



THE INDEPENDENT CONSULTANT



LinkedIn



Share

Print-Friendly
NewsletterSearch
Back issues

CONTENTS

[Issue Notes from the Editor](#)

by Bill Ely

[More Ideas Are Needed!](#)

by James Ramenda

[From the Chairperson](#)

[Section Initiatives](#)

by Kevin Pledge

[Fast-Track Your Brand](#)

by Suzanne Bates

[To Build Your Business, Speak to Groups!](#)

by Ken Lizotte

[Playoffs?!?!](#)

[Fixing College Football](#)

by Pete Rossi

[Efficient Risk Identification in a Reformed World](#)

by J.P. Barela

ENTREPRENEURIAL
ACTUARIES SECTION

[Entrepreneurial Actuaries
Section Leadership](#)



Issue Notes from the Editor

by Bill Ely

In the November issue of *The Independent Consultant*, we provide several articles that may be of interest to the Entrepreneurial Actuaries Section (EAS) membership:

- Outgoing Chairperson James Ramenda reflects on today's entrepreneurial environment and how the EAS has responded.
- Incoming Chairperson Kevin Pledge discusses future EAS initiatives.
- Suzanne Bates, in "Fast-Track Your Brand," provides tips for how actuaries may build their brand.
- In "To Build Your Business, Speak to Groups!" Ken Lizotte provides guidance on the benefits of speaking and offers some techniques for effective presentations.
- We are pleased to present two additional essays from the 2010 EAS-sponsored Papers Competition, "Playoffs?!?! -Fixing College Football," by Pete Rossi and "Efficient Risk Identification in a Reformed World," by J.P. Barela.

Enjoy the Issue!

Bill Ely, ASA, MAAA, is executive director, Actuarial Services for Kaiser Foundation Health Plan in Portland, Ore. He may be reached at william.r.ely@kp.org or 503.813.3362.

[William Ely, Editor](#)

SOA Staff

[Meg Weber, Staff Partner](#)

[Jacque Kirkwood, Staff Editor](#)

[Sue Martz, Section Specialist](#)

OTHER SITES OF INTEREST

[Entrepreneurial](#)

[Actuaries](#)

[Newsletter](#)

[Resource Center](#)

[Member Benefits](#)



475 North Martingale Road, Suite 600, Schaumburg, Illinois 60173
Phone: 847.706.3500 Fax: 847.706.3599 www.soa.org