

# EMPLOYEE INCENTIVE PLANS, INC.

## OUR FIRM

Employee Incentive Plans, Inc. (EIP) is an Employee Benefit Consulting Firm specializing in the design and administration of Qualified Pension, Profit Sharing and 401(k) Plans for Corporations, Partnerships and Self-Employed Individuals. We also assist Employers in establishing other forms of Employee Benefit Programs such as Cafeteria Plans and Non-Qualified Executive Compensation Plans. Providing services since 1974, EIP has consistently been one of the major benefit consulting firms in the Austin area providing plan design, document, administration, and insurance services. Our goal is to provide professional service using the most efficient systems available to keep legal and administrative costs at a minimum.

EIP, an Austin firm, provides services to Austin, Dallas, Bryan/College Station, Houston, and surrounding areas. We believe EIP is uniquely qualified to provide services to the medium and small sized employers. However, we are capable and can service larger employers. We are committed to benefits consulting and administration services with an average of approximately twelve years of experience per professional employee and affiliates. The size and technical expertise of our firm allows us to provide personal level of assistance through the design and decision process. Determination of which type of plan to use will depend on a variety of factors such as the benefits provided by the current plan and the desires of the plan sponsor. The cost variation between the different plan types may also influence the decision. Individually designed plans are the most costly while the use of prototype documents is less expensive. EIP advocates the use of the Prototype Plan documents as they are the least expensive and accommodate most small to medium sized employers.

***Bruce A. Rice CPA, AIFA*** Owner and President of Employee Incentive Plans, Inc. of Austin, Texas, started in the employee benefits field as a Tax Manager with Peat Marwick, one of the largest accounting and consulting firms in the world. While there, he specialized in employee benefits and tax consulting for small to multi national publicly traded companies. He was trained in the benefits and consulting out of Peat Marwick National Office in Washington D.C. His background and expertise provide an excellent foundation for consulting businesses in the development of retirement plans, cafeteria plans, and deferred compensation arrangements. He also will assist the principals of such businesses with personal financial and estate planning.

His education includes a Bachelor of Science degree in Accounting from the University of Houston. Before coming back to Texas, he had completed one half of the Masters of Taxation at Bryant College in Rhode Island. Mr. Rice, who enjoys public speaking, was often invited by the Rhode Island Society of Public Accounting, Institute of Management Accountants and several Chamber of Commerce Associations to teach or lecture on benefits or tax issues. He has also lectured for the Austin Society of Certified Public Accountants.

He is a member of the American Institute of Certified Public Accountants, the Texas and Austin Societies of Certified Public Accountants, Estate Planning Council of Central Texas and the Austin Association of Life Underwriters. He is currently a Professor Emeritus at University of Texas teaching ERISA tax law. He is President-Elect of the board of the Learning Center of Austin. He formerly participated in the Funds Allocation Committee of the United Way of Austin and was a board member of the Family Elder Care of Austin.

***Lisa A. Schallenberg CPA, QKA, AIFA*** Executive Vice-President of Employee Incentive Plans, Inc. has been in the benefits field since 1991. She obtained her Bachelor of Science degree in Accounting from the University of New Orleans. Her knowledge of operations and administration allows our clients to receive the most efficient and timely plan services. She is a member of the American Institute of Certified Public Accountants, the Texas and Austin Societies of Certified Public Accountants, American Society of Pension Actuaries and has participated in public speaking.

***Jamie D. Hobbs CPA, QKA***, Vice-President of Operations, has been in the benefits field since 1995. She obtained her Bachelor of Business Administration degree in Accounting from Texas Tech University. Her knowledge of plan design and administration allows our clients quality service throughout the entire plan process. She is a member of the Texas and Austin Society of Certified Public Accountants, American Society of Pension Actuaries and is involved in a variety of community activities.