

CBA E-Bulletin
March 2004

Health Benefits Committee Meeting
Monday & Tuesday, May 17 & 18, 2004
New York City

The CBA Health Benefits Committee hosts this informative meeting in May, which is open to anyone. Monday highlights include a workshop with Highmark Blue Cross Blue Shield regarding the CBA Highmark PPO arrangements, Pharmacy Coalition Update, Disease Management discussion and presentation on Health Savings Accounts by Towers Perrin.

Tuesday's session will be a Medicare Pharmacy Benefit workshop. Join us from 8:00 am – 3:30 pm for a presentation by Towers Perrin focusing on plan design, administration, financial and other issues relating to complying with the new Medicare pharmacy benefit.

For more information or to attend, please contact Dave Adams at dadams@elcabop.org as soon as possible.

CBA Annual Meeting - *Mark your calendars*
November 30 - December 2
San Antonio, Texas

Last year's conference was an overwhelming success with more than 200 attendees and we anticipate this year to be bigger and better. This is an excellent opportunity to network, meet with old friends and get acquainted with new ones. Program content covers information beneficial to all attendees.

From CBA Headquarters

Keep an eye out for dues renewal invoices coming soon in your mailbox. If you have any questions on your membership, benefits, etc, please contact national headquarters at 856-439-0500 or cba@ahint.com .

New Member Profile
Bruce Schall, Unity School of Christianity
Engineering Financial Success

Engineering - the application of science and mathematics by which the properties of matter and the sources of energy in nature are made useful to people

Bruce Schall received his bachelor's degree in engineering from the U.S. Military Academy. His training taught him how to approach and tackle complex challenges. But after six years of working on tanks and helicopters, his engineering skills, as he put it, "were no longer competitive." So Bruce decided to enter the world of business via an MBA from the University of Virginia, Darden School.

Accounting - the system of recording and summarizing business and financial transactions and analyzing, verifying, and reporting the results

So Bruce got his MBA and soon became the CFO of the Unity School of Christianity. Unity helps people of all faiths apply positive spiritual practices in their daily lives. Their principal ministries are prayer (Silent Unity), publishing (Daily Word), and education. Unity was founded in 1889 by Charles and Myrtle Fillmore and remains based in the Kansas City region. More than 500 employees currently work at their offices in Unity Village, MO.

When asked about his work, Bruce answered, "In this job I am awash in numbers. My favorite quote on this topic came from Jack Welch, the former GE CEO. When asked what metrics are most important for any organization, he answered, 'Customer satisfaction, the indicator of market share, employee satisfaction, the productivity indicator, and cash flow, the ultimate measure of success.'"

When not at the school, crunching numbers, Bruce finds solace at his home in Mission Hills, MO, reading the works of Thomas Jefferson. His wife, Nancy, is a speech pathologist working in the public schools. His son, Phil, is a senior at Virginia Tech. and his daughter, Anna, is a junior at his alma mater.

Engineer, accountant, husband, father... no matter how you try to define Bruce Schall, he will show you a measure of success.