

# Branch, Keiser & Saunders: Partnering for Benefits

The **Airport Minority Advisory Council (AMAC)** recently approved the integration of a new Association Health Plan (AHP) option for its members. “We are partnering with insurance industry leaders to offer the most robust and cost-savings plans possible exclusively for AMAC members,” **Krystal Brumfield**, the organization’s president, said in the announcement.

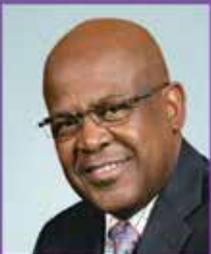
**By Jessica Dusek**

“This is a vision that we all have been waiting on to come to fruition,” says **Aubrey Branch** about the collaborative partnership between **Branch Benefits Consultants** (Las Vegas, Nevada), **Keiser Consulting Group** (Newport Beach, California), and **Leslie Saunders Insurance Agency** (Lutz, Florida), which delivers the plan on behalf of AMAC. “It’s coming to light in a way that is so appropriate for the market today, we are honored to be able to be an integral part of building the infrastructure.” Branch’s exuberance is a result of a partnership formed with **Leslie Saunders** and **Tracey Keiser**.

Branch Benefits and Leslie Saunders Insurance are similar companies and long-time members of AMAC. The companies are working together to bring all of their skill sets to

the AHPs for AMAC members. Keiser is the architect of the AHP, having been involved in this since the plans were first announced. Branch and Saunders will lead the marketing efforts within the airport concession industry and Keiser will provide a compliant platform.

In October of 2017, Keiser and Branch began discussing the new AHP’s opportunities that were becoming a part of the future of benefits. “AHPs were becoming a realization and sure to bring strong advantages for business members and their employees,” Keiser describes the niche opportunity. The former officer of a Fortune 100 insurance company found herself with the prospect of a strong collaboration. Brainstorming sessions began, pulling together industry expertise and reinforcements. Saunders, the only woman-owned firm to be certified in United Certification Programs in all 50 states, 240 airports and by the **Women’s**



Aubrey Branch



Quincy Branch



Tracey Keiser



Leslie Saunders



Craig Scurato

**Business Enterprise National Council**, was well informed of the organizations and their resources to fuel the project. Her son, **Craig Scurato's** 20 years expertise supporting the industry in employee benefits, was also a plus. Key areas of focus were spent on membership retention and new acquisition.

The team developed a road map and designed and implemented a program to support AMAC in all states within the airport insurance market. Branch, who has 30 years in business development within the insurance industry, also added his son, **Quincy Branch**, to the team. Following in his father's footsteps, the younger Branch's 18 years in the industry with Registered Health Underwriter (RHU) and Employee Healthcare Benefits Associate (EBHA) designations allowed for his passion and background in finance to add to the project needs.

By empowering smaller businesses with larger benefits, the collaboration changes the game for small businesses offering their subscribers more appealing benefits. "One of the advantages

provided by [this benefit], is that it solves the challenge small employers face in trying to bring comprehensive benefits to their employees," explains Keiser. "Smaller businesses just don't have the buying power." She continues, "An attraction for AMAC to bring this benefit program to the forefront, is certainly retention of their current membership and added value for the attraction of new members."

In addition to helping airport-related businesses with attractive benefits for employees, the industry, as a whole, benefits by appealing to full-time and part-time employees. "From a benefits standpoint, [they] are a critical component of any employer/employee relationship," explains Keiser. "The objectives and all efforts are aligned to introduce a very comprehensive benefit portfolio so AMAC benefits, along with their membership." AMAC is very proactive in relaying this information to its members, through newsletters, informational webinars and in-person gatherings.

The learning curve continues as the program rolls out in the coming year.

"It's refreshing and important to be a part of a collaborative group. You need to have the best of the best and that's what we bring to the table," explains Keiser. As new and existing members continue to grow, so does the opportunity to reach new markets. "As communication and interaction occurs with team members and staff, that takes on a life of its own."

Saunders explains. "Today it's important to collaborate with people to go after larger contracts. When everyone brings their skill sets, we have the expertise. I think this is one of the best stories of my career."

"I think what I've learned more than anything else through my 25 years in business, is [to] always have partnerships and relationships," explains Branch. To understand the magnitude of the audience they are reaching, he concludes, "You need all the players and everyone to play their positions—know how to stay in your own lanes."

To learn more about the AMAC AHP, please visit [www.bksbenefits.com](http://www.bksbenefits.com) or call 800/506-7036. ◆

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