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## **Gene Tyler Serves as Keynote Speaker at Benefits Conference**

### *Workplace Benefits Mania*

**Iselin, NJ, July 22, 2016** – InRoll+, a U.S. Employee Benefits Services Group (USEBSG) firm, announced today that Managing Partner, Gene Tyler, served as a keynote speaker at the Workplace Benefits Mania conference held in Las Vegas, NV from July 18-20, 2016. The annual conference brings together 600+ brokers, agents and advisers to discover the latest strategic approaches, tools and technologies to grow their benefits practices.

Gene served on a panel of industry experts for the keynote session on “Disruptive Technologies Impacting the Benefits Landscape.” Attendees received insightful information on how technology has disrupted the benefits marketplace and how new technologies can give brokers and voluntary benefits specialists a competitive advantage. The event was sponsored by SourceMedia, publishers of *Employee Benefit Adviser*, *Employee Benefit News*, and a number of other insurance and financial services industry publications.

Gene has been in the Voluntary Insurance business for over 31 years, the majority of which he has specialized in the Educator market. He founded InRoll+, then known as United Specialty Benefits (USB), in 1995. InRoll+ has become a nationally recognized Benefits Administrator in the K-12 market and helped develop many of the products and services used today for this unique marketplace. InRoll+ entered into the Internet Enrollment business in 2003 and became a pioneer in the Online Enrollment and BenAdmin market. InRoll+ became part of U.S. Employee Benefits Services Group in August 2010.

### **About U.S. Employee Benefits Services Group**

U. S. Employee Benefits Services Group is a Division of U.S. Retirement Partners, Inc. and, with headquarters in Iselin, NJ, is the nation’s largest independent K-12 public school and governmental employee benefits and retirement planning services firm, also serving the corporate and non-profit marketplace, with over 1.2 million clients serviced through 30 regional Partner Firms.

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