

## RICK & NICKI LARSON NAMED BTBJ HONORAR CHAIRS

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### FOR IMMEDIATE RELEASE

BILLINGS – A couple who have been pioneers in the health insurance industry and leaders in the community will be the Honorary Chairs of the Rocky Mountain College Black Tie Blue Jeans Scholarship Benefit, Friday, Nov. 6, 2009.

Rick and Nicki Larson co-founded Employee Benefit Management Services (EBMS), Inc. in 1980 as a way to administer a self-funded health insurance plan they designed for a Montana manufacturer, launching one of the Northwest's first and foremost Third-Party Administration (TPA) companies. Over the past 30 years, EBMS has created a system that provides cost effective plan management through integrated management programs for hundreds of clients located in Montana and throughout the United States.

“We're honored and delighted to have been asked to co-chair this important event, as we join members of our community to celebrate the Champions and raise support for student scholarships. As parents of two RMC graduates, and business owners who have hired RMC graduates for key leadership areas in our company, we are intimately familiar with the exceptional value of a Rocky education,” Rick Larson said.

While building their business the Larsons also sought ways to build a better Billings, serving on a number of non-profit boards, including Rocky Mountain College, St John's Lutheran Ministries, Ronald McDonald House of Billings, Ronald McDonald Charities of Montana, Billings Symphony Society, and the Western Heritage Center.

“The Larsons honor us by serving as our chairs this year,” said Rocky Mountain College President Michael Mace. “They have been long time supporters of Rocky and they recognize how important our annual scholarship benefit is, enabling the College to provide help to hundreds of students.”

This year's 22nd annual event will be held at the Billings Hotel & Convention Center, with silent and live auctions, a gourmet dinner and music by the Midlife Chryslers.

Rick and Nicki Larson have continued to innovate in the industry by promoting measures for cost control, quality management, and customer service at EBMS and have become one of the nation's leading administrators of self-funded group health benefits. They also extend these same benefits to their own company, which is headquartered in Billings and has regional offices in Portland and Denver.

Rick Larson is a nationally recognized expert and speaker on the topic of self-funding and has chaired the 400-member Society of Professional Benefit Administrators and the National Association of Employee Benefit Administrators (representing more than 4

million U.S. employees). Nicki Larson has led studies and moderated national programs for the Society of Professional Benefit Administrators and has been active in user groups advocating for industry software enhancements.

People interested in attending this year's BTBJ scholarship benefit may get tickets by contacting Shari VanDelinder, RMC executive director of development, 657-1173 / [vandelis@rocky.edu](mailto:vandelis@rocky.edu). Information about the event, including auction items, is online at [rocky.edu/alumnifriends/btbj](http://rocky.edu/alumnifriends/btbj).