102, Waltham, MA 02451, 781.684.8700, or visit our website at **[www.neebc.org](http://www.neebc.org)**.

**Note:** The purpose of the Council's conferences and seminars is to provide information, and should not be perceived as providing advice on specific issues. The opinions expressed by the speakers are their own and do not necessarily represent those of NEEBC or their respective organizations.

# Registration Form

New England's  
Best Benefits  
Practices of 2008

## Creating Benefits Buzz:

## New England's Best Benefits Practices of 2008

Thursday, December 4, 2008

The registration fee for this conference is \$210 for NEEBC members and \$265 for non-members. The fee includes a continental breakfast, luncheon, refreshments, networking reception and all conference materials.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

E-mail \_\_\_\_\_

Additional Registrants:

Name \_\_\_\_\_

Title \_\_\_\_\_

Name \_\_\_\_\_

Title \_\_\_\_\_

\_\_\_\_\_ NEEBC member(s) @ \$210 = \$ \_\_\_\_\_

\_\_\_\_\_ 3 or more members registering at the  
same time @ \$190 = \$ \_\_\_\_\_

\_\_\_\_\_ Non-member(s) @ \$265 = \$ \_\_\_\_\_

Total cost = \$ \_\_\_\_\_

### Payment method:

I have enclosed/will forward a check made payable to NEEBC.

Please charge to the following credit card:

American Express  Visa  MasterCard Exp. Date: \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Signature \_\_\_\_\_

**Cancellation Policy:** Cancellations must be made at least 72 hours prior to the event to be refundable. You may designate a replacement if unable to attend a program. Please note that program "no shows" are not refundable.

Please make checks payable to "NEEBC" and mail to:

New England Employee Benefits Council  
240 Bear Hill Rd., Suite 102, Waltham, MA 02451  
Registrations may also be faxed to 781.684.9200