

**FOR IMMEDIATE RELEASE**

## **Indianapolis-based Benefit Associates Hires 12 new employees to accommodate growth**

### **Appoints Laura Butler to position of account executive and Brittany Rhea to wellness advisor**

INDIANAPOLIS—Oct. 30, 2007—Benefit Associates, one of Indianapolis' top benefits firms, announces today the company has hired 12 new employees to accommodate the firm's continued client growth. Within the last several months, Benefit Associates has retained new clients including Indianapolis-based ExactTarget, the leading provider of email marketing solutions, Lakeshore Bone & Joint Institute, northwest Indiana's largest orthopedic practice, Schurz Communications, Inc., the nationwide communications company based in South Bend, and Wabash Valley Power Association, an Indianapolisbased provider of electricity.

Two key new employees are Laura Butler, account executive, and Brittany Rhea, wellness advisor.

Butler joins Benefit Associates with four years of account coordination, service and communications experience. She is responsible for coordinating and communicating plan details to clients working in partnership with company client service teams. She also manages implementation of projects as well as leads teams to ensure timely delivery to clients. Butler is a Purdue University graduate with degrees in dietetics and nutrition/fitness/health.

Rhea joins Benefit Associates with a master's degree in wellness management and an undergraduate degree in health science from Ball State University. While studying to earn her degrees, she earned professional experience most recently as a graduate wellness resource coordinator at BSU, where she designed, managed and maintained wellness programs for human resource professionals, middle school students, college students and non-profits.

Additional professionals recently hired support various areas of expertise within the organization including accounting, client services and education. They include: Kelly Bannister, director of first impressions; Emily Bernfield, client coordinator; Carrie Cass, employee benefit educator; Andrew Fondow, benefit plan analyst; Nicholas Jenior, accountant; Carmen Lane, client coordinator; Rhiannon Loyd, client coordinator; Monica Rhodes, client coordinator; Jennifer Seffrin, executive coordinator; and Sharon Stephens, client coordinator.

#### **About Benefit Associates**

Benefit Associates, one of Indianapolis' top benefits firms, creates customized employee healthcare and welfare benefit programs for companies with 50 or more employees. Company representatives tailor programs to a client's specific needs, culture and goals using a systematic approach. This seven-step cycle serves clients and communicates in a way that provides a level of performance unique among employee benefit companies. For more information visit [www.WorkingWell4You.com](http://www.WorkingWell4You.com).