



Integrated Benefits Corporation

SIMPLIFY, EDUCATE, ADVISE[®]
Financial Services for Professionals,
Entrepreneurs, Executives, Retirees

2330 WEST JOPPA ROAD
THE FOXLEIGH BUILDING, SUITE 107
LUTHERVILLE, MD 21093

410-321-6103 • 410-321-5885 FAX

WWW.INTEGRATEDBENEFITSCORP.COM

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IBC & YOUR BUSINESS

*Services for Individuals
and Businesses*

- Financial Planning*
- Investments*
- Long Term Care Insurance
- Disability Income Insurance
- Life Insurance
- Health Insurance
- Voluntary Benefits
- Education Funding
- Retirement/Pension Plans
- Employee Benefits
- Relocation Benefit Planning
- Executive Compensation
- Estate Planning Strategies
- Business Succession Planning
- Employee Financial Education Programs

*Offered by Jay Wilen, Susan M. Mitcheltree,
and Josh Goulding



IBC COMPANY PROFILE



When it comes to true authentic service, for 65 years Fred Meyer & Sons Insurance has strived to exceed its customers' expectations with its attention to detail while offering personalized service and competitively priced insurance products. With one office location in Baltimore County, FMS serves clients in four states including Maryland, Pennsylvania, Delaware and Virginia.

Fred Meyer & Sons Insurance is an independent agent representing a carefully selected group of financially sound insurance companies. Fred Meyer & Sons specializes in business insurance, workers compensation, homeowners, auto, umbrella liability, flood insurance, motorcycle, boat, recreational vehicles, etc.

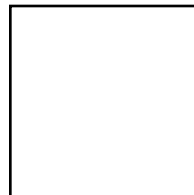
Recently confirmed on June 17, 2009, Fred Meyer & Sons most recent initiative is with the Maryland State Licensed Beverage Association (MSLBA), which is an exclusive agreement to represent all of the 5,000+ eligible members with its Property and Casualty Insurance program.

The Meyer family's third generation President is Terri Meyer Willett who is a lifelong Maryland resident and graduate of Towson University.

With its highly experienced staff, Fred Meyer & Sons will help your family identify all of your personal and business insurance exposures. Most importantly, the Fred Meyer & Sons Insurance team will help you protect what you have worked so hard to acquire.

Fred Meyer & Sons, Inc. | 7200 North Point Road | Baltimore, MD 21219 | 410-477-0900

* Robert M. Paff, Jay Wilen, Susan M. Mitcheltree, and Josh Goulding are Registered Representatives of and offer securities products and services offered through Park Avenue Securities, LLC (PAS), 954 Ridgebrook Road, Suite 300, Sparks, MD 21152, (410) 828-5400. Integrated Benefits Corporation is not an affiliate or subsidiary of PAS. The Registered Representatives are securities licensed in AL, AZ, AR, CA, CO, CT, DE, FL, GA, LA, MD, MI, MS, MT, NJ, NV, NY, NC, OH, OR, PA, RI, SC, TN, TX, VA, WA, DC, and the material is strictly intended for individuals residing in those states. No offers may be made or accepted from any resident outside those specified states. The associates of Integrated Benefits Corporation are not licensed to sell insurance in all 50 states. To find out if an agent is licensed in your state, please contact IBC at 410-321-6103. PAS is a member of FINRA/SIPC. Neither Guardian, nor its subsidiaries, agents or employees provide tax or legal advice. You should consult your tax or legal advisor regarding your individual situation.



Integrated Benefits Corporation

THE PULSE

FINANCIAL PLANNING & INVESTMENT MANAGEMENT SINCE 1989

Fall 2009

A MESSAGE FROM BOB



Hope all of you have had a wonderful summer and are settling into your fall routine. A lot has happened here at IBC in just a few short months.

We continue to grow and have added four new associates and established a strategic alliance I've been trying to find for years! More about all that later. With what seems to be a devastating year for many families who have lost loved ones, it seems fitting that I am writing to you during September, which is Life Insurance Awareness Month. With the loss of Walter Cronkite, Farrah Fawcett, Michael Jackson, and most recently Ted Kennedy, it reminds us how important it is to provide a legacy for those we love. You may be shocked to learn that 28% of all male head of household and 15% of female head of household have NO life insurance. And to add to that alarming fact - the average American has only \$245,000 in life insurance protection! Please see the section on Life Insurance Awareness for more information on this valuable protection.

On a more positive note, we at IBC continue to weather the economic storm that has caused so many to lose jobs and income. However, it has not come without its challenges. Yet, despite those challenges, we have added four talented individuals to the IBC team for what I hope to be a lifelong alliance!

Josh Goulding comes to us after roughly two years at AXA Financial. Josh worked primarily in the 403b market, helping non-profit groups set up their retirement plans. Josh will be working

with our rapidly growing medical student and medical resident market. Josh is off to a super start since joining us this spring and has been very well received by our family of clients.

Anne Heydrick joined IBC in the newly created position of Director of Planning and works with Jay in the Financial Planning aspect of the firm. Anne is a longtime client and friend of IBC. She brings with her many years of financial experience from her 17 years with Wells Fargo. We welcome her and look forward to all the support and expertise she will provide to IBC.

A recent graduate of Washington College, Kelly Spicer brings a friendly and refreshing presence as the New Business Coordinator. She will be assisting with the processing of all insurance-related business for new and existing clients. She provides excellent customer service and is here to help you with anything you may need.

Our newest associate, Diana Larmore, comes to us with many years of experience in the financial services market. Diana will focus on business owners and individuals in the retirement and pre-retirement stage. Diana's presence allows us to grow our business in the area of established and mature business owners and professionals. She speaks around the county to a number of civic and business organizations on a host of different topics.

Finally, after almost 20 years of searching, we have found a Property and Casualty firm that treats their clients like we do here at IBC. Terri Willett and her team of professionals at Fred Meyer & Sons have been serving Baltimore and the

surrounding communities for over 65 years. That gives us a combined 85 years experience! Since it was never our intention to be in the automobile, homeowners, and liability insurance market, we have been searching for someone who knows that market and is known for excellence in service. We have found that in Fred Meyer & Sons. You'll learn more about them in the profile of the firm on the back page of our newsletter. Feel free to contact them directly and tell them you learned about them through your IBC relationship; or call us and we'll arrange an introduction.

As we head into the last phase of 2009, let us hope that the worst of this economic downturn is behind us and better days are ahead for 2010. We here at IBC want to be part of your recovery and continued success!

Robert M. Paff, CLTC
President

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IBC WANTS YOU!

Integrated Benefits is expanding its advisor group and is looking for a relationship-oriented person who wants a new or different challenge. If you know anyone who is looking for a new career, an experienced financial advisor, an insurance broker, or a retired professional wanting to keep his or her skills sharp, IBC may be just the place. Successful advisors need a passion for financial planning, investments, or insurance. We are in search of people that are client focused, organized, full of integrity, willing to work with a team, and live by our corporate motto - Simplify, Educate, and Advise.

If you or someone you know are interested, please call Bob or Jay at (410) 321-6103.

THE MARKET AND YOUR MONEY



As a child, we all wanted answers and we wanted them now. The economy and the stock markets in the last 12 months have given us lots of questions to ask but not many answers.

Here are my top 12 tips for the market and your money:

- 1. Time Horizon:** Look at when you will need the money that is being invested. When your need is within 4-5 years, it is time to re-evaluate the portfolio.
- 2. Up & Down:** The markets always go up and down. You should have a plan in either direction.
- 3. Diversification:** A diversified portfolio does not guarantee against loss but should reduce risk.
- 4. Wave vs. Ripple:** Would you rather get hit by a wave or a ripple?
- 5. Emergency Reserves:** Always maintain a reserve account to help you get through those rough spots in life.
- 6. Financial News:** Be wary of the daily financial news. It is not always right!
- 7. Bond Investing:** Investing in bonds is not a bad thing.
- 8. Overlap:** Many mutual funds are invested in the same thing.
- 9. Risk:** If you are invested at the appropriate risk level, it should help you sleep at night.
- 10. Real Estate:** Real estate should be a part of everyone's portfolio, but not the majority holding.
- 11. U.S. Stock Markets:** The stock markets are more resilient than the people they serve.
- 12. Stay Invested:** Trying to time when the market will go up normally means your account will go down.

If you need help or would like to talk about the market or your money, please give us a call.

Jay Wilen
Executive Vice President



Recently, Bob Paff was honored to help out at the 4th Annual Brian's Baseball Bash, which benefits The University of Maryland Hospital for Children. The evening was hosted by Baltimore Orioles second baseman, Brian Roberts.

Fans mingled with Brian, other Orioles players and local sports stars while enjoying a night of games and great food! Brian's Baseball Bash is more than admirers celebrating their favorite players or getting an autograph or a picture, it's all about a larger and vital cause -- improving the lives of sick children in the greater Baltimore metropolitan area and in the state of Maryland.

It's nice to see someone like Roberts and the Baltimore Orioles do their part to improve the lives of many in the community.

TEAM NOTES



Josh Goulding
Assistant Vice President

Josh works with young physicians to develop a comprehensive financial plan to both manage their student loan debt and protect their growing incomes. With a background in retirement and protection planning, he will be a valuable asset to clients in all phases of their career. As an enthusiastic member of the team, he continues to grow IBC's position in the financial planning marketplace with a focus on young professionals including physicians and dentists.

A native of Washington D.C., Josh graduated from Georgetown University and is an avid sports fan.



Anne Heydrick
Director of Planning

Anne joined IBC as the new Director of Planning and works with Jay on the firm's growing financial planning practice. Prior to joining IBC, Anne spent 17 years with Wells Fargo Bank's Corporate Trust Services as a Market Research Consultant in Business Development. At Wells Fargo, Anne focused on accumulating, researching and analyzing mortgage market securitization data and produced various analyses and reports for all levels within the company.

Anne graduated from McDaniel College and earned an MBA in Finance from Loyola College. She is married to a Neurologist and has two active boys. They reside in Ellicott City.



Diana Larmore
Vice President

Diana will focus on financial planning for business owners, and people in pre-retirement and retirement. She is passionate about helping clients to adopt strategies that will enable them to accumulate assets, protect what they have, build a legacy and enjoy life!

Diana began her financial career in Manhattan and has been in the business for 25 years. She was a Financial Analyst in Strategic Planning at Shearson Lehman. From there, she was a Strategic Planning Manager of Banca Popolare di Milano's U.S. branch. Diana is a 1976 cum laude graduate of The University of Texas at Austin where she studied art and journalism.

Diana speaks seven languages. She and her husband moved to Severna Park so that they could enjoy the B&A Trail.



Kelly Spicer
New Business Coordinator

At IBC, Kelly is responsible for processing, tracking, and issuing all insurance-related business including: disability, life, long-term care, and health and group benefits.

She received her B.A. in Business Management from Washington College in 2008. She comes to us most recently via Washington College as an Admissions Representative. In the admissions department, she traveled to various areas and spoke with high school students about the college. She also enjoys horseback riding, and participates in a variety of community activities. Kelly resides in Towson with her family.

CLIENTS IN THE NEWS



Client **Courtney Filigenzi**, has recently written a children's book titled, *Let My Colors Out*. It is about a young child who is dealing with his mom's diagnosis and treatment of cancer. He experiences a range of emotions - scared, sad, jealous, feeling fine, denial, anger - that together form a rainbow of hope through this critical time. This age-appropriate communication tool serves up a memorable ending. The fully illustrated board book (concluding with a clever pop-up rainbow) can be a useful tool for parents, teachers, and counselors who deal with children ages 4-18. It will help children realize that they are not alone and that others have felt the same things. The book was published in July 2009 and is available online or in stores now.

Client **Matt Helme**, recently opened a new restaurant, *Maisy's*, in downtown Baltimore. When you're in the mood for good times and great cuisine, be sure to check out *Maisy's*. It is located where Copra used to be and features a downstairs lounge. The restaurant is located in one of the area's most pleasant settings and has a delightful staff and superb cuisine. The menu at *Maisy's* features a wide array of great selections, made from only the freshest and highest quality ingredients, with something sure to please every member of your group. *Maisy's* is sure to offer you a pleasant and unique dining experience every time you visit. "We want everyone to have a good time," Helme says. "Everyone's a guest." *Maisy's* was recently featured in Baltimore Sun writer Elizabeth Large's TABLE TALK. It is definitely worth a visit!



Client **Jack Barakat and his punk rock band, All Time Low**, were recently shown in People magazine getting three stars for their new album, *Nothing Personal*. "With their youthful energy and bratty attitude, these Vans Warped Tour punks make a strong case for perpetual adolescence," says People. Their album recently debuted at #4 on the Billboard Top 200 album charts. Congratulations to them on this great achievement! The band is currently on tour through the end of the year. You can check them out at <http://www.myspace.com/alltimelow>.

Client **Maurice Reid, MD**, was recently profiled in the University of Maryland Medicine Bulletin talking about becoming an entrepreneur. Reid is founder and president of ExpressCare Urgent Care Centers, a rapidly growing urgent care operation in suburban Baltimore. Since opening his first ExpressCare center in 2005, Reid has added three more locations, employs 60 people - including 15 physicians. He hopes to add one or two more centers in Maryland and eventually offer national franchises. Reid's strategy is working, he says. ExpressCare sees more than 40,000 patients a year. "I try not to stand pat," Reid says. "I am always trying to find ways to improve the business." He prides himself on providing excellent customer service and making sure patients are greeted by the staff and treated thoroughly and quickly.



LIFE INSURANCE AWARENESS

September is Life Insurance Awareness Month. It is coordinated by the nonprofit LIFE Foundation to make sure Americans are reminded of the need to include life insurance in their financial plans. Each September, LIFE is joined in this educational initiative by more than 100 of the nation's leading insurance companies and other industry groups.

Almost everyone knows they need life insurance, but almost no one wants to buy it. That's understandable. No one likes to think about dying, so we procrastinate, make excuses, or hope that we'll be one of the lucky ones that lives a long life. But what if you're not one of the lucky ones? What if you haven't planned properly? The amount of life insurance you own is likely to determine whether those you love will have a financially secure future or be confronted with years of financial hardship.

If you have any doubts as to how your family would manage without you, it's time to take charge of your situation by getting a life insurance check-up today.

STEP 1:

Check out LIFE's website, www.lifehappens.org. It offers a wealth of information about life insurance and the buying process. Spending some time on the website will educate you about key insurance terms and concepts, and give you the knowledge you need to make well-informed decisions.

STEP 2:

Know the right questions to ask. Once you've determined that you have a need for life insurance, the very first question you always need to ask is, "how much do I need?" If you die prematurely, you want to know that your loved ones will have enough money to continue living the kind of

life you hoped they'd have. Once you know how much life insurance you need, then you're ready to look at the various types of policies available to you (e.g., term insurance, permanent insurance or maybe a combination of the two).

STEP 3:

Call any of our professionals at IBC (410) 321-6103. There are lots of factors to consider when determining how much and what kind of life insurance to buy, and the purchasing process can be quite complicated. We will take the time to carefully assess your needs, and provide you with options from which to choose.

Don't gamble with your family's financial future for one more minute. Take charge of your life insurance situation today and rest easier knowing your loved ones would be taken care of if something were to happen to you.