



**Joseph M. DiBella**

EVP / Managing Director, Health and Benefits Practice  
TRIAD 1828 CENTRE  
2 Cooper Street, Camden NJ 08101  
856-552-4618  
[jdibella@connerstrong.com](mailto:jdibella@connerstrong.com)  
[www.connerstrong.com](http://www.connerstrong.com)

INSURANCE | RISK MANAGEMENT | EMPLOYEE BENEFITS

February 10, 2021

Mr. Colleen Mahn  
County Administrator  
County of Somerset  
20 Grove Street  
Somerville, NJ 08876

Re: **Marketing and Sales Expansion Proposal, Southern Skylands Fund**

Dear Coleen:

Thank you for the time to discuss a how we can together rapidly expand and grow the Southern Skylands Fund ("the Fund"). We agree that the Fund itself is an enormous asset to the County/taxpayers and that is growth will help in managing healthcare costs and serve as a best in class form of shared services. The Fund was launched on January 1, 2020 so the pandemic has been a hindrance thus far, as it relates to expansion. We believe that 2021 (and beyond) will be a pivotal year to begin the advancement of the Fund in its set region.

Sales growth will require a real focus across the Somerset, Hunterdon, Warren and Sussex areas at the municipal and school board level. As discussed, our firm is prepared and capable to leading and managing this growth. Below is an outline of the proposed scope of services to achieve sales and Fund growth:

Proposed Expanded Services

- Assign designated sales team to advance and manage the Fund's sales and growth;
- Lead all sales and marketing effort for the Southern Skylands Fund ("Fund"),
- Manage sales and marketing on-line and in person evets and functions designed to educate and promote the Fund to area entities;
- Design and use customized sales, educational and promotional material for the Fund;
- Manage all broker relationships and build a broker distribution channel for the Fund;
- Perform all one on one group meetings and prospect sessions;
- Manage and oversee all applications to the Fund and oversee the sales and cost development process;
- Provide sales and marketing reports to the Fund on a regular basis;

Our current agreement with the Fund can be modified/expanded to include the new services outlined above; "marketing manager". In thinking of the scope and work necessary, we propose a fixed annual fee of \$75,000 that could be added to the Fund's budget on a pro-rata share basis. The fee shall include all of the services named above, including the creation and issuance of marketing materials, "email" campaigns, print literature, etc.

We are prepared to send this outline to the Fund as our formal proposal but wanted to vet this with you first. I look forward to discussing this with you on our call of February 16<sup>th</sup> at 9am.

Sincerely,

A handwritten signature in black ink that reads "Joe DiBella". The signature is written in a cursive style with a long horizontal line extending to the right.

Joseph M. DiBella