

THE INDEPENDENT CONSULTANT



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In this quarter's issue of *The Independent Consultant*, we feature a wide range of topics.

- Larry Stern, our chairperson, asks you to "Check us out." Check out Larry's article highlighting some of the offerings of the Entrepreneurial Actuarial Section (EAS).
- Ruth Ann Woodley weighs in on a book she considers a must read for all of us entrepreneurial actuarial types.
- Is part of your firm's marketing strategy to get your name out in the market via publishing articles? Carl Friesen offers some tips on writing how-to articles.
- Has your firm grown to the size where it needs additional employee resources? Douglas Reiter discusses talent acquisition during times of recession.
- Is your firm now big enough that employee benefit costs are becoming an issue? Jim Mooradian walks you through the pros and cons of self-funding your STD benefits.

We continue publishing from a selection of essays submitted to the EAS-sponsored Papers Competition last summer. Our first featured essay is titled, "Negate Failure and Legal ("N-F-L")—Optimizing Player Decision Making in the National Football League (NFL™)" by Nickolas J. Ortner. Nickolas received an honorable mention award for his entry. The second featured essay is John Dante's, "The Birth of an Independent Actuarial Consultant."

Enjoy the Issue!

Bill Ely is director, Actuarial Services of Coventry Health Care of

[The Birth of an Independent Actuarial Consultant](#)

by John Dante

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Nebraska and Iowa. He can be reached at brely@cvty.com or 402.995.7088.

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