

## Official Newsletter of the Andersen Alumni Association



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ALUMNI™

# Straight Thoughts, Straight Talk

*"Serving Andersen Alumni Worldwide"*

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## Editorial

### A Humbling Realization and a Learning

The success of the massive COVID-induced worldwide work from home experiment last spring was remarkable yet humbling. It was remarkable in that it worked and it worked with unprecedented speed and efficacy. Most of us had at best a few weeks, maybe even days, to prepare for the shift of working from the office to working from home. All in all, it was a phenomenal success. So much so, it now appears few want to return to the office.

It was humbling because it did not require years of consultants and years of planning to make it happen. The world did not have to hire consultants to stand up cross-functional teams and PMOs. Remarkably, companies had it within them to solve their own problems.

How did this happen? How did it happen without consultants holding a company's hand? I think it was possible because of a unique unity of purpose. The pandemic came on us

so fast no time to debate or plan for it, much less spend months discussing and planning how to do it. From top to bottom, perhaps, more importantly, bottom to top, everyone was united to solve the problem. This unity was unprecedented and allowed for teams to come together to find solutions quickly.

So what did I learn? The most important element in any initiative is a unity of purpose. That is not always possible but when it occurs the seemingly impossible can happen. I will take the time to make sure my teams better understand the issue and need for change. This will be time well spent.

As always, we need your help to further strengthen and maintain our Andersen Alumni network. Please leverage our Social Media Presence and [LIKE our Facebook page](#) and [JOIN our LinkedIn network](#), and lastly you can [FOLLOW us on LinkedIn](#) as well.

Sincerely,  
Kirk Hancock  
Editor

## Alumni On the Move

+ [Follow](#) us on our LinkedIn Company Page for the latest information on fellow alumni on the move.

If you have recently changed jobs and would like to share your good news with other Alumni, please email details to [Admin@andersenalumni.com](mailto:Admin@andersenalumni.com)



<a href="#">Fay West</a>	<a href="#">Lia Keel</a>	<a href="#">Trent York</a>	<a href="#">Richard Wong</a>
<a href="#">Dan Doyle</a>	<a href="#">Philip Moody</a>	<a href="#">Correne Loeffler</a>	<a href="#">William Corey</a>
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<a href="#">Alana Rosol</a>	<a href="#">Mary Anne McLaren</a>		

## Attention Alumni... Coming Soon.



Think Straight, Talk Straight  
the Oral History Project  
of  
Arthur Andersen  
**Stories** as told by our Alumni

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We have partnered with [Publishing Concepts \(PCI\)](#) to help collect stories from as many Andersen Alumni as possible and produce the Andersen Alumni Association Oral History Project.

Our upcoming engagement campaign will compile a unique oral history archive, uniting Andersen Alumni across generations, professions, geography, and life experiences.

By sharing your memory, you'll ensure Andersen's rich history will be preserved for generations to come. PCI will soon be contacting you via mail, phone, and email asking you to participate and update your contact information.

Thanks for your participation.

## 7 Steps on the Road to Securing your IT Infrastructure

**By Jason Norred**, *Senior Director, Security Solutions II, Inc., friend of Andersen Alumni*

Solutions II is continuing the discussion of how “Complexity is the Enemy of Good in Cybersecurity” from the previous two newsletters. In this issue, we address seven key items for consideration to drive more engagement from the rest of your organization in improving security posture and reducing risk while retaining sanity and avoiding total burnout.

It is easy to get bogged down in the nuance of cybersecurity program management, dealing with the most recent zero-day or critical vulnerability that has been announced, and sometimes just trying to keep building the plane while it's in flight is more than we can handle. In these situations, it is good to remember the following key items while securing your IT infrastructure.

### **1. You are NOT Alone**

You should make security architecture a vital component of the overall enterprise architecture for your organization. This positions security in everything and makes everyone responsible. There is likely a lot of expertise in other key areas of the organization that can help drive security within your IT Infrastructure when it's considered as a component of enterprise architecture, whether it's on-prem, in the cloud, or both within a hybrid cloud. Getting buy-in and support from the rest of the organization is critical

### **2. Reaching Across Enterprise Towers**

Bridging gaps between executive management, line of business leaders, IT and/or other Security leaders by developing and building business-focused use-cases that drive and support a security-first posture benefits the entire organization as well as continues to drive the engagement and involvement discussed previously.

### **3. Address the Basics**

While there can be great value in the latest tools and technology, make sure you are doubling down on the basic foundational items, including security awareness training, identity management, MFA, privileged account management, and data protection. The Center for Internet Security's Critical Security Controls is an excellent guide and roadmap for prioritizing basic foundational security controls and includes implementation groupings that provide further granularity based on the size of your organization.

### **4. Manage the Human Element**

While malicious insider threat is absolutely a real thing, the more common form of insider threat are accidents. Someone not paying attention and clicking on a link on a website or in an email that downloads a malicious payload into your environment is still a highly likely scenario. Manage this through security awareness training and create processes and procedures for users to self-report this kind of activity when accidents happen such that proper due diligence and investigations can happen without severe repercussions. Additionally, pay attention to both onboarding AND offboarding of employees and contractors. Too many times, there is significant focus on onboarding to get employees operational and functional as fast as possible, but when not properly offboarded, it leaves accounts accessible and open to compromise. Additionally, malicious account activity from a previously legitimate account can be incredibly difficult to detect until it is too late.

## 5. Do MORE than Check the Box

While compliance is critical in many cases, do not let your organization become so laser focused on compliance that they do not see the forest for the trees. Compliance can be used as a tool alongside the overall security efforts for the organization to drive increased security posture and risk reduction. Leverage it!

## 6. Tackling the influx of Data

Explosive data growth is occurring all over the enterprise, including client data, corporate data, finance data, systems data, etc. Consider cloud-scale solutions to not only store the data but to leverage the increased scalability to drive analytics to drive meaning out of the data. Consider the adage that data without business value is purely risk while data with business value drives profit and margin.

## 7. Collaborate to Elevate

Consider collaborative partners in the IT, Security, and Cloud space to help create, drive, and deliver your enterprise IT architecture. Leverage the expertise your partners in this space have to elevate your organization and improve your overall time to value.

IBM recently published the previous seven steps and the benefits of incorporating them into your IT infrastructure and enterprise architecture as part of your overall IT strategy. [Click here to download the full report.](#)

Solutions II also helps you avoid complications through a framework for change called the Adaptable Data Center® (“ADC”) that simplifies the complexity while decreasing technical debt with IT investments. The ADC framework takes security into consideration and all of your priorities and creates an actionable roadmap to take you from your current state to your future state. This can be a game-changer not only in your security approach to 2021 but in all of your IT priorities.

# Don't Mistake Digital Transformation for Business Transformation

**By Erin Koss, CPA is an Andersen Business Consulting Alumni (1993-1999), and CEO of Syte Consulting Group, Inc.**

In the years we've been in business as ERP consultants, ERP has become the foundation of digital transformation for family-owned manufacturing companies.

Much has changed with digital transformation in the last 10 years — [and recent events have changed it faster and even more dramatically.](#)

Yet one thing remains true:

## **Digital transformation is just a subset of business transformation.**

The fact is, you can't do digital if you don't have a handle on your business processes. And you can't do anything with your business processes until you have an understanding of the people involved, the roles they play, and their capabilities and capacity. With this foundation of people, processes and technology infrastructure, only then does a new or upgraded ERP move a business forward in a meaningful way.

I loved this quote from [a Deloitte article](#):

"... some organisations falter because of a 'knowing-doing gap': They focus too quickly on defining solutions, instead of aligning first on why they believe the need for (rapid) change exists. They also fail to build up knowledge that will shape holistic guidance and strategic direction for a response to digital disruption. This rushing into 'doing' results in quick fixes and a fragmented response."

This is why, as we've planned for our own growth as a company, we've doubled down on our focus on business transformation. Yes, we are ERP consultants, and it's a new or upgraded ERP that most often serves our fast growing, family-owned manufacturing company clients ([though not always](#)) — but the business transformation starts long before new software solution is installed, and continues long after implementation. It smooths the path for future innovation, including the [future of ERP](#), and makes the load lighter for continued growth.

## **Business transformation starts with a clear business strategy.**

Critical to a successful strategy are your people, processes and technology. When you align these three factors with your growth goals, you can get answers to the bigger questions that technology alone can't answer, including:

- What will give your business the biggest return for the investment?
- How can you play to your existing strengths?
- What should your primary focus be now? Next quarter? This year?
- What matters most to your customers and partners?
- Are there collaborative opportunities to work together for the betterment of all?

The best ERP in the world won't help your company if your people, processes, and technology infrastructure are misaligned with your business strategy and vision. Business transformation, at its core, is the process of creating this alignment.

## **Syte's Road to Business Transformation**

Business transformation is a journey, much like a road trip. At the beginning, you may be starting out on a bumpy gravel road. As you move through the steps, the gravel gets smoother and eventually turns into fresh asphalt. Eventually you'll reach a multi-lane highway, with clear, understandable signs and lines directing you where to go.

Based on our many years of experience guiding family-owned manufacturing companies through this process, we've developed a framework that walks our clients through the steps to get to that smoother pavement efficiently. And once you're on this business transformation highway, making continuous improvements over time becomes infinitely easier.



This framework includes four steps:

1. Measure business transformation readiness.
2. Assess the current state of business processes and the people who are driving them.
3. Evaluate and select technology solutions that meet critical business requirements (including, but not limited to, ERP).
4. Implement solution(s).

In each step, Syte provides leadership, oversight, capabilities and capacity to help ensure success — while keeping our eyes on your ultimate destination.

It's important that during each step along this road, we are efficient with your time *and* ours, so we follow the same process each and every time:

1. Discover
2. Define
3. Deliver

With this process, our clients get everything they need to succeed with their new or upgraded technology solutions — and they also get a clear roadmap for business success. Your ERP solution will have a much bigger impact on your company when it is implemented in an environment where your people, processes and technology infrastructure have been considered, worked through (or with) and optimized.

And no, this doesn't necessarily increase the cost of the project! Implementing the wrong ERP, or implementing an ERP solution in an organization that isn't well prepared for it, however, *will*.

In fact, some companies are now making our business transformation process part of their annual planning process. I think this is powerful. After going through the process the first time, revisiting it on an annual basis is much less work, and it's much easier and faster to make incremental changes. Companies making business transformation part of the ongoing conversation are having an easier time continuously optimizing their business and staying ahead of competitors.

## **Structured for Your Success**

We've taken our lessons-learned as a company and created this offering to maximize our clients' return on investment. It takes our clients through the necessary steps to achieve greater business success — not just fancy up their technology.

A successful business transformation should positively impact:

- Business processes
- Roles and responsibilities
- How work gets done
- How your company interacts with customers and suppliers

For family-owned manufacturing companies, ERP remains a necessity. But the business and market environments have changed, and shoe-horning in a new software solution won't solve the bigger business challenges.

Let's prepare your company for *success* — not just for a new ERP solution.

*Erin Koss, CPA is an Andersen Business Consulting Alumni (1993-1999), and CEO of Syte Consulting Group, Inc. She is known for helping family-owned manufacturing companies scale with vision and integrity. Taking a people-first, process and technology readiness approach, Erin and the team at Syte ensure companies are ready to take on big change initiatives like ERP before diving in headfirst. A native to the Pacific Northwest, she enjoys traveling, being outdoors, hiking, biking, rowing, and supporting local culinary scene. [Talk to Erin about preparing your company for sustainable growth.](#)*

## **Book Authored by Andersen Alumnus Linda Rose: Get Acquired for Millions: A Roadmap for Technology Service Providers to Maximize Company Value**

“When a buyer comes knocking, will you be ready?”

In my 25-year business career as a Microsoft Dynamics Channel Partner, I have created, bought and sold four companies, and I will be the first to admit that there were quite a few hard lessons learned during that time.

While most business owners like myself become very skilled at running their companies, when the time comes to sell, there are countless unanswered questions.

- What’s my company worth and is it the right time to sell?
- How can I increase my company’s value now and for the long-term?
- What buyer type finds my company valuable and how do I locate them?
- Should I sell the company myself or use a broker?
- How long will it take to prepare my company for sale?

These were just some of the questions I had when I decided to sell my first company, and I know I could have avoided mistakes and achieved a better deal if I had known the answers.

That’s why, after selling my last company for 100% cash and subsequently completing a 500-mile backpacking trek on the Pacific Crest Trail, I was inspired to take my experience as a former CEO and CPA and focus on sharing valuable information on how to grow tech companies and exit profitably when the time comes. I became a sell-side





M&A advisor and wrote [\*Get Acquired for Millions: A Roadmap for Technology Service Providers to Maximize Company Value\*](#).

In this book, I have taken my own selling experiences, added extensive research talking to both buyers and sellers, and turned it into a concise, actionable guide to preparing your company for maximum value.

In addition to answering the questions above (and more), this roadmap is packed with insights from sellers and buyers (strategic and private equity firms), over 100 seller tips and tactics, downloadable spreadsheets, plus my proven “8 Value Maximizers.” It helps owners to be more educated and competent in selecting advisors, buyers, timelines, and deal transaction structures.

The book also contains access to two valuable assessments to help you determine your current company valuation as a Technology Service Provider and your readiness to exit your company on a personal level.

While written for anyone who considers themselves to be a technology service provider, an IT business, or a channel partner, the book’s concepts can be applied across multiple types of businesses and industries. Whether you’re selling in the next year or in 5 years, the topics included will help you be more prepared and well-positioned for the transaction.

The truth is, most technology entrepreneurs start a company and spend years of their life building it with the goal of creating significant wealth through a successful sale. For most entrepreneurs, this will be their only sale, and it is something for which they will have little or no experience. No one should spend years working diligently on their company only to fall short when it’s time to sell. Rest assured, with this guide, you will have the knowledge necessary to design your most lucrative exit strategy and be one of the lucky few who can *Get Acquired for Millions*.

If you’re interested in learning even more about selling for maximum value and staying up to date on trends and strategies, be sure to visit [www.rosebiz.com](http://www.rosebiz.com) and sign up for the weekly newsletter.

Available on [Amazon](#) and [Audible](#)

#### *Author Bio:*

*As the founder of four companies over her career, Linda Rose is a seasoned consultant with more than 30 years of success across management consulting, cloud computing, SaaS, and financial services. She attributes her success in part to the amazing opportunities and mentoring she received at the start of her career at Arthur Andersen, both in the San Diego and World headquarters offices.*

*As a CEO and CPA, she has been responsible for leading companies from zero to a 98% recurring revenue model to increase value by 10X, growing SaaS revenue more than 40% YOY while maintaining a 97.5% customer retention rate, and for helping more than 300 companies move from on- premise IT platforms to cloud services. Her unique exit strategies now help business owners maximize their companies' valuation.*

*Her book, *Get Acquired for Millions: A Roadmap for Technology Service Providers to Maximize Company Value*, which includes her Value Maximizer™ Assessment, has hit #1 in multiple categories on Amazon.*

*Linda has been recognized for her professional achievements, including the Microsoft Women of Inspiration award, the CRN Women of the Channel and Microsoft SMB Cloud Partner of the Year. She is an active advocate for Women in Tech and sits on various technology and academic boards. Linda is a highly-recognized speaker and advisor on mergers & acquisitions within the IT consulting and services industry.*

*When Linda is not out exploring trails in the wilderness, kayaking on the open waters, or tending to her gardens, she speaks to and advises owners on how best to plan and build company value, so that one day they too can be acquired for millions. Of course, she credits much of her success to the support given to her by her husband of 31 years, Glen, who is also an Andersen alumnus.*

## **Revisiting Stewardship**

**By Ed Maier, Former Andersen Partner**

We just celebrated the birth of our country and its independence. Many of those celebrations were probably consistent with the past – picnics, barbecues, neighborhood gatherings, block parties, beach parties. They were also uniquely different this year because many of us took our first big steps towards coming out of our “Covid Caves”. We are beginning to feel comfortable again by getting together without consideration of “social distancing”. We are replacing our Zoom screens with real person-to-person interaction. We are gathering again in personal, professional, and social communities.

As begin to meet again in real face-to-face groups, I thought about the concept of stewardship. I cannot prove my point with scientific evidence, but I have a suspicion that during the past twenty months or so as we “socially distanced”, we may have let our responsibility to be good stewards in our professional and personal lives slip a bit. Bear with me as I revisit this topic which I wrote about in a column many years ago.

During my fresh-out-of-college job interview with Arthur Andersen, a very senior partner introduced me to the concept of stewardship. It was a new concept to me, and one that I really had never given much thought. At the time, I associated the term with how to conduct myself in the circle of my family, or beyond that with the concept of

volunteerism. I never focused on the fact that stewardship must be part of the fabric of all organizations for them to be successful.

The definition of stewardship that senior partner gave me was simple and straightforward. It has stuck with me throughout my entire career, throughout my life. “Stewardship means it is my responsibility to make this a better place for the people that follow me because those ahead of me made it a great place for me.”

Every organized group is brought together for a common purpose—to achieve a common goal. I believe that one common characteristic that every organization must have to achieve its goal is that of stewardship. And the concept applies to all members of each organization—whether they are labeled as leaders, executives, management, staff, or workers. Everyone needs to be a good steward for the organization to achieve its peak level of performance.

Ideally, everyone should act like a steward regardless of their title within an organization. Most, if not all, of you are leaders at some level in your organization. Whether you are leading a project team, a department, a division, or a company—you are a leader. As a leader, you should accept your responsibility not just to lead but to act as a steward as well. Here are some of my thoughts on the behaviors of a good steward.

No matter the role, I believe a good steward first and foremost cares about the people she works with, whether they are under her direct supervision or not. She considers their interest and development as important as her own. She understands their personal and professional goals and helps balance her needs with theirs and towards the success of the organization. She creates or contributes to an environment in which everyone works together towards a common goal.

Whether leading a team or participating as a member of a team, a good steward builds trust within the team. He acts with integrity and expects his teammates to do the same. He ensures that team members are not afraid to call each other out when they feel trust is breached.

A good steward maintains her own competence level to do her job. She regularly engages in her own development. She also works with her team members to ensure that they do the same. She helps secure the resources necessary to maintain those levels. And she works with her teammates to identify new competencies needed for continued success and to obtain the resources to get them.

If he is the leader of the organization, a good steward sets the vision and defines the organization’s mission. Below the leadership level, he learns the mission, understands it, and works with his team members to define how their part of the organization fits in to

that mission to help achieve it. As a colleague of mine often states, each person must own their portion of the vision and the mission.

A good steward also understands the organization's culture and owns her part of it. She encourages all her team members to do the same both directly and by her behavior. She understands that culture is what must take place, even when no one is looking. She ensures that her team members do the same.

As an organization or team leader, he makes certain that every member understands their role in the success of the team. He holds them accountable on a regular basis and rewards or admonishes them appropriately, depending on their actions and results. He does not do their job for them, but he teaches them and sees that they take responsibility for their actions. He leads by example, acknowledges responsibility for his own actions and remediates his own behavior when necessary. He does not "play favorites" and holds each of his team members accountable for their actions.

The good steward provides her team with the resources necessary to accomplish their objective. Then she gets out of the way and lets them do their work. She recognizes that the environment will constantly change and that course corrections will be required. She communicates regularly with her teammates so that they are comfortable with notifying her of changes in the environment and the need for course correction. She encourages their regular communication and feedback.

He is aware of the need for himself and his team members to have appropriate "down time" to recharge and redirect, as necessary. He makes sure that all team members feel that he is open to their communication and feedback about all issues that might affect the team's performance—especially in periods when peak performance is required.

Coaching, developing, mentoring, teaching. These are all bywords for a great steward. She does all of these as she works with her team members. She is also willing to listen to them teach, develop, and instruct her when their expertise is greater than her own.

A good steward opens, and keeps open, the lines of communication with peers, colleagues, subordinates, and leaders above him. He monitors his own performance and acknowledges wins and losses. He recognizes achievements of others and rewards them as appropriate. He works with others to investigate failure and remediate as quickly as possible. He advises changes in course when they are necessary. He communicates, communicates again and then communicates more.

She evaluates her own performance and shares her successes and failure with her teammates. She recognizes their successes and helps them overcome the difficulty of failure. She provides regular feedback and feedforward communication so that others

know how they fit into organization. She does not focus on blame for past mistakes but on how to correct those mistakes going forward. She learns from the failures that occur.

He takes care of his own physical, mental, and spiritual well-being and encourages his team members to do the same. He knows how to have fun; he knows when the team needs to “blow off steam”; he knows when to rest and he does.

The good steward encourages her team to continue their own self-development. She helps them access opportunities to do so through the organization. If necessary, she will help them seek outside assistance to continue their development.

And of course, good stewards think straight and talk straight.

Ironically, most of these characteristics are the same characteristics that define a good leader. In fact, any leadership list I would compile overlaps with this. That is because good leaders are stewards, and stewards are good leaders.

You can be a great steward in all phases of your life, whether it is within your family, your work, your community, your school, your church, or any organization in which you participate. If you do these things, if you behave in this fashion, I believe you will leave behind an organization, a community, a society, and an environment that is better than it was when you got there. You will be a good steward.

Hopefully, the most difficult stages of the Covid pandemic are behind us. As we return to some semblance of our previous lives, or as we adjust to a “new normal”, let us all be good stewards. Accept your personal responsibility to improve today for tomorrow. Strive to focus on yourselves in a manner that helps build the future for those who will succeed you. If you believe that practicing stewardship in your organization is important, you must make the effort to contribute. Otherwise, why are you there?

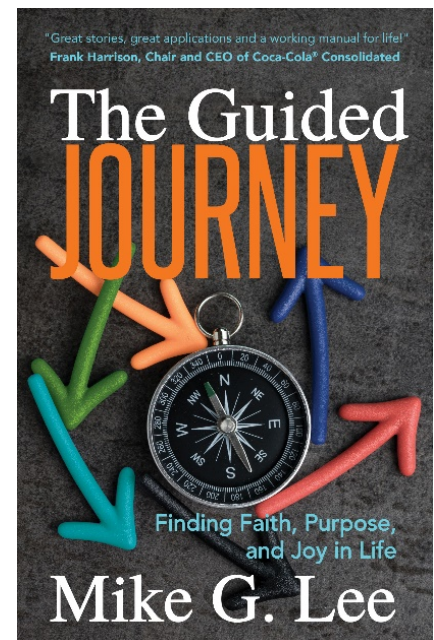
As always, I am eager to hear your thoughts and to learn from you. Please feel free to write me at [Ed@ThinkStraightTalkStraight.com](mailto:Ed@ThinkStraightTalkStraight.com) and share yours. And of course, my book, *“Think Straight. Talk Straight.”* is still available on [www.Amazon.com](http://www.Amazon.com).

# New Book Release Authored by Andersen Alumnus Mike G. Lee: The Guided Journey: Finding Faith, Purpose, and Joy in Life (Morgan James Publishing)

**Mike G. Lee**, *Andersen Alumnus (1990-2002)*, current author, global financial services and insurance leader for Point B consulting

For those who feel frustrated, bored, or unfulfilled, *The Guided Journey* reveals how to let go of engineering this life to discover the true, individual purpose they were created for.

The majority of people today admit hating their job according to Gallup research. As we collectively and individually recover from the pandemic we are seeing what some are calling “the great migration” – people changing jobs and moving to new geographic locations in record numbers. Rather than encouraging those experiencing this frustration to continue running away from the problem, business consultant Mike Lee reveals a proven, ten-step process for people to discover their God-given purpose and set a new course for their life. With transparency about Mike’s own unexpected twists and turns, *The Guided Journey* includes true stories from Mike’s life at each step, explaining the struggles of trying to juggle and balance life as a husband, father of three, consultant, entrepreneur, and a person of faith. Mike walks with readers through these steps to show them how they can also refocus their vision and priorities for both career and family life while rediscovering meaning and joy along the way.



In Chapter One: The Enron and Arthur Andersen Explosion Mike lays out an inside story of the experience of making partner just a few weeks before the meltdown. At the time, it seemed like a terrible career setback but looking back on his life and experience it was a tremendous learning experience that shaped his career, approach to professional services, and life moving forward. Mike has taken proven strategic planning concepts and applied them to the individual – “You can’t hit a target you can’t see”, Mike likes to say.



To see book reviews (average 5 stars) and or to purchase in either ebook or softcover go to [Amazon](#).

*Author Bio:*

*Mike Lee is the global financial services leader with Point B, an integrated management and technology consulting firm. He is the former founder and president of Independence Consulting and former president of North Highland a global consultancy. With significant experience leading high-level consulting firms, this is the third business he has helped build.*

*Mike has twenty-five plus years of experience in business transformation for Fortune 500 companies and Public Sector businesses. His specific areas of expertise include strategic planning, finance function transformation, process improvement and sustainable cost and efficiency work. Mike has served the financial services, media, life sciences, retail, manufacturing, distribution, and utilities industries.*

*Mike was employed for thirteen years with Arthur Andersen Business Consulting where he was promoted to partner two weeks before the Enron scandal broke, which led to that firm's historic collapse. Prior to that, Mike was a managing director at BearingPoint. He holds a bachelor's degree from Virginia Tech with a major in accounting. Mike is an inactive CPA.*

*Mike has been enjoying sharing the guided journey process with his clients and friends for the last 20 years. Everyone's purpose is unique to them, and Mike has enjoyed seeing the incredible stories resulting from readers following this process.*

*Mike want's everyone to be intentional about writing their next chapter. What will you discover?*

*Last year, during the peak of the Covid-19 crisis Mike and The Guided Journey were features in [Forbes](#).*

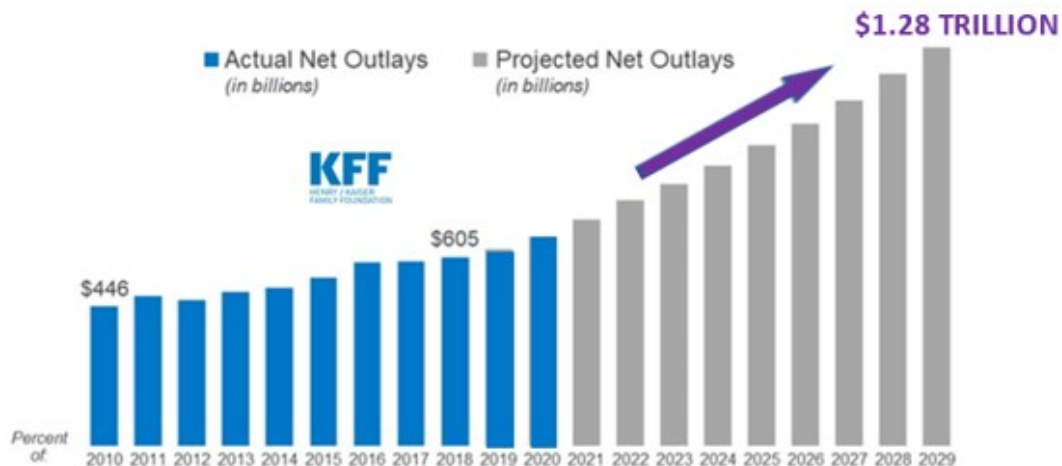
# If you are 65 or older, are you leveraging the Medicare Medical Savings Accounts (MSA)?

By Greg O'Brien, *Andersen Alumni Supporter*,

There is widespread agreement that the U. S. Federal Government's financial support of the Medicare health insurance system is in great jeopardy (see chart below.) With federal spending on Medicare projected to double to \$1.3 trillion by 2030, innovative plans to "bend the rising cost curve" have been enacted. Similar to Health Savings Accounts, but Only for Medicare Eligibles, Medicare MSA are now offered in 36 states and membership has increased by 76% in 2020.



## Fed Medicare Spending to Double by 2030



The introduction of a new type of Medicare Advantage option named Medicare Medical Savings Account (MSA) is designed to appeal to the 30+ million Americans who have chosen **Health Savings Accounts (HSA's)** as a way to save income tax advantaged funds today – for healthcare costs in the future. The time has arrived for making people accountable for what they spend on healthcare services. Costs and benefits financial analyses by **Medicare Caddy** show that the vast majority of Medicare eligibles with low to moderate utilization of annual healthcare services would benefit financially by enrolling in a Medicare MSA plan.

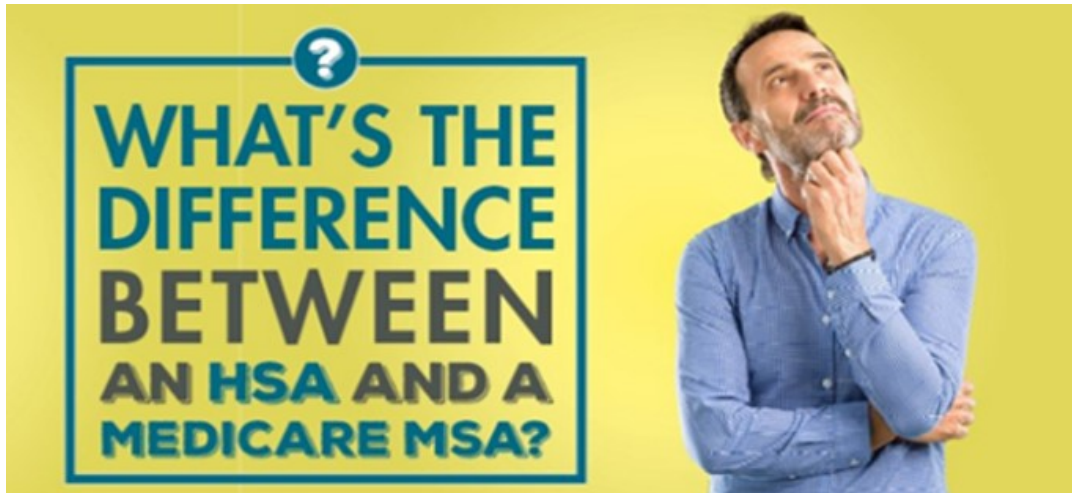


### **How to Get Tax-Free Healthcare Money from Medicare?**

Medicare MSA plans are similar to HSA's in that income tax-free savings are permitted to pay for a wide assortment of *Qualified Medical Expenses (QME)*. But instead of contributing your own tax-deductible money as in the HSA model, the federal government, through Medicare, *actually gives you a tax-free lump sum of \$2,000 - \$3,000, deposited into your Medicare MSA account.*

You are then provided a no-fees debit card from a major bank which you can use for Medicare medical costs or any Qualified Medical Expenses (QME). The most attractive benefit of the Medicare MSA is that you can “roll-over” unused funds from year-to-year to build a tax-advantaged Medical Savings Account (Medicare MSA). Save tax-free funds today for future healthcare needs.

If you currently have unused funds saved in a Health Savings Account, the Medicare MSA makes even more sense as the MSA funds would grow tax free, untouched, until your HSA balance is depleted. For many, this may be years down the road.



### Who is Eligible for Medicare MSA?

As one plan type of the highly regulated Medicare Advantage program, Medicare MSA plans are only available to those enrolled in **Original Medicare**, which consists of Hospital Insurance (Part A) and Medical Insurance (Part B).

Hence, your 65<sup>th</sup> birthday or upon leaving an employer health plan is the right time to evaluate the Medicare MSA with all other Medicare insurance options. The Medicare MSA option should be compared with the traditional option of purchasing a Medigap “supplemental” insurance plan as well as the numerous Medicare Advantage HMO and PPO options.

### Annual Review of Medicare Insurance Options is Wise

Be aware that all Medicare insurance options are outstanding values for the 65 million Americans who receive Medicare benefits. With our federal government subsidizing approximately 70% of all Medicare spending, all options are good. But federal funding is subject to change – and change is always coming to the Medicare program. Below is a simple illustration comparing a few current options:

Medicare Caddy Optimization Analysis 2021 PRELIMINARY Review of Medicare Costs					
Option 1		Option 2		Option 3	
Medigap + Rx		MAPD		Medicare MSA	
Part A (Hospital)	\$0	Part A (Hospital)	\$0	Part A (Hospital)	\$0
Part B (Medical)	\$148.50	Part B (Medical)	\$148.50	Part B (Medical)	\$148.50
Part D Rx Premium	\$26.00	Part D Rx Premium	\$0.00	Part D Rx Premium	\$26.00
Part B IRMAA	\$237.60	Part B IRMAA	\$237.60	Part B IRMAA	\$237.60
Part D Rx IRMAA	\$71.20	Part D Rx IRMAA	\$71.20	Part D Rx IRMAA	\$71.20
Medigap Plan G Premium	\$150.00	MAPD Premium (See # 1)	\$0.00	MSA Deposit (See #2)	-\$166.67
Monthly	\$633	Monthly	\$457	Monthly	\$317
Annual Premiums	\$7,600	Annual Premiums	\$5,488	Annual Premiums	\$3,800

Notes:

#1: Many Medicare Advantage PPO plans offer \$0 monthly premiums.

#2: The Medicare MSA “premium” is actually the Annual Deposit given by Medicare. This example reflects a \$2,000 Annual Deposit, paid upfront, divided by 12 months = \$166.67

Determining which Medicare insurance strategy is best for you and your loved ones takes knowledge, experience, and thoughtful analysis. If you would like to better understand your Medicare options, please contact Greg O’Brien, Managing Principal of Medicare Caddy, LLC. Direct email: [greg.obrien@medicarecaddy.com](mailto:greg.obrien@medicarecaddy.com) or 1-833-MDCADDY (1-833-632-2339)

# THE SEVEN STAGES OF PROMOTION

By Todd Dewett, *Andersen Alumnus, author and speaker*

I think we owe it to all aspiring leaders to tell them about the mental and emotional journey they will experience before and after promotion. We do them a disservice if we allow them to be surprised by the process, a process I refer to as the stages of promotion.

I share these ideas because promotion is fundamentally about moving forward into an unknown place. People don’t know what it’s like to lead until they get there. Too often, however, professionals overestimate how well they know this new place, thus they engage the stages of promotion with surprise and elevated stress. Good news: if you know what’s coming, it doesn’t have to hurt!

**Stage 1:** dreaming. Before the next big promotion, long before you have signaled your intentions and applied, you dream. You idealize the promotion. You focus on the joy of being rewarded, the feeling of higher status and authority, and the glee of higher pay. You rely on simple uninformed notions of what it means to be a leader. In short, you see in your future exactly what you need to see to maintain the feeling that you can do anything.

**Stage 2:** doubt. You have applied for the promotion. Others know what you have done. You begin to feel eyes watching you in larger numbers than ever before. You start rethinking your logic. You begin to question your timing and your skills. You work hard to maintain a belief that you have made the right decision, in the face of an odd and unexpected challenge to your self-confidence.

**Stage 3:** the honeymoon. You got it! You have been rewarded with the promotion! During your honeymoon month, self-doubt evaporates. You are overtaken with elation. People keep telling you, “Congratulations.” You have a new office, title,

and salary. Even the office jerks seem to give you a pass. A glorious feeling of success and invulnerability defines you. It's beautiful. Enjoy it. It doesn't last.

**Stage 4:** paranoia. After the honeymoon, you begin to see your new reality more clearly. Many of the folks who were your buddies now look at you differently, some with suspicion. You feel abandoned. Sadly, nobody has given you a playbook for your new role. A sense of being overwhelmed sets in. Then you realize that not everyone wants you to succeed. For the first time, you are forced to think deeply about politics at work. You feel a sense of dread, wondering whom you can trust.

**Stage 5:** delusions of grandeur. Assuming you did not quit or get fired while battling the paranoia, you get a grip on your new reality, convince yourself you can do this, and begin plotting your grand success. You remember why you accepted the role in the first place. This is when you learn to read politics more clearly and unemotionally, you begin to build stronger coalitions, you learn to rally your team, and you begin espousing serious long-term improvement goals. You achieve your first small win and the emotional swing from paranoia and dread to a passionate belief in positive change is complete.

**Stage 6:** regret. While plotting to change the world, you finally realize the pros and cons of being a leader. You now understand that the challenges are bigger than you realized. The hours are very long. The constraints are now apparent. You know what the system can and can't do. You clearly see the abilities and limitations of your colleagues on the leadership team. You comprehend both the rewarding nature of small wins, and the seemingly impossible reality of making large-scale change. You feel respected, but you often feel alone while facing difficult odds.

**Stage 7:** the choice. You know that you must make a choice about what you intend to do moving forward. Your initial learning curve after promotion lasted a few months, maybe one year. Now, with much more clarity, you must own your situation and make a choice about how to proceed. You can quit (get out of the current role), play it safe (stay in the role and become a steward of the status quo), or strive to make real change (stay in the role, take smart risks, fight the good fight – to heck with the odds).

Every leader faces this choice. It is unavoidable. It's possible to justify each of these choices, but the only one that delivers real passion and fulfillment is the last one. The best leaders are change agents. So, go help the next generation. Find a few aspiring or young leaders and share the version of this growth process that you experienced. Don't you wish someone had share their journey with you?

*Dr. Todd Dewett is one of the world's most watched leadership personalities: a thought leader, an authenticity expert, best-selling author, top global instructor at LinkedIn Learning, a TEDx speaker, and an Inc. Magazine Top 100 leadership speaker. He has been quoted in the New York Times, TIME, Businessweek, Forbes, and many other outlets. After beginning his career with Andersen Consulting and Ernst & Young he*



*completed his PhD in Organizational Behavior at Texas A&M University and enjoyed a career as an award-winning professor. Todd has delivered over 1,000 speeches to audiences at Microsoft, ExxonMobil, Pepsi, Boeing, General Electric, IBM, Kraft Heinz, Caterpillar, and hundreds more. His educational library at LinkedIn Learning has been enjoyed by over 30,000,000 professionals in more than one hundred countries in eight languages. Visit his home online at [www.drdewett.com](http://www.drdewett.com) or connect with Todd on LinkedIn. He can be reached at [todd@drdewett.com](mailto:todd@drdewett.com)*

## Bulblical Knowing

**By John Blumberg**, *Andersen Alumnus and author of Return On Integrity*  
([www.BlumbergROI.com](http://www.BlumbergROI.com))

I'm always drawn to those amaryllis bulbs that they rollout as big "End Cap" displays around the Christmas season. You know, the ones containing the bulb, a simple plastic planter and a tiny bag of potting soil — packed in a nice little box with the picture of the most beautiful amaryllis in full bloom.

I used to buy one for my mom ever single year as just one more little Christmas gift for her to open. It became a standard that she looked forward to opening and soon-after planting. These boxed blooms-in-waiting make for the perfect generic Christmas gift to have under one's tree for when the unexpected guest walks-in with a gift you hadn't anticipated – especially if I'm one of those who hasn't fully mastered the ability to simply receive. Maybe that is why I routinely bought three or four of them every year.



A few years back, I had two left over. The extra bulbs made for the perfect symbol of "new beginnings" – to unwrap, water and put out just as all of the Holiday decorations were being put away. With the darkest days of the winter season looming, the sprout of tiny leaves brought their own degree of hope. With the clang and clutter of the Holidays long faded, eventually the anticipated buds burst open in their own sense of joyful exclamation.

**If you bother to look close enough, it is indeed a miracle to behold.**

With these two bulbs left over, their combined four blooms looked like a chorus singing in formation. A couple of weeks later their daily encores of beauty started to fade. Likely in a rush, I cut the leaves just above the top of the bulbs and stuck them in the basement.

*Seven years later*, I stumbled back across these two extras – the soil and the bulbs dried almost beyond recognition. It just so happened that the next morning I was meeting at a

nearby Starbucks, with my great friend Bob Hursthouse, for our typical dark coffee and deep conversation. As the owner of [Hursthouse Landscape Architects](#), there was simply no one I knew in my life who would know more about plants than Bob. I figured he might know a thing or two about bulbs as well.

I shared with him about my recent find of the petrified bulbs. On a whim I asked, “If I pull them from the basement and water them, do you think they will grow again?” Without hesitancy, he responded, “Sure.” I pushed harder – *but will they bloom?* Taming my expectations, he said, “Yes, but it will probably take about 3 years of care.”

I don’t know if Bob actually added the words “of care” but it was what I distinctly heard. I left with a commitment *to care* for these two. I went home the same day and pulled them from the basement. I gently watered the pitiful site with little hope, but great trust that Bob was right. With what seemed like pointless waterings over the next three weeks, I was stunned to see what seemed to be the tip of a leaf coming forth. I thought my eyes were deceiving me.

Over the months to follow, I made sure the tiny couple of leaves from each bulb got ample water and sun. As the leaves faded, I returned what came to be known around our house as my “science project” to the basement. The next year produced stronger leaves and the year to follow produced even more robust and more plentiful leaves. With each of the three passing years, I gave my “science project” much attentive care with no expectation of any bloom.

### **Until this year.**

Knowing that I intentionally cared for these bulbs over the timeframe in which Bob had cast my expectations, I pulled the bulbs from the basement hesitantly hoping it might be the year of the blooms. After all, the bulbs had made their steady progress from petrified objects in darkness to flourishing leaves in the light.

A month later, amongst the familiar thriving leaves, a small stalk appeared with what seemed to be a fragile bud. In an attempt to tame my hope, I wondered if buds could be empty. As the strength of the stem grew the bud followed.

As I descend the stairs early one morning the most beautiful coral blooms greeted me as if they were singing the story of their miracle resurrection at the top of their lungs.

Maybe for longer than I should, day after day, I would simply stop and take-in the detailed beauty of these stunning blooms. As I stood, gratefully taking-in their elegance, it was much like sitting on a porch with a sense of wonder. And that got my mind wandering and wondering – like bulbs in a basement, how maybe our core values can sit dormant in the darkness of our own core.

### **Petrified from no care.**

And how – through the circumstances of life – our needs, opinions, beliefs, wants and automatic behaviors soon forget these core values are even there. At some point, certain

life events eventually allow us to stumble upon them. As we notice their petrified long-forgotten or never discovered essence, the question becomes: do I simply toss them to the wind or commit to care for them. *Really care for them – getting to know them, building a relationship with them.*

You may sincerely wonder if they will ever grow. More importantly — will they ever bloom again? It might take three years of care. But I will promise you: *they will.*

And when they do, they will be the most precious gift you can ever give away ... again, and again, and again. No matter how many unexpected guests walk into your life.

As always, I'd love for you to share your thoughts! We could all benefit, if you would be so kind to share your thoughts email me at [John@BlumbergROI.com](mailto:John@BlumbergROI.com)!

## Do You Really Look as Good as You Should on LinkedIn?

**By Wayne Breitbarth**, *Andersen Alumnus and CEO-Power Formula LLC (Author of “The Power Formula for LinkedIn Success: Kick-Start Your Business, Brand and Job Search”)*

I'm pretty sure that sometime in the last week or so you checked the ratings of a specific product and/or researched what others said about something you wanted to purchase. What others are saying is called social proof.

Whether it's a hamburger, a computer, or even a new accountant, we are all looking for information (including social proof) to help us make our decisions.

Here's how Hubspot defines social proof:

*Social proof, also referred to as "informational social influence," is the concept that people will conform to the actions of others under the assumption that those actions are reflective of the correct behavior. In other words, it's the mentality that, if other people are doing it, and I trust those people, that's validation that I should also be doing it. This third-party validation can be a very powerful motivator for your site visitors' and prospects' actions.*

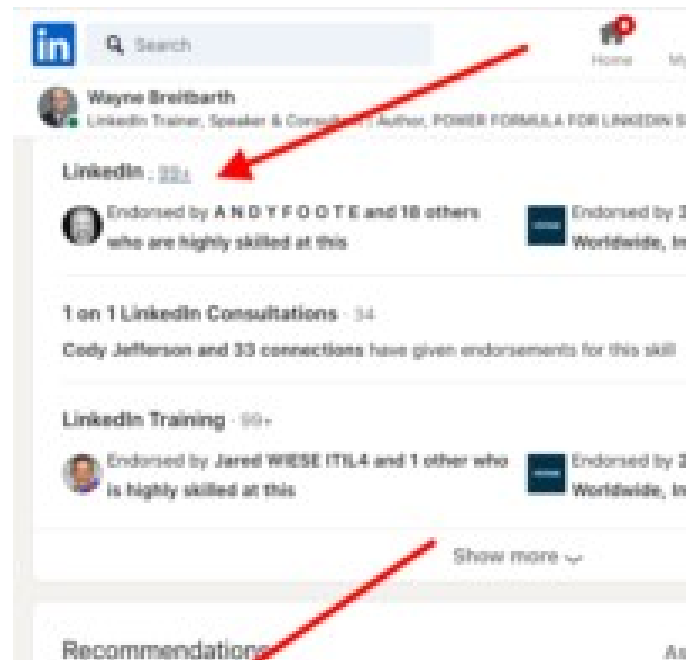


## How's Your Social Proof

Is your social proof helping or hurting you or is it simply absent on most of your online addresses (website, Facebook, LinkedIn, etc.)? Do you have a 4.7/5.0 rating like your favorite restaurant on Yelp or Trip Advisor?

Even though it might not be quite as easy for you as an individual to accumulate a rating, there are specific things you can do to improve your social proof on LinkedIn.

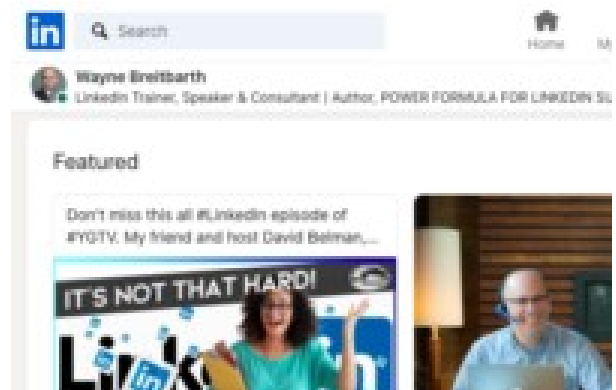
I'm not just referring to the obvious LinkedIn sections—[Recommendations](#) and [Skills](#) and the Endorsements that attach to them. These are very important places to show social proof, but there are some other great ways to share positive ratings and reviews about you and your company.

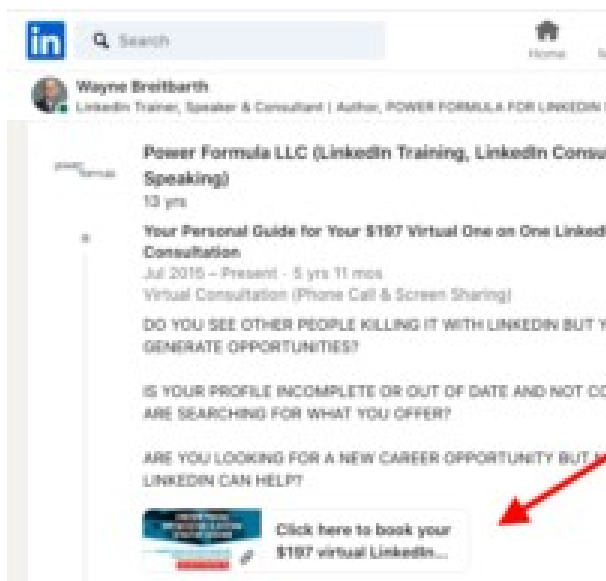


## Easy Ways to Share Your Social Proof

These LinkedIn profile sections and activities can help you highlight and share your social proof:

**Add Media.** There are lots of ways to use this add-on to your Featured, Job Experience or Educational sections. You can share video testimonials, traditional written customer recommendations, case studies, and success stories.





**Projects.** This is a good spot to include case studies or success stories, and you can link to web pages that include more details. You can also identify other LinkedIn members who were involved in a project and include a link to their LinkedIn profiles.

**Individual or company status updates.** Periodically share links in your status updates to case studies, success stories, and articles that highlight your capabilities.

**Articles.** You can display a long-form article, including an embedded video. This is perfect for highlighting customer

testimonials and case studies. These will permanently show up near the top of your profile.

**Honors & Awards.** If you've got them, flaunt them.

**Current Job Experience section.** Extract a short quote from a recommendation and highlight awards you've received.

**Publications.** Link to articles on your website or other sources that display your experience or awards and honors.



**Certifications.** These are great social proof because others (certifying organizations) are saying you met a certain level of proficiency.

So why not get busy and take advantage of these opportunities. It just may get you to that 4.7/5.0 score—or, better yet, how about a phone call or email from that sought-after prospect.

If you want me to check out the social proof on your profile as part of my full profile critique and also help you develop strategies to skyrocket your business and career, then take advantage of my special one-hour \$197 LinkedIn consultation. This consultation will take place on the phone, and I'll share my desktop screen with you. I will email your marked-up profile to you prior to our session. Click [here](#) to book your session.

Here are a few comments from my recent clients:

*"Great job offer received via LinkedIn only two days after consulting with Wayne!"*

*"I highly recommend Wayne's 1:1 Linked In coaching session. Per Wayne's guidance, I reached out to the SVP of Client Success for a company I saw a suitable role. I used language Wayne provided in our 1:1 session to initiate the contact...Since then I've had an initial interview and interacted with the SVP multiple times."*

*"He made the learning experience fun, interesting, and was a big help to me. It has increased my exposure almost two-fold in a couple weeks."*

## **SPECIAL OFFER FOR ALUMNI**

If you'd like me to demo these LinkedIn features as part of a specially priced \$197 one-on-one LinkedIn consultation, you can book your session [here](#). I will share my computer screen with you during the call and send you a marked-up copy of your profile prior to the call.

Whether you're using LinkedIn to find your next high-impact customer, raise your organization's profile, or land the job of your dreams, this session is for you.

There are limited spots available, so don't delay. Book your session today by clicking [here](#).

# **Uncertainty in the Markets: How to Maintain Stability in Your Business**

**By J. James O'Malley**, *Andersen Alumnus and Managing Director and Executive Search Practice Leader at Felix Global*

Market uncertainty and disruption is going to create uncertainty and disruption in your workforce. This is especially true if you are in an industry that is being heavily impacted by Coronavirus disease (COVID-19), like the airline industry, energy sector, and hospitality market, where the impact is most volatile. Conversely, in healthcare, supply chain/distribution, crisis response, cleaning and community response, job needs are surging, according to [Glassdoor reports](#).

Regardless of whether you're hiring because of market demand or making up for employee losses, this is not a time to take a break—in recruiting and in long-term and on-going projects and priorities.

Instead, we need to work harder and continue to look ahead at what the impact will be once the dust settles. The market will rebound from this event and those that will happen in the future. That recovery will come just as hard and fast as we saw with the last downturn, making it critical that you are ready to leverage the strength of rising markets.



The question is: how do you continue moving forward while maintaining stability in business operations and hiring? Here are a few simple ways to keep the future as your focus.

### **Leverage Technology**

There's no reason to slow down with employees working from home. Thanks to technology and telecommunications, everything can remain on schedule. While this unplanned disruption requires you to re-think processes, you can shift and rely on the many solutions available to you, including:

- Digital meetings via phone or video allow you to continue connecting and innovating, regardless of location.
- Real-time chat tools make quick conversations and text-based collaboration easy.
- Shared drives or digital asset management tools (DAM) make it easy for everyone to have access to docs, videos, images and more without having to request access or get on a call.

### **Leverage the Gig Economy**

The gig economy allows you to tap into a growing pool of talent that's available nationwide, with [57 million Americans](#) taking on freelance work, as of 2020. If you've lost employees and need someone to pick up the pieces fast, or are looking for quick support, freelancers and contract workers can step in, without extensive onboarding or the paperwork necessary for full-time hiring.

What's more compelling, freelancers are used to working from home and connecting online, making the transition even easier for you during an already hectic time.

You can find freelancers through your current network of professionals and business owners, or online. Freelancing sites like [UpWork](#) provide a large network of freelancers to choose from. Simply search for what you need and sort through to find the best potential candidates.

### **Leverage Hiring Experts**

If you're losing employees, now is the time to connect with the people who know how to facilitate search, regardless of what's going on in the world. Our name, Comhar means collaboration, and we are here to be a partner to our clients, regardless of market volatility. As Executive Search consultants we not only support your human capital needs but also provide strategic guidance for managing these unusual and unpredictable times.

Finally, we can provide you with a one-stop-shop experience, so you don't need to juggle multiple companies or vendors. We have expanded our service offerings to include Retained Executive Search and Professional Recruiting so we can be the best partner for much of your hiring and talent needs.

## **You *Can* Maintain Stability During Uncertainty**

Don't let Coronavirus disease (COVID-19) scare you into losing a step—you'll be at a further disadvantage once the economy bounces back if you lose sight of long-term goals now. The legacy problems you've been working to solve will remain once this passes, so keep moving forward, leveraging technology, the gig economy and the hiring experts you'll need to bounce back stronger than before.

### About J. James O'Malley

*O'Malley leads Felix Global's Executive Search Practice and brings with him 30 years of talent acquisition solutions. In 2018, he co-founded a retained search firm focused on recruitment in the private equity, professional services and financial services sectors. Previously, he was a partner and executive search practice leader at TalentRISE, a recruitment solutions firm in Chicago. Prior to that, he was senior vice president in the human resource function of Fifth Third Bancorp. O'Malley has also worked for several professional service firms, including Arthur Andersen, Deloitte, Huron Consulting and Lante. He can be reached at [jomalley@felixglobal.com](mailto:jomalley@felixglobal.com)*

## **Interested in becoming a Sponsor?**



Andersen Alumni Association is proud not to charge annual alumni dues and relies rather on strategic sponsorship to fund operations. Given advances in technology and alumni mobility Andersen Alumni Association is seeking a few additional qualified sponsors. If you think your company may benefit from a strategic partnership with the Association, please email [Admin@andersenalumni.com](mailto:Admin@andersenalumni.com) for more information.

# ALUMNI BENEFITS:

## Message from LinkedIn – Update Feature

**Reprint: Communication received by Andersen Alumni Association**

Thank you for your continued dedication to your Groups! ([Andersen Alumni Association Group Page](#))

Based on member feedback, we have invested in improving the ways that our members can engage in meaningful conversations within safe and healthy communities like yours.

In our latest update to Groups, members will be able to easily message anyone in the group without message limits and will have the flexibility to control which messages they accept or privately decline. Members will receive a notification about their message requests just like they would with a regular message and continue the conversation with a single click of "accept".

Thank you for your commitment to keeping your community safe and productive. To learn more about this update, visit our help center.

Sincerely,

The LinkedIn Team

## NEW Medicare Medical Savings Accounts (MSA)

Andersen Alumni Association has partnered with Medicare Caddy to provide our members with a NO COST TO YOU Medicare insurance expert to help you optimize the Medicare benefits available - wherever you live. Medicare Caddy, LLC is a licensed insurance agency that only works with existing or soon-to-be Medicare beneficiaries. Medicare Caddy KNOWS the Medicare course and is a leader in providing educational programs about the unique benefits of Medicare Medical Savings Accounts (MSAs) as well as other Medicare Advantage, Medigap and Part D Prescription Drug Plans.

Greg O'Brien is Managing Principal of Medicare Caddy, LLC. Based in Atlanta, GA, Medicare Caddy is a licensed insurance agency specializing in all forms of Medicare related insurance. Medicare Caddy has helped hundreds of people evaluate Medicare options and enroll in the plans that optimize their Medicare benefits.

Greg can be reached by email at [greg.obrien@medicarecaddy.com](mailto:greg.obrien@medicarecaddy.com), phone 404.821.1886 or visit <https://www.medicarecaddy.com/medicare-msa/AndersenAlumni>



### **Mortgage – Wintrust Mortgage**

Andersen Alumni Association is has partnered with Jennifer Sobocienski, (*alumnus from our Andersen Chicago office*) Senior Mortgage Consultant, NMLS 755995, and Wintrust Mortgage, the 11th largest bank-owned retail mortgage originator in the country with more than 200 lending offices across the United States, to offer our members a preferred lending partner and mortgage benefit. This program offers a dedicated team of mortgage professionals to serve our members and provides a \$500 Visa gift card after closing a residential loan with Jennifer at Wintrust Mortgage. For more information about the program and Jennifer's contact information visit [www.wintrustmortgage.com/andersenalumni](http://www.wintrustmortgage.com/andersenalumni).

### **Long Term Care – Insurance Coverage**

70% of Americans over 65 will need some form of long-term care. And that care will be expensive. According to a recent survey, the cost for long term care can currently range from \$48,000 a year for home care to \$98,000 a year for a private room in a nursing home; and costs are increasing every day. Planning for these expenses with long term care insurance can help you maintain your lifestyle, protect your assets and savings, and give you the options necessary to receive care and services.

BPB Associates of Atlanta has been helping families like yours with their extended health care planning needs for 33 years and has negotiated special discount carrier pricing for Andersen Alumni members. Click here for more information:

[www.bpbassociates.com/andersenalumni/LTC](http://www.bpbassociates.com/andersenalumni/LTC)

### **International Travel – Medjet Assist**

Medjet provides reduced annual rates for its Air Medical Transfer membership program on a voluntary purchase basis to North American members affiliated with ***Andersen Alumni Association***. Medjet provides single point coordination for the safety and protection of organizational clients and individuals/families as they travel for personal or business reasons - domestically and abroad. Zero cost beyond the membership fee for services coordinated by Medjet in medically transporting a member back to a home country hospital of their choice in time of need.

Medjet also offers an optional membership upgrade branded as Medjet Horizon that provides (among multiple membership benefits) a 24/7 Crisis Response Center for **Travel Security and Crisis Response** consultation and coordinated in-country services.

**Learn More/Enroll?** Persons from the U.S., Canada or Mexico can visit Medjet at

[www.Medjet.com/Andersen](http://www.Medjet.com/Andersen) or call Medjet at 1.800.527.7478 or 1.205.595.6626.

Reference Andersen Alumni if calling. Enroll prior to travel.

Reduced Medjet annual membership rates for persons from North America under age 75 start at \$250. Multi-year and short-term rates are also available. Rules and Regulations available online and provided with Member ID cards.

# **Social Media: Association's LinkedIn Group (Join), Company (Follow) and Facebook Fan Page (Like)**



Social Media is a great way for us to stay connected. To request the Association Status be added to your LinkedIn Profile click on the following URL to JOIN:

<http://www.linkedin.com/e/gis/38306/6E0CB25BC94E>

Additionally, you can “FOLLOW” the Association by clicking on the following URL:

[http://www.linkedin.com/company/andersen-alumni-association?trk=tabs\\_biz\\_home](http://www.linkedin.com/company/andersen-alumni-association?trk=tabs_biz_home)

To “JOIN” our new Facebook fan page simply click on the following:

<http://www.facebook.com/pages/Andersen-Alumni/182112725168442>