# OutReach Vol. 4, No. 1 2013

A Christian Brothers Services Publication

By The Sea
Tranquility, Respite and Retreat

How Health Care Reform is Strengthening Access to Immunizations

Stormy Weather
CBRMS Catastrophic Plan for Hurricanes



### From the desk of...

reparedness has become a hot topic over the last several years. In the years leading up to January 1, 2000 and the Y2K problem, companies within the financial, energy, power and communications areas were required to formalize business continuity plans (BCPs), many businesses and organizations followed suit. However, the idea of business continuity planning is not new, but at the very least decades old. As our director of business continuity planning likes to remind us, Noah was one of the first people to put together a business continuity plan - he was told a storm and flood were coming and he prepared.

"Preparation through education is less costly than learning through tragedy." This quote by Max Mayfield, director of the National Hurricane Center from 2000-2007, describes what we at Christian Brothers Services do daily. Whether it's research on the new healthcare legislation, creating a training program on identifying red flags for managing risk in religious organizations or studying the latest trends in retirement planning, we strive to understand and anticipate our members' needs

> and then find ways to meet those needs. Providing

educational materials, through manuals, webinars, our Speakers Bureau (Christian Brothers Services Speakers Bureau, page 21) and an online training platform, we help our members understand some of the risks and liabilities their organizations may face and what they can do to help prevent those tragedies. While Max's quote was referring specifically to weather-related events, it can be applied to any risk an organization may face and with education that risk can be greatly reduced. In this way, Max's quote is far more Lasallian than I think he would have imagined.

Just like your organizations, we too are a nonprofit, and as such, we prepare for the future, taking into account trends in the economy and the changing demographics of our market. We gather our board of directors, trustees, member advisory board and senior managers together every two years and strategize on ways to leverage the strengths and opportunities for each Trust (Trustee Summit 2013, page 22). We do this so we can continue to provide outstanding programs and services, exceptional customer care and meet the ever changing needs of the Catholic community.

Fraternally,

Brother Michael

Brother Michael Quirk, FSC, Ed.D. / President and CEO

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**Cover photograph** is the shoreline at Mercy Center at Madison in Connecticut.

Last Word photograph was taken in the courtyard of Saint Stanislaus in Bay St. Louis, Mississippi the day after Katrina.

OutReach is published by: **Christian Brothers Services** 1205 Windham Parkway • Romeoville, IL 60446-1679 *cbservices.org* • 800.807.0100





How Health Care Reform is Strengthening Access to Immunizations



Stormy Weather CBRMS Catastrophic Plan for Hurricanes



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### MAIL BAG

Please let us know what you think. Email your thoughts and suggestions to outreach@cbservices.org, your comments may be published in a future edition.

- "We are so appreciative of the annual wellness screening and flu shot program that Christian Brothers Services provides to our employees. We are also very pleased with the change to Blue Cross Blue Shield as our network provider."
- Sharon Oddo
   Providence Catholic High School
   New Lenox, Illinois
- "The coverage we have with Christian
  Brothers Services has been the most proactive
  and responsive source of protection for us.
  The staff, the legal team, the webinar offerings
  and the claim department have been
  indispensable to us in our recovery from
  Hurricanes Katrina and Isaac. I have the feeling
  that the folks at Christian Brothers Services
  see themselves as much more than a
  professional carrier; they understand that
  their work is a mission of sustaining Catholic
  schools, especially when the going gets difficult."
- Brother Bernard Couvillion, S.C.St. StanislausBay St. Louis, Mississippi

"Excellent customer service. You are put in touch the first time with the correct department to help with your issue. When 'Sandy' hit, our principal called me on Tuesday morning about the damage. Our maintenance director emailed me pictures of the trees, debris, blown-out window, etc.

I attempted to come to school immediately, but my residential area was hard hit, and the police asked me not to venture out on the highway until wires were lifted, etc. (for at least two hours). During these two hours, I sent all the pics and descriptions to our rep. By the time I came to my office, I was already assigned a claims rep and a claim number.

That's what I mean when I talk about excellent customer service!"

Wanda Feletski
 Nazareth Academy High School
 Philadelphia, Pennsylvania



### **CIO Box Check**

### The Evolution of Electronic Messaging

What's in your electronic inbox these days? Whatever it is, I'll bet it's different than it was 10 years ago. It's hard to believe, but there was a time when the pace of business was much slower than it is today. In a bygone era, business was conducted mainly face to face, via telephone and through paper documents sent back and forth through the U.S. Mail. It was considered normal to type a letter (after dictating it), send it and then wait for a response that may not come back for weeks. And that pace of business was considered fast. If you needed to move faster, you could overnight your documents. Obviously, those days are now long gone, and the pace of business has become much quicker.

In 1989, Christian Brothers Services (CBS) installed our internal email system and our first physical fax machine. Both of these were considered novelties at first, not requirements to conducting business, as the people you conducted business with also needed to have an email system and a fax machine. It was only the larger companies that could afford to have both of those luxuries to improve communication among their employees and to communicate with others.

At CBS, our systems are very important to us. We don't have much member walk-in traffic, so all member

services are essentially provided by employees and members using our electronic systems directly. Upon their first day, new CBS employees are provided an email address, a direct phone number and direct fax number. Instead of having three inboxes to manage these three communication methods, every employee has just one universal electronic inbox in one place, which is known as unified communications.

To give you an idea of volume, in 2012, CBS employees sent and received just under two million email messages. That doesn't include the additional 1.7 million spam and junk email messages our system filtered out before they could make it into anyone's inbox, saving everyone almost 15 minutes per day which can be put to better use. That equates to approximately 40 messages per day/per employee, on average, not including inbound voice and fax messages.

In 2013, it's the rare organization or individual consumer who has not taken advantage of email, voice and fax messaging to some degree, regardless of generation. With all this great communication taking place, it seems strange to think that any more change would be possible or even desirable.

Continued on page 6



The Stakeholders of the Future are already getting out of college and changing how business is conducted. This group has no idea what a rotary telephone is.

Electronic messaging has clearly been changing and evolving as evidenced by the fact that we are receiving less email, voice and fax messages these days. And odds are, you are experiencing the same phenomenon. But why, when we all thought everything was great and working perfectly?

The Stakeholders of the Future are the newest generations. Generation X numbers 51 million people and encompasses everyone born between 1965-1985. Generation Y numbers 100 million people and encompasses everyone born between 1985-2005. The tail-end of Gen X combined with all of Gen Y comprises the Stakeholders of the Future. These are the people that are going to be our future employees and future customers. They comprise half of the U.S. population and bring with them, to the marketplace and their future employers, a certain set of expectations and demands. Any market or employer that cannot meet these expectations will be left behind as these generations look elsewhere to work and to purchase goods and services. The Stakeholders of the Future are already getting out of college and changing how business is conducted. This group has no idea what a rotary telephone is, what life without a remote control is like, or that a TV Guide only kept track of a handful of channels because there were only a handful of channels in existence.

The tipping is not coming -- it's already here, and we need look no further than my own electronic inbox. I had approximately 250 messages yesterday, which is normal for me on any given day. Yes, my daily average is a little higher than the daily average of what was calculated above, but in my field that is an occupational hazard. Of the 250 messages, there were zero voice messages and one fax message, which was a junk advertising fax. That left 249 email messages, which for the most

part, were all valid. Our spam filtering system removes approximately 99 percent of the junk; however, some spam messages still figure out a way to get through every once in a while. Everything else comes from either employees, members and vendors that I know (10 percent), automatic system generated alert messages (3 percent) or from news, information and education sources that I subscribed to at one time or another (87 percent). The electronic inbox is losing its relevance.

The Stakeholders of the Future prefer more real-time communications methods over those of the past, and technology has advanced to the point where it can oblige and deliver. They are not making simple phone calls, sending faxes or leaving voice messages. They are utilizing newer communication methods like instant messaging and text messaging, text chatting and video calling. These new communication methods are being integrated into all of our existing systems, especially websites, to connect people like we've never been connected before. Combine all the mobile technology innovations with all the new communication methods, and you can see we have change coming rapidly. Mobile technology, including the devices and the wireless networks, has been improving. Cell phones have evolved into smartphones. Desktop computers gave way to laptops, ultraportable laptops and tablets. Everything continually gets smaller, more powerful, more connected, lighter and easier to use.

The new mobile technology provides access to all the newer communication methods, as well as the older methods. No longer are you tied to a desk or building. The ubiquity of powerful mobile devices which replaced the venerable cell phone, that only made and received phone calls, has resulted in everyone's office being exactly where they are, regardless of physical location.

### We've been building and expanding our use of the various real-time communication options and mobile devices for employees and members.

At CBS, we've been building and expanding our use of the various real-time communication options and mobile devices for employees and members. One of our goals in Information & Technology Services was to make *anything* available to *anyone-anytime-anywhere*. That includes laptops, ultraportable laptops, Apple iPhone and Blackberry smartphones, Apple iPad tablets, mobile Wi-Fi hot spots, and all the various accessories needed to stay connected to the office *wherever* users make their office at any given minute, on any given day.

We are continually adapting to improve the service we provide our members. We've been building and expanding our use of the various real-time communication options and integrating those features into our website. For example, social media outlets are interactive and near real-time. You've seen us create a social media presence using LinkedIn, Facebook, Twitter and WordPress – and you'll see us continue

to drive content through these channels. We will increasingly deliver more content designed for the smaller screens of mobile devices and to take advantage of the features built into those devices. We will equip our customer service representatives with the means to provide customer service via click to talk and click to chat features on our website instead of only 800 calls, email, fax and U.S. Mail.

Communication methods are great and varied and continually changing and evolving. How are you and your organization adapting to the changing communications landscape and to the Stakeholders of the Future? Imagine what your electronic inbox will look like in the next 10 years, if there is even such a thing as an inbox.

Tom Drez is the Managing Director of Information Technology Services, Chief Information Officer/Chief Privacy Office/Chief Security Officer at Christian Brothers Services.



Hosted board portal content management system



### Safe / Secure Information Sharing

Christian Brothers Services XpressIT Board Portal is a web-based hosted solution that makes board and committee communication easy, efficient and secure!

XpressIT Board Portal provides directors and committee members instant, secure, 24-hour access to all important documents and materials. Information in the portal is conveniently organized on a dashboard that displays recent updates and activities.

Administrators manage committees, documents, calendar items and members all in a secure environment. User settings and permissions are easily managed from a centralized administration console.

The XpressIT Board Portal can be customized to reflect your organization's logo and color scheme. Our website developers can also add custom-developed features to meet your special requirements and specifications, if necessary.



### boardxpress.org XpressIT to save on printing and binding costs, mail and courier services, and reduce paper waste. **Directors XpressIt to:** Receive board packets electronically Receive notification when new material is posted · Search for and retrieve important information Have secure instant access to necessary documents Administrators XpressIt to: · Reduce time spent on board administration duties · Manage and deliver documents through a secure web-based portal Reduce the need to print and mail sensitive Distribute information prior to the next board meeting Call today to get started on your portal! **800.807.0100** (Brian Page x3092) View our website portfolio at cbprograms.com.

## How Health Care Reform is Strengthening Access to Immunizations

We've all heard over and again that in order to stay healthy, delay or possibly avoid the onset of many diseases and to contribute to reducing health care costs, adults and children alike need to be proactive about their health. One way to be proactive about your health is to stay up-to-date on all immunizations/ vaccinations.

accines reduce the risk of infection by working with the body's natural defenses to help it safely and efficiently develop immunity to disease. Vaccines do this by imitating an infection caused by germs, such as bacteria or viruses – but this "imitation" does not cause illness. What it does do; however, is cause the immune system to develop the same response as it does to a real infection so that the body can recognize and fight the vaccine and the disease in the future - if it ever tries to invade the body. Some diseases, like polio and diphtheria, have become very rare in the United States, largely because we have been vaccinating against them (See chart of Vaccine-Preventable Diseases on page 9).

Both adult and child vaccinations are especially critical for those with chronic diseases. Vaccine-preventable illnesses such as the flu can make routine medications less effective, and reduce a person's ability to care for themself. For the older adult age group, vaccinations can contribute to heading off potentially deadly disease complications—such as being hospitalized for pneumonia, caused by influenza complications.

Receiving regular vaccinations is also a great way for adults and children to establish a medical relationship with a primary care provider. This type of non-critical visit can facilitate a discussion about other preventive health goals and health-related questions in a less



stressful setting. For adults without a regular primary care physician, immunizations are one of the few preventive care tools widely available through public clinics, drugstores and community vaccination drives. Since October 2012, members of the Christian Brothers Employee Benefit Trust have had access to vaccinations administered at local pharmacies through the prescription drug benefit. In addition, all preventative vaccines and administration costs are covered at 100 percent and require no claim forms if received at a network participating pharmacy. (Simply present the member ID card to the pharmacist at the time of service. Please remember to contact the network pharmacy in advance to inquire about vaccine availability, age restrictions and current vaccine schedules.)

With the new Patient Protection and Affordable Care Act (PPACA), you and your enrolled dependents are eligible for some important preventative services, including vaccinations, at no additional cost. These range from routine childhood immunizations to periodic tetanus shots for adults, as well as those vaccines found in the recommended immunization schedule for children, adolescents and adults. The Affordable Care Act will require health plans to cover recommended preventive services, such as vaccines, without charging a deductible, copayment or co-insurance.

#### **Vaccination Services for Adults**

Immunization vaccines for adults--doses, recommended ages and recommended populations vary. (See chart below)

### **Covered Vaccination Services for Children**

Immunization vaccines for children from birth to age 18 -- doses, recommended ages and recommended populations vary. (See chart below)

List of Vaccine-Preventable Diseases	Vaccination Services for Adults	Covered Vaccination Services for Children	Diseases that Childhood Vaccines Prevent		
Diphtheria	Х	Х	Х		
Hepatitis A	Х	Х	Х		
Hepatitis B	X	X	X		
Haemophilus Influenzae type B (Hib Disease)		Х	X		
Herpes Zoster (Shingles)	Х	Х			
Human Papillomavirus (HPV-Cervical Cancer)	Х	Х	Х		
Inactivated Poliovirus (Polio)		Х	Х		
Influenza (Flu)	Х	Х			
Japanese Encephalitis (Travel only)					
Lyme disease (Lyme disease vaccine no longer available in the United States)					
Measles	X	X	X		
Meningococcal	Х	X	Х		
Monkeypox (There is NO monkeypox vaccine. The smallpox vaccine is used for this disease.)					
Mumps	Х	X	Х		
Pertussis (Whooping Cough)	Х	X	X		
Pneumococcal (Pneumonia-causes bacterial meningitis and blood born infections)	Х	Х	Х		
Rotavirus		X	X		
Rubella (German Measles)	X	Х	Х		
Tetanus (Lockjaw)	X	X	X		
Typhoid (Travel only)					
Tuberculosis (BCG Bacille Calmette-Guerin)					
Varicella (Chickenpox)	Х	Х	Х		
Yellow Fever (Travel only)					

For up-to-date vaccination lists, please log-on to mycbs.org/health and click on Preventive Healthcare under the Services header.

Continued on page 21

### Stormy Weather

Christian Brothers Risk Management Services Catastrophic Plan for Hurricanes

Storm seasons over the past couple of years have proven to be very active, affecting areas of the country that historically, have been somewhat immune from the severity of damages like those sustained in recent outbreaks. However, Christian Brothers Risk Management Services (CBRMS) and the Risk Pooling Trust (RPT) were not taken by surprise over these named storms. A catastrophic (CAT) plan put into place by CBRMS diminishes the element of surprise and employs measures to address damages resulting from these monumental, weather-related occurrences.



A CAT Plan addresses weather-related events as they relate to named storms and is a practical plan for implementing the measures necessary to manage and mitigate the effects of a catastrophic storm. There are five basic steps in the CBRMS CAT Plan:

- 1 Anticipation\Weather Forecasting
- **2** Preparation\Providing Advance Notification
- Post Occurrence Consultation\
  Claim Reporting Assistance
- 4 Deployment of Vendors to Scope, Assess and Effect Necessary Repairs
- **5** Apply Safety Measures to Abate Future Losses

### Anticipation\Weather Forecasting and Preparation\Providing Advance Notification

We are all familiar with the old adage most things in life are as predictable as the weather. However, with today's technology, weather-related events are much more accurately predictable. CBRMS partners with brokerage services to gain access to state-of-the-art meteorology forecasting, allowing an active estimate for those areas of the country most susceptible to a named storm event. Once a storm event has been named, it triggers steps one and two in the CBRMS CAT Plan. After identifying all member organizations that are in harm's way of the named storm, the account management and claims management departments combine their efforts to call each identified member well before the storm hits, to offer consultation with regard to claim reporting access, availability and mitigation initiatives that may be employed to minimize the effects of storm related damage.

### Post Occurrence Consultation\ Claim Reporting Assistance

In the aftermath of a major weather event, CBRMS, in conjunction with our claims administrator, Gallagher Bassett Services, Inc., provide post-storm assistance with claim reporting. This includes consultations on what can be reasonably expected in terms of restoring damaged property and efforts that can be employed to sustain business operations. Mercy Center at Madison in Connecticut (By The Sea, pages 14 – 17) has experienced more than their share of hurricanes. The Center sits on beachfront property on Long Island Sound, and over the last three years experienced Hurricane Irene, Superstorm Sandy and Tropical Storm Andrea. Charles Frey, executive director of Mercy Center at Madison, sums up the reporting process, "The response is always quick and everyone with whom I've been in contact has helped to keep us calm and steadfast in moving forward and returning to normalcy. They've assured us that they'd do whatever they needed to do to get us back to normal as soon as possible. And in fact, they have."

### Deployment of Vendors to Scope, Assess and Effect Necessary Repairs

Critical to achieving maximum effectiveness is CBRMS's association with two other national business partners, RGA Services, Inc., our general adjusting firm, and BELFOR, our preferred vendor for restoration services.

RGA Services, Inc. coordinates their efforts with BELFOR to assure teams of construction experts are ready to enter the areas of devastation at the earliest opportunity so they can begin the emergency repairs necessary to mitigate damages, as well as provide support to restore business operations. Many of our member organizations provide critical support to the communities they serve and restoring their ability to provide services is of paramount importance. Our vendors, along with Christian Brothers Services personnel, perform a type of triage to assure needs are being addressed on the basis of proper priority. As experienced after Superstorm Sandy, there may be delays imposed by civil authorities that are simply unavoidable. Our goal remains to be active and aggressive in pressing civil authorities to allow our vendors to send their staff into the areas most affected to begin the process of assisting our member organizations in recovering from the loss. Frey agrees, "Within days they were on-site, assessing the damages and also looking to see if there wasn't anything else that

could be done to lessen the damages, for example, getting dehumidifiers in the building so that the mold wouldn't grow so quickly."

The effectiveness of our CAT plan, which has been in place for many years, has been tested time and again with storms dating back to Katrina, Ike, Gustav, Isaac, Irene, Tropical Storm Lee and most recently, Superstorm Sandy and Tropical Storm Andrea, where the damages sustained in these storms were all addressed with the utmost expediency. In fact, in many instances, our member organization's properties were among the first to reopen their doors and resume their ministries and missions. This, in our estimation, is the true measure of a successful CAT program. "It's been my experience with CBRMS," relates Frey, "that it wasn't about a company protecting its assets, but it was really about getting the ministry up, our ministry, up and running as quickly as possible so that our business was not interrupted."

Serving non-profit organizations, we have a fiduciary responsibility to our membership as a whole, to manage expenses and costs associated with repairs to storm-related damages. Cost containment measures are prudent in the overall management of storm-related losses. Employing competent vendors, with a proven history of performance, in our opinion, is the most crucial factor in containing the cost of storm-related damages.

### Apply Safety Measures to Abate Future Losses

Finally, we like to learn from our experiences. It is said, and we firmly believe, more can be learned from catastrophic events and failures than from successes. To that end, we employ our internal risk control specialists to scope, evaluate and develop plans that can be shared with all members in managing their assets and functionalities prior, during and subsequent to a catastrophic event. All of this in an effort to be prepared for any future weather episode that may threaten the safety and well-being of our membership.

Although no one can control the weather, we believe employing these strategic initiatives will have a mitigating effect on the severity of damages resulting from Mother Nature's temperamental behavior. Our hope is that no one reading this article is confronted by such an event.

Larry Baker is the Director of Claims and Risk Services for Christian Brothers Risk Management Services.

### Keep Your Business Up and Running with Good Business Continuity Planning

In a recent survey conducted by the Ad Council, 91 percent of business administrators indicated it was important to have a business continuity plan, yet only 38 percent reported their organization actually had one. Most administrators would agree their organizations are at risk to potential threats such as violent storms, fires, floods, etc. So why haven't more prepared to respond to these events?

Some organizations may be relying on a false sense of security when it comes to their ability to continue business operations after sustaining a loss to their facilities. The following are a few of the responses received from an informal phone survey conducted in 2012 with Catholic nonprofits on business continuity planning.

The question was, "Does your organization have a business continuity plan?"

"Yes. We back up our data." That's great! Hopefully it is backed up frequently, stored off-site and periodically tested to ensure the data is not corrupt. However, what will you restore those backups to? In addition to your data, you need computers, software programs, Internet connectivity, power and a place from which to work.

"Yes. We can work from home." Have your employees worked from home to ensure they have access to all the information and resources required to perform their jobs? Were those employees able to meet the needs of your clients/customers? Are you comfortable with employees using their personal or family computers for business purposes?

"We don't need a plan. We have insurance."

There is no question insurance is a critical element in recovering from the loss of your physical property. Insurance; however, does not cover everything.



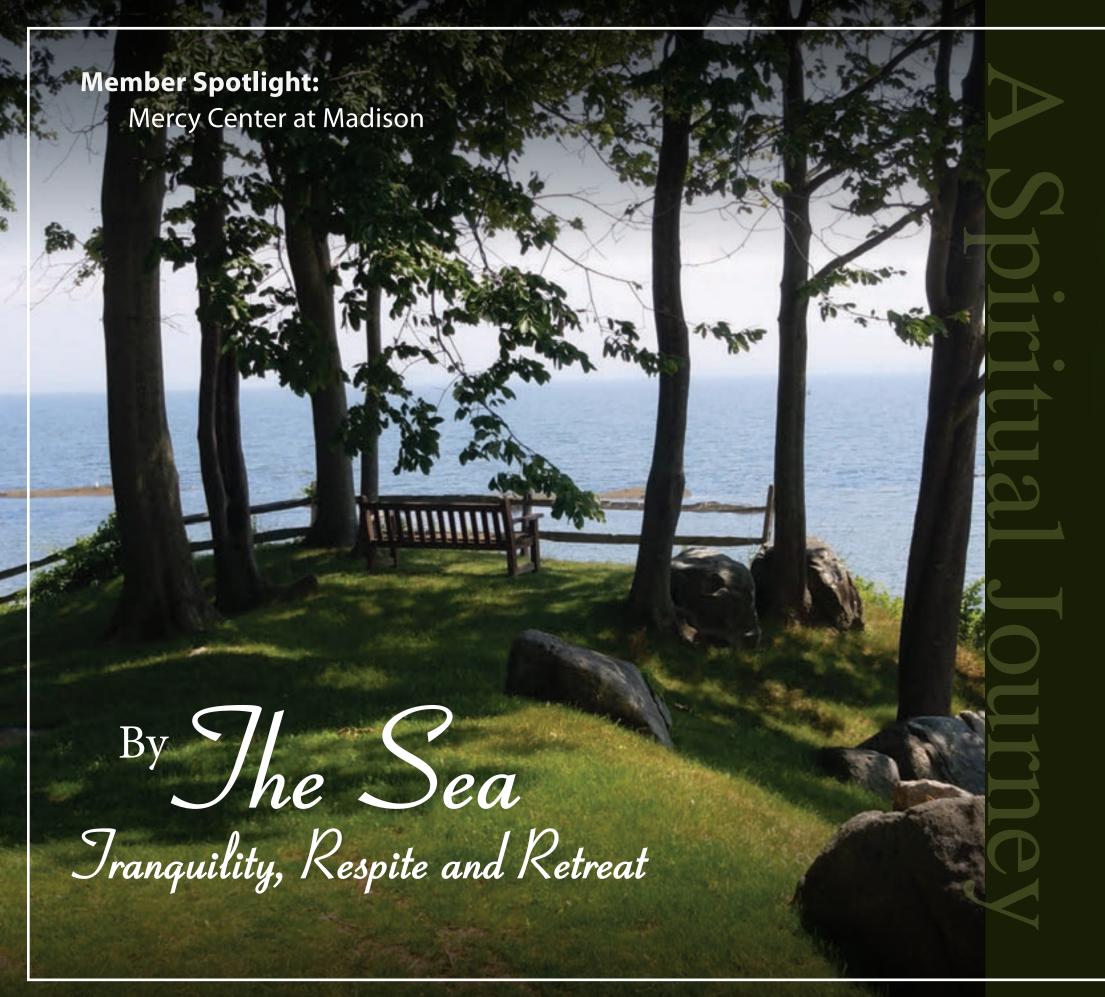
Insurance may cover the costs associated with repairing or rebuilding your property. It may also cover the extra expense associated with relocating to a temporary facility; however, it will not find a temporary facility for you, nor will it assist you in setting up that temporary facility with desks, computers, phones, copiers, fax machines or any other equipment essential to your operations. Your insurance coverage may include purchasing new computers and software programs, but it cannot restore your systems and data.

Finally, while insurance coverage may reimburse you for the temporary loss of revenue, it will not reimburse you for the permanent loss of customers/clients who have found other organizations to provide the goods or services that you once provided them. Don't hold on to false assumptions when it comes to the continuity of your business operations. You can avoid planning, but you may not be able to avoid the consequences of not planning.

Diane Engstrom is the Director of Business Continuity Planning at Christian Brothers Services. She regularly speaks on business continuity and preparedness topics.

Organization Name: Evaluation Completed By:	Date:						
INSTRUCTIONS: Complete the Preparedness Evaluation to understand your organization's current level of preparedness.  If you answer "Yes", rate your plan by placing an "X" in the corresponding box. 1 for poor and 5 for excellent.							
		1	2	3	4	5	Write Number Here
<b>Team</b> Does your organization have a business continuity team in place?	□ Yes □ No						
<b>Responsibility</b> Does your business continuity team clearly understand their responsibilities at time of disaster?	☐ Yes ☐ No						
Communication Has your organization's business continuity plan been clearly communicated throughout the organization?	☐ Yes ☐ No						
Identification Have you performed a risk assessment that identifies potential threats to your business operations?	☐ Yes ☐ No						
Preparedness Is your building wired for generator power?	☐ Yes ☐ No						
Generator Access Does your organization have access to generators and fuel at time of an emergency?	□ Yes □ No						
Remote Access Are your employees set up to work from home through a secure VPN connection?	☐ Yes ☐ No						
<b>Testing</b> Do you test a recovery plan on a regular basis?	☐ Yes ☐ No						
Data Does your organization have off-site data backup?	☐ Yes ☐ No						
Communication Plan At the time of a business interruption, do you know who will be contacting you with instructions?	☐ Yes ☐ No						
Grading Scale  0 – 24 Don't get discouraged if you are feeling a little overwhelmed with the planning process.  Remember, any progress you make today prepares your organization for tomorrow!  25 – 34 Congratulations. You've made some good first steps towards organizational preparedness, but don't stop now!  35 – 44 Good Job! You're almost there!  45 – 50 Excellent!						Your Total Score	

Content for this Preparedness Evaluation was provided by Agility Recovery. agilityrecovery.com.



n the hamlet of Madison, Connecticut, down a small winding road, the world seems to peel away before the first building even comes into view. Nestled among 33 acres of trees, gardens and a stretch of beach on Long Island Sound, sits Mercy Center, a spirituality center run by the Sisters of Mercy of the Americas, Northeast Community. "Mercy Center welcomes individuals and groups of diverse faiths and backgrounds to a peaceful place of natural beauty for personal, spiritual and professional renewal and growth," explains Sister Ann McGovern, RSM, associate director of hospitality and programs for Mercy Center at Madison.

The beauty and serenity of this place comes from understanding the origins of the Sisters of Mercy, knowing the rich history of the location and ultimately, acknowledging their traditions.

<sup>&</sup>lt; A bench overlooking Long Island Sound is one of the many places at Mercy Center to relax and appreciate nature.



Suscipe of
Catherine McAuley
Foundress of the Sisters of Mercy

Origins - Mercy Center at Madison is the sponsored work of the Sisters of Mercy of the Americas and rooted in the tradition of their founder, Catherine McAuley. Born in Dublin, Ireland, in the late 1700's, McAuley spent the early part of her life as the household manager and companion to an elderly couple. After their deaths, she took the money left to her by the couple, leased property, built a house on Baggot Street and

called it House of Mercy. It is from this house she and her associates served the homeless women and girls of southeast Dublin. Several years later in 1831, McAuley and two of her associates professed their religious vows, thereby, founding the Sisters of Mercy. Before her death in 1841, McAuley had expanded the Order with nine additional Convents of Mercy and two more branch houses.

Today, the Sisters of Mercy of the Americas continue the work Mother McAuley began more than a century ago, with communities throughout the world and approximately 10,000 vowed members. The Sisters take four vows, the vow of poverty, the vow of chastity, the vow of obedience and the vow of service to the poor, sick and uneducated.

Much like Catherine McAuley, who opened her home and provided hospitality to those in need, the Sisters of Mercy of the Americas, Northeast Community, rolled out the welcome mat and invited the public into their home, Mercy Center.

**History** - The property where Mercy Center currently stands was originally a farm estate, known as *Stonycroft* and owned by the Hotchkiss family during the late 1800's and early 1900's. The estate was bequeathed to Yale University in 1938 upon the death of the Hotchkiss' daughter and heir, Marie. That same year, the University sold the property to department store entrepreneur and philanthropist, William T. Grant, who leveled the majority of the estate and built a family summer home near the shoreline.

In 1948, Grant gifted his summer home and estate on the banks of Long Island Sound to the Church. The Archbishop at the time accepted the gift, after which he and the Sisters of Mercy exchanged properties, the Grant estate for a parcel of property in Hartford owned by the Sisters. The Sisters of Mercy took ownership of the property and established the Our Lady of Mercy Novitiate and Diocesan Sisters College. Over the next several years, the Sisters purchased surrounding land to afford the novitiate additional privacy and eventually built additional wings onto the main house.

Mercy Center first opened its doors to the public as a spirituality ministry in 1972, recognizing the need for a place people could go for spiritual growth and development. As McGovern describes it, "there is an incredible sense of peace experienced by people when they enter the road leading in to Mercy Center. For me personally, it is a feeling of being at home with oneself, with the Sacred and with creation that enables me to just be!"

Over the years, the Sisters continued to make changes. One of the remaining structures from the Hotchkiss farm, a turn of the century greenhouse, was restored to its previous grandeur and put back into use. In 1995, a three story home, originally owned by Marlo Thomas and Phil Donahue, was donated and moved from Westport, Connecticut, to Mercy Center. Now, the home called *Seascape* serves as a private retreat house on the grounds.

Photos from left to right - W. T. Grant Estate and additional wing with solar panels used for heating water throughout the building. The restored turn of the century greenhouse. *Seascape*, a private retreat house. Another area on the beach for private contemplation.

"We have our own organic garden here in which we grow food for our kitchen," explains Charles Frey, executive director of Mercy Center at Madison, "part of the commitment of the Sisters of Mercy to stewarding Earth's resources." And it doesn't stop at the garden; the buildings contain solar panels which heat the hot water system, energy efficient windows that are insulated and low flush toilets. The hallway and meeting room lights even have sensors, so they shut off when someone exits the area, in order to conserve energy.

One of the many special areas at the Center (and there are many) is a labyrinth which stands as a metaphor for the work that happens at Mercy Center. Frey explains, "The journey to the center is not the end and is not the goal. It's how you come to the center, both literally, figuratively and spiritually and then taking whatever you have received here and going back out into the community."

**Tradition** - The core values of the Sisters: respect; hospitality; mercy; reflection and community are reflected in the vision for Mercy Center at Madison, which McGovern explains is, "to nurture a relationship with the Sacred in self, others and creation that seeks to foster a just and compassionate world." Frey adds, "We believe that a just and compassionate world will come because people have taken the time to connect with what's inside of themselves, with one another, with their God and hopefully build stronger communities, stronger families, stronger ministries, stronger businesses."

The welcome mat is always out for visitors to come on their own, or as part of a group, for a day visit or to spend the night. For groups wanting a peaceful and tranquil place to hold a meeting or conference, Mercy Center at Madison is the perfect place. "One of the things I enjoy about the Mercy Center," relates Frey, "it's not just the retreats and the private time, but we do offer programming as well."

Mercy Center at Madison offers programs through two institutes, the Catherine McAuley Institute and the Awakenings Institute.

The Catherine McAuley Institute offers two programs. The School of Spirituality, which is a two-year spiritual formation program for adults who are seeking to deepen their understanding and experience of scripture, prayer, mission and the spiritual maturation process. The Spiritual Direction Practicum is also a two-year program, which trains and supervises those who are discerning a call to the ministry of spiritual companionship and direction. In addition, the Catherine McAuley Institute provides ongoing formation for spiritual directors and develops and offers themed and directed retreats.

The Awakenings Institute is open to visitors of all ages and invites participants, or seekers as they are called at Mercy Center, to awaken the Sacred in self, others and creation through a variety of offerings. "It is a great place for people to come to disconnect from all the outside noise that inhibits people from going inward and really getting in touch with God's presence in one's self," shares McGovern.

The staff at Mercy Center also offers an On the Road program, which reaches out to communities with visits to parishes, schools and community groups.

Following in their founder's footsteps, the Sisters have developed the Mercy For All program, which provides an opportunity, for groups of the materially poor and the professionals who work with them, to experience Mercy Center at little or no cost. "Sometimes the very people who need it most are the very ones that can't afford it. Mercy For All provides scholarships, so everyone is able to participate," explains Frey.

McGovern sums up her hopes for visitors to Mercy Center, "a deep knowing of God's loving presence all around them. A renewed, transformed relationship with the Sacred that enables them to 'go back into their world' and be the just and merciful presence that is so needed in our world." And the Sisters of Mercy of the Americas, Northeast Community are helping visitors accomplish just that. The Sisters personify Mother Catherine McAuley's charism of welcoming strangers and visitors, providing hospitality and extending a warm welcome to all. To experience it yourself, just visit Mercy Center at Madison in Connecticut. 🌣







### **Timeline:** Evolution of the National Weather Service

uring the early 1700's, the most basic meteorological instruments existed, but it was not until the early and mid-1800's, did weather observation networks begin to grow and expand across the United States. During the 19th century, it was the telegraph that was largely responsible for the advancement of operational meteorology.



Weather observations from distant points could now be collected, plotted and analyzed faster at one location.

**1849:** Smithsonian Institution supplies weather instruments to telegraph companies and establishes an extensive observation network. Observations are submitted by telegraph to the Smithsonian, where weather maps are created.



Joseph Henry, the first Smithsonian Secretary, is depicted showing visitors the weather map displayed in the Smithsonian Institution Building. The map was updated every day.

**1948:** USAF Air Weather Service meteorologists issue first tornado warnings from Tinker Air Force Base.



**1951:** The Severe Weather Warning Center, forerunner of the National Severe Storms Center, begins operation at Tinker Air Force Base, in Oklahoma.

1948

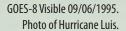
**1960:** The world's first weather satellite, the polar-orbiting TIROS I, successfully launches from the Air Force Missile Test Center at Cape Canaveral, Florida, on April 1, and was operational for 78 days.

**1970:** The U.S. Weather Bureau becomes the National Weather Service and became part of the newly-created National Oceanic and Atmospheric Administration (NOAA) within the Department of Commerce.

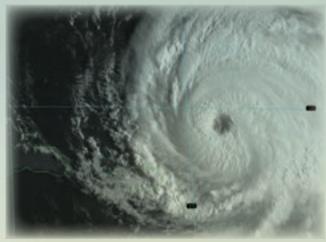
1975: The first "hurricane hunter" **Geostationary Operational** Environmental Satellite (GOES) is launched into orbit: these satellites with their early and close tracking of hurricanes, greatly reduce the loss of life from such storms.

1960

TsunamiReady

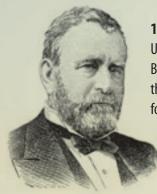


1970



1995

#### 1849 1891 1909 1916



**1870:** A new national weather service had been born within the U.S. Army Signal Service's Division of Telegrams and Reports for the Benefit of Commerce that would affect the daily lives of most of the citizens of the United States through its forecasts and warnings for years to come.

An Act of Congress was passed on February 9, 1870, and signed by President Ulysses S. Grant directing the Secretary of War to take meteorological observations and give warnings of the approach of storms. This was the birth of the National Weather Service.



Incident Meteorologists preparing to travel to a fire camp, circa 1920.

**1916:** A Fire Weather Service is established, with all district forecast centers authorized to issue fire weather forecasts. The Weather Bureau's fire district forecast center started at Medford, Oregon.

**1920:** Meteorologists form a professional organization, the American Meteorological Society, which is still active today.

**1935:** A hurricane warning service is established.

1995: The National Tsunami Hazard Mitigation Program (NTHMP), the nation's community - focused program to improve tsunami mitigation and preparedness of at-risk areas within the United States and its territories is created.

1951



**2011:** NWS began upgrading its network of Doppler radars throughout the nation with dual-polarization (Dual-Pol) capability, resulting in better estimation of heavy rainfall amounts in flooding events, improved hail detection in severe thunderstorms, and improved classification of precipitation types. Dual-Pol radar has the potential to improve forecasts and warnings and reduce the impact of hazardous weather on transportation.



1975

"The National Weather Service (NWS) provides weather, hydrologic, and climate forecasts and warnings for the United States, its territories, adjacent waters and ocean areas, for the protection of life and property and the enhancement of the national economy. NWS data and products form a national information database and infrastructure which can be used by other governmental agencies, the private sector, the public, and the global community."

Timeline content - http://www.nws.noaa.gov/pa/history/timeline.php 1849 photo - http://www.smithsonianconference.org/climate/exhibit-hall/smithsonian-archives/

1891 photo - http://www.mvs.usace.army.mil/About/History.aspx

1909 photo - http://www.noaa.gov/features/protecting\_1208/weatherservice.html

19

1916 photo - http://celebrating200years.noaa.gov/magazine/imet/ 1948 photo - http://www.outlook.noaa.gov/tornadoes/torn50.htm 1975 photo - http://www.aoml.noaa.gov/hrd/tcfag/J6.html

**1891:** Weather Bureau becomes responsible for issuing flood warnings to the public; Telegraphic reports of stages of rivers were made at 26 places on the Mississippi and its tributaries, the Savannah and Potomac Rivers.



**1909:** The Weather Bureau begins its program of free-rising balloon observations.

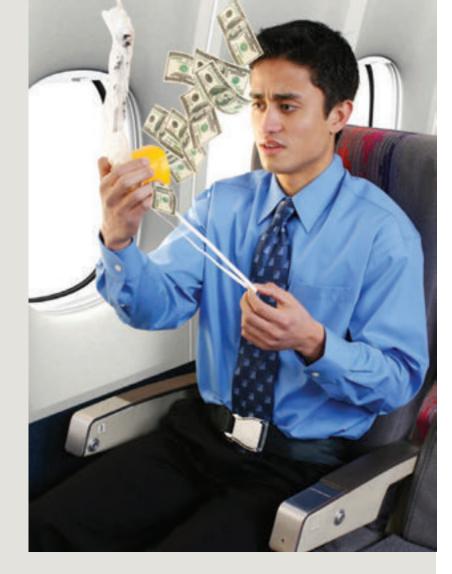
### Put On Your Oxygen Mask First

### Help Yourself to Financial Security in Order to Help Others

As some of you may know, I do a fair amount of traveling. While you get situated in your seat (you never really get comfortable), the flight attendant reviews the safety instructions. One of the instructions, which at first does not seem correct, is the use of the oxygen mask. The flight attendant tells you in the unlikely event of an emergency, to make sure you secure your oxygen mask before you help others. This seems extremely selfish, and as a parent, seems unnatural. However, when you really think about it, this approach is appropriate. You need to be secure in order to help others.

What does this have to do with retirement planning? Retirement planning works on the same premise, you cannot help others with financial security unless you are financially secure yourself, especially with your retirement. I hear employees talk all the time about how they cannot afford to save in a 403(b) or 401(k) retirement plan because of other commitments, such as buying a house or funding their children's college education. While these are important commitments, the reality is there are financial institutions and government programs that will loan you money to purchase a home or pay for college tuition. However, try asking a loan officer at a bank for a loan so you can retire comfortably, and then stand back and watch their reaction.

Today's generation has been referred to as the sandwich generation. They are sandwiched between supporting their children and supporting their parents. Do we want the same for our children? Like the oxygen mask, in order to help our children with their financial



security, we have to be financially secure with our own retirement savings. Saving for retirement today, helps provide a secure and comfortable retirement for yourself and your family.

Christian Brothers Services has a long history of providing retirement plans for Catholic institutions and we understand how to communicate with employees of these institutions in terms that are easily understood. We are happy to speak with employees on how to save for retirement. This service is included in our fee for existing members. We are also willing to provide a presentation to non-participating employers at a nominal fee. For more information or to schedule a presentation, please call Jim Ceplecha at 1-800-807-0100 x2630.

Jim Ceplecha is the Managing Director of Retirement Planning Services at Christian Brothers Services.

### How Health Care Reform is Strengthening Access to Immunizations

Continued from page 8

For you, our member, this means access to such vaccination services as:

- Routine vaccines for diseases such as measles, polio or meningitis.
- Flu and pneumonia shots.
- Regular well-baby and well-child visits, from birth to age 21.

In addition to expanding access to immunization under the preventive services rules, the Affordable Care Act includes the following immunization-related provisions:

- Provides authority to states to purchase adult vaccines with state funds from federally-negotiated contracts.
- Reauthorizes the Section 317 Immunization
  Grant Program, which makes available federally
  purchased vaccines and grants to all 50 states,
  the District of Columbia, five large urban areas,
  and territories and protectorates to provide
  immunization services to priority populations.
- Requires a General Accountability Office (GAO) study and report to Congress about Medicare beneficiary access to recommended vaccines under the Medicare Part D benefit.

These rules from PPACA not only eliminate costsharing for preventive services, but help bring peace of mind to the many people who postpone or skip important immunizations because of costs. According to the New England Journal of Medicine, Americans use preventive services at about half the recommended rate, even though the proven benefits of preventive services include short- and long-term effects on people's health, productivity, as well as the nation's health care costs. On page 9 is a chart that lists vaccination services for adults and children that are now covered. You can also visit the My Health Benefits website located at cbservices.org/health for a complete list of Health Care Reform Preventive Care for adults, pregnant women, adolescents, children and newborns.

John Airola is the Managing Director for Health Benefit Services at Christian Brothers Services.



### Book One of Our Experts

Many of the issues related to the topics of health, property/casualty, retirement and information technology can be confusing, complex and even perplexing. With this in mind, Christian Brothers Services (CBS) has formed a Speakers Bureau. Our Speakers Bureau consists of staff members who are qualified experts in their fields. They are educated and knowledgeable on their subject matter, and have years of experience working for a nonprofit, Catholic organization.

As an informational resource for your organization, CBS has made it easy to book our speakers for any of your conferences or meetings by simplifying the reservation process. Headaches on booking a speaker are eliminated with a streamlined process, as a single contact person will help identify which of our professionals best meets your subject matter and speaking needs.



Our experts are available to speak on a variety of topics including executive administration, business continuity planning, health, retirement, risk management, information technology and much more.

Visit our Speakers Bureau at: cbservices.org/speakers-bureau.html or call Brian Page at 800.807.0100 x3092.



### Trustee Summit 2013

The Christian Brothers Services (CBS) 2013 Trustee Summit was held on June 9 and 10 at The Hyatt Lodge at McDonald's Campus in Oak Brook, Illinois. The summit brought together the board of directors of CBS, trustees from the various trusts served by CBS and members of the organization's member advisory board.

Brother Louis DeThomasis, FSC, began the summit on Sunday evening with a presentation on the changing dynamics in the world, the Catholic church and the Christian Brothers, which included a look into the future. Joining the summit on Sunday evening was a delegation from Rome, Italy, which included the Vicar General and Bursar General of the International Institute of the Christian Brothers, Brother Thomas Johnson and Brother Francisco Lopez.

Monday's presentations included James Glassman, managing director and senior economist with JPMorgan Chase & Co., speaking on the critical trends in the economy and Ken Gronbach, president of KGC Direct, LLC, and noted author, discussing the demographics of our market, the country and the world.



The summit ended with an afternoon strategic planning workshop, which focused on leveraging the strengths and opportunities and overcoming the weaknesses and challenges for each Trust.

"This year's summit provided the group of directors and trustees insight into the shifting demographics and the changing economy," stated Brother Michael Quirk, FSC, Ed.D., president and chief executive officer of Christian Brothers Services, "which lead to a successful strategic planning session. It also created a renewed sense of enthusiasm among this group of CBS ambassadors."

The theme of the summit, One Company: A Mosaic of Ideas, focused on identifying critical issues, outlining goals for the coming years and ensuring these goals are in line with Catholic teachings and doctrine.

The next Trustee Summit will be held in 2015.

### Preparing for PPACA

Key Decisions for Laying the Groundwork

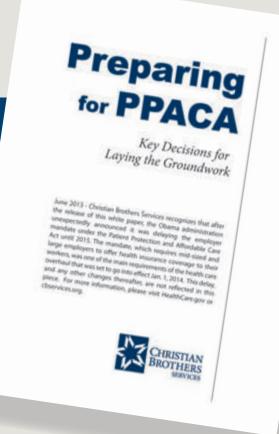
he Patient Protection and Affordable Care Act (PPACA) has the potential to impact every employer in the United States, and Catholic employers are no exception. PPACA may significantly change the way a Catholic employer offers healthcare coverage to its employees.

There are many options for Catholic organizations to provide healthcare coverage, including self-funding, working with an outside private insurance company, connecting employees with Medicare and Medicaid or partnering with a qualified church plan. Before PPACA goes into full effect, an organization will need to decide if providing healthcare should be included as part of the organization's total compensation package to attract and retain employees in the future.

Determining how your organization will respond to the legislation should be an intentional process that considers several different factors. A new white paper by Brother Michael Quirk, FSC, Ed.D., president and chief executive officer of Christian Brothers Services and John Airola, managing director of Christian Brothers Health Benefit Services, discusses some of the factors and offers tips for decision-making.

The full version of the white paper includes information on the employer mandate, summaries of benefits and coverage, a list of key questions organizations should ask about their current plan, as well as provides resources to help employers communicate with employees about exchanges.

To receive a free copy of the white paper, "Preparing for PPACA – Key Decisions for Laying the Groundwork," visit www.cbservices.org/preparingforppacawp.



### Brother William L. Walz

### Endowed Scholarship Awarded



The Brother William L. Walz Endowed Scholarship for the 2013-2014 academic year was awarded to Ian Ziarko, a computer science major at Lewis University in Romeoville, Illinois. Ziarko will be starting his senior year this fall, but already has plans to continue his education after graduation by adding a master's

degree in Information Security. "The momentum the field is carrying is larger than ever and the problems needing to be solved are just as large," states Ziarko, "I couldn't be more excited to be studying in one of the most important fields to our society and equipping myself with such an exceptional skill set."

While studying full-time at Lewis University, Ziarko also works as a cyber security co-op technical staff member at Argonne National Laboratory in Lemont, Illinois. Explains Ziarko, "Each day I have the privilege to work alongside some of the brightest minds in the industry and couldn't be more appreciative to be in my current position. I work on research topics that assist in providing comprehensive computer security software solutions and policies that help keep the laboratory's scientific research and data secure from threats."

As an avid cyclist, Ziarko has participated in the annual H.I.S. Home for Children 300 mile bicycle ride for the last six years. The ride raises funds for the H.I.S. Home for Children orphanage in Port-au-Prince, Haiti, which provides shelter, medical care, proper nutrition and education for the children in Haiti. "The goal is always to help the kids at the orphanage as much as possible. I am humbled by this opportunity and reminded how much I've been blessed with in life," relates Ziarko. He is currently developing a website for the fundraising ride to raise awareness about H.I.S. Home for Children.

Ziarko joins past recipients, Ross Goers and Ryan O'Keefe (see "Walz Scholarship Recipient Discusses Opportunities" next page), as the third recipient of the annual Brother William Walz Endowed Scholarship.

### The scholarship honors Brother William L. Walz (1941-2010) for his years of service and dedication to the Christian Brothers and Christian Brothers Services. Walz served as President /CEO of Christian Brothers Services from 1985-2008. The next scholarship will be awarded in the spring of 2014 for the 2014 – 2015 academic year to a Lewis University senior in Computer Science or the College of Business who has a GPA of 2.75+, and has demonstrated leadership activities during their college career.

### Walz Scholarship Recipient Discusses Opportunities

Ryan O'Keefe was a senior marketing major at Lewis University when he was awarded the Brother William L. Walz Endowed Scholarship for the 2012 - 2013 academic year. He spent the summer of 2012 as a team member in the marketing department at Christian Brothers Services and got to experience, firsthand,

how a busy marketing department works.

O'Keefe shared his thoughts on both, "The opportunities the Brother William Walz scholarship from Christian Brothers Services provided me with were truly amazing. Not only did the scholarship help fund my education during my senior year

at Lewis University, but it provided me a summer of on the job experience in a very talented and focused

marketing department. I had the opportunity to write for their branded publication, prepare and present a social media marketing plan, write and distribute internal reports and articles, perform industry research and become more familiar with programs including Lotus Notes and Photoshop. Perhaps the

> best part of the entire experience was the chance to work with such a great group of professionals who were constantly working to help me learn as much as possible in my time there. Earning the Brother William Walz Scholarship proved to be a much larger blessing then I ever could have imagined and I hope anyone who has the opportunity

to work at Christian Brothers Services takes full advantage of that opportunity."



Brian Page

Conference Manager for Business Development, Brian Page joined Christian Brothers Services in 2011 with nearly 30 years of experience in finance and business development. He earned an MBA from Regent University in Virginia and over the years has worked as a bank vice president, investment manager, financial planner and the executive director for a nationally recognized non-profit. In addition, Brian is a certified chaplain and is currently pursuing his Ph.D. in Christian counseling.

Continued on page 26

### A Few Moments with ... Brian Page

Continued from page 25

### What does your role in Business Development entail?

My role is to help Christian Brothers Services remain competitive and grow our Trusts via our strategic plan by identifying, assessing and developing new business opportunities. Much of this is accomplished through coordinated marketing plans that are designed to retain current business, increase existing business and capture new opportunities.

### Is Business Development a new division at Christian Brothers Services?

No, Business Development is a department within the Marketing division, and we work closely with the marketing communications team and are often involved in strategic marketing and planning with our main divisions - Health Benefit Services, Information & Technology Services, Retirement Planning Services and Risk Management Services - setting sales objectives and the methods to reach them. Our concentration is on organizational growth initiatives regarding market and target member segments, and our ability to serve our member's needs with the various products and services we offer. This includes sales presentations and participating in meetings with members along with external vendors and collaborators.

### Trade shows must be very important in what you do; can you talk about the shows you attend?

Throughout the year, I have the privilege of representing Christian Brothers Services by attending and supporting approximately 10 trade shows around the U.S. With the help of our Senior Business Analyst, Dave Pipitone, we coordinate all of the logistics including: traveling to the site, booth set up and tear down, shipping items, displaying our marketing materials, sponsorships and lining up workshop speakers. In addition, we also meet with current members and present our services to potential new organizations. Typically, we exhibit at venues where we have the opportunity to be in front of key decision makers. A few of the staple conferences that CBS participates in year after year include: Lasallian Chief Administrators of Secondary Schools Association (LASSCA); National Association of Church Personnel Administrators (NACPA); Diocesan Fiscal Management Conference (DFMC) and The Resource Center for Religious Institutes (RCRI).

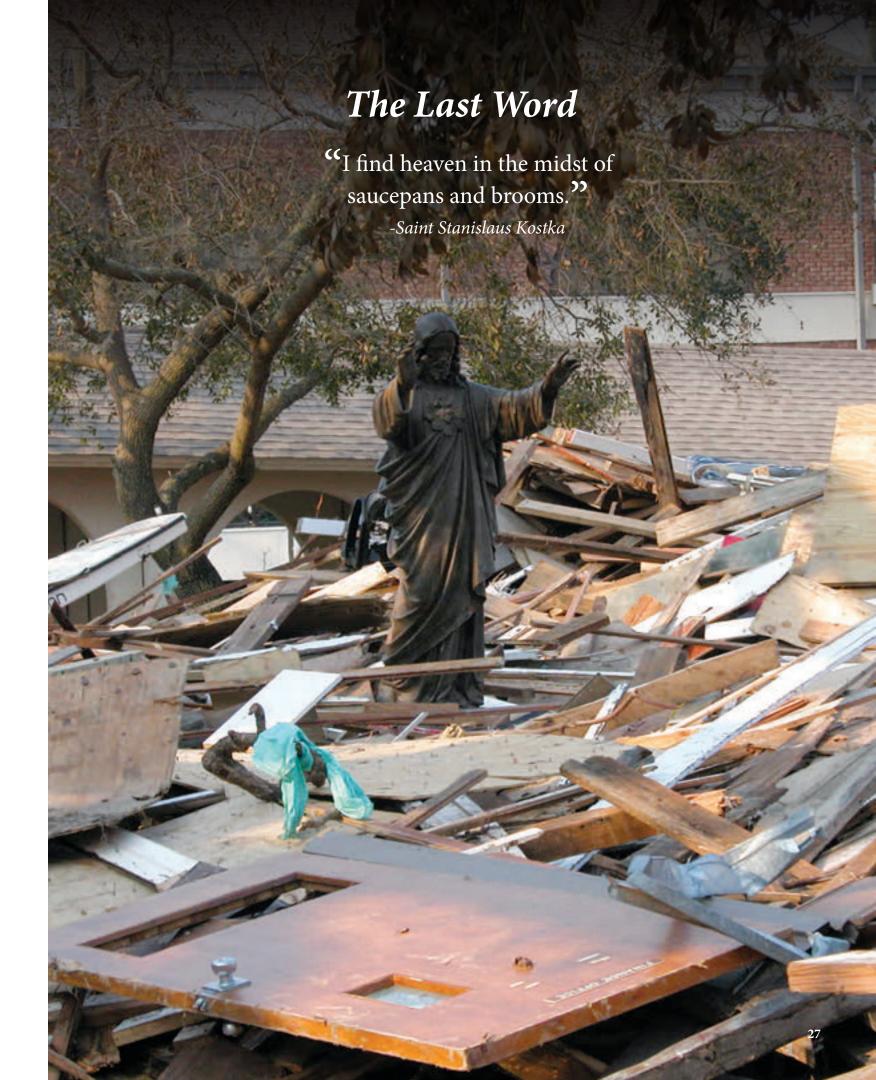
Each trade show is unique and affords us the benefit of interacting with top Catholic leaders from around the country thus fulfilling our mission of serving the Catholic Church community and other faith based organizations by responding to their managerial needs.

### Describe the new vendors Christian Brothers Services has joined forces with.

CBS currently is working with several consulting partners, which are facilitated by Business Development. These collaborative relationships have been set up in order for us to assist our members in areas where they may have a specific need outside our scope of services. Over the years, we have had numerous members contact us for advice and recommendations. So, rather than leave them without the help they are looking for, we made a conscious decision to develop key relationships with a few trusted advisors who we are comfortable referring our members to for expert assistance. In a relatively short period of time, our quiver of services has continued to grow as we now are able to offer consultation services in Executive Search, Real Estate, Fundraising, Information Technology and Mobility Review.

#### How do members inquire about these partners?

The process is very simple. A member organization makes an inquiry via phone, email or through our website request form. Business Development follows up with them, gathers the necessary information and then has the collaborator contact them. Occasionally, CBS employees, during the course of a conversation, may discover that a member has a dilemma that requires resolution. In those cases, the staff person will hand off that individual to us in Business Development and then we take it from there in assisting the member. Of course, our main objective is to always do whatever is necessary to meet the needs of every single member that we serve. We recognize that if we don't take care of the member, somebody else will.





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