



Burnham Benefits: Partnering for Healthier Businesses and Stronger Communities

by Kristen Allison, CEO, Burnham Benefits

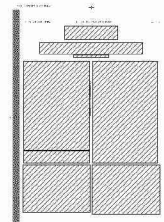
In 1995, when I acquired the benefits practice of John Burnham & Company and formed Burnham Benefits Insurance Services, it had been an industry mainstay for more than 50 years. Twenty years ago, significantly growing and enhancing a company with that level of visibility and success was a challenge, yet with the support of a consistently exceptional staff, Burnham has defied the odds—year after year—exceeding my own expectations by experiencing continuous growth, even during times of economic downturn. As proprietor of one of the largest female-owned employee benefits insurance brokerage and consulting firms in the western region, I am proud of the trail we have blazed while bringing Burnham from a staff of 13 and revenues of \$2.5 million in 2005 to revenues of \$21.2 million in 2015—an achievement I attribute to strategic partnerships and strong relationships within the industry and my current staff of more than 80 highly skilled industry professionals who manage more than \$1.5 billion in premiums.



Kristen Allison

Together, we have maintained a clear vision for Burnham’s future through a collaborative effort that ensures employees feel healthy, not only in mind and body, but also feel valued and respected. It is as important as the work we do. After all, when people are truly passionate about their work and feel appreciated for what they do, it carries over into every aspect of their lives, not just with clients, vendors and associates. The proof is in our 95% employee retention rate, as well as accolades that have come from inside and outside of the insurance brokerage industry. Burnham Benefits holds national recognition as one of the top 50 large group benefit brokerages in the U.S. in 2014 (*Employee Benefit Advisor*) and has been ranked *Business Insurance’s* #1 “Best Place to Work in Insurance” (2013, 2014). It has also been ranked #1 “Best Place to Work” by the *Orange County Business Journal* for four years running. In addition, on behalf of Burnham Benefits, I recently accepted the Founders Award presented by the Association for Corporate Growth, an achievement that belongs to all of our talented team members who consistently deliver outstanding expertise and insight to our clients.

Today, Burnham Benefits Insurance Services is one of the largest employee benefits brokerages in California and among the few to specialize solely in employee benefits consulting and brokerage services. Specialization has allowed our firm to emerge on the cutting edge of major trends in benefits programs, including healthcare reform guidance, cost-containment strategies, wellness



programs, legislative and corporate compliance support, underwriting and actuarial services and self-funded plans, which require a sophisticated understanding of funding arrangements. By taking the less traveled path of laser-focused specialization, the company has strengthened its foothold as a market leader and has proven its uncommon ability to successfully meet the complex needs of the private equity marketplace; companies experiencing high-growth and high-volume expansion; and those planning for mergers or acquisitions.

Working with our colleagues at Burnham Gibson Wealth Advisors Inc., Burnham leverages the robust resources to offer formidable support that is unique to the market. Serving a vital role as expert advisor and advocate for implementing cost-effective strategies, Burnham helps clients meet specific needs and negotiate the lowest costs through a collaborative approach that defines a customized benefits strategy in alignment with client objectives. Wielding the in-depth industry knowledge and Fortune 500 resources of a large firm, yet retaining the flexibility, creativity and consultative service of a boutique, Burnham has emerged as a leading provider of education, strategy and implementation support.

In addition to our renowned research-driven services, which cull from actuarial data and company-specific information, Burnham continuously adopts the latest software with innovative ideas and the most up-to-date online enrollment and administration systems to keep clients lean and nimble. Burnham advisors are also on the forefront of state and federal legislation and healthcare compliance procedures for clients' ultimate peace of mind. This becomes increasingly important in an environment where change is the norm and compliance is crucial. With all the resources a company devotes to benefits programs, it is vital that each employee understand his and her value to the global and holistic perspective of the organization. Burnham Benefits provides the year-round support and communication tools that ensure employees understand and appreciate their benefits—leaving clients free to focus on the heart of their business. With its ideal size, high-touch value-added services and depth of experience, as well as understanding of the larger marketplace in which it operates, Burnham is proud of the company's above-average client retention rate of 97% compared to the industry standard of 85%.

Burnham is renowned not only for its focus on building strong business relationships, but also for giving back. Active in the Orange County community, our staff has taken on large roles with after school programs and emancipated youth programs such as Insuring the Children, Orangewood Foundation, Mustard Seed Ranch, CASA Youth Shelter and CHOC. Most recently, Burnham joined the ranks of a growing consortium of more than 1,000 Certified B Corps from more than 60 industries throughout the world, working together toward one unifying goal to redefine success in business. As green becomes the new gold, B-Corps are setting a higher standard in the way businesses relate to all of their stakeholders, including their customers, employees, shareholders, suppliers and the communities to which they are connected. It's an honor that only deepens Burnham's commitment to carefully consider the impact of our decisions and how they affect the world around us. For Burnham, conscientious and sustainable growth includes—above all—protecting the environment and improving the quality of life within the communities we serve.

For more information, visit www.burnhambenefits.com. Visit 2211 Michelson Drive, Suite 1200, Irvine, CA 92612 or call 949.833.2983.



Burnham Benefits 20th Anniversary Employee Symposium



Burnham Benefits 20th Anniversary Open House: Steve Shultz (CEO, Shultz Steel), Kristen Allison, Tom Reed (CFO, Shultz Steel), Melanie Thomas