



## FOR IMMEDIATE RELEASE

### Introducing KellMoore & Associates (formerly BCC)

I wanted to personally tell you about an important and exciting change at our company.

On March 1, 2023, Tyler Moore and I assumed ownership of Business Compensation Consulting, with a corresponding name change to **KellMoore & Associates, LLC**. We are honored to continue the excellent services and reputation established by BCC co-founders Kathy Smith and Kelly Earls, and humbled to be entrusted with the legacy of this company.

**While this is a transition in ownership, it won't change how we support you.** We will continue to deliver the industry-leading, customized executive compensation and benefit plans required for today's credit unions to succeed. Let me remind you of our capabilities:

- **Maria Kell:** I joined BCC in 2010, attaining partner status in 2019. With more than 40 years in financial services, including 10 years as a credit union executive, I've applied my expertise in mergers and acquisitions, audit, and accounting to craft creative and effective executive compensation and benefit plans for many organizations.
- **Tyler Moore:** Tyler joined BCC in 2016 with more than 28 years of experience as a credit analyst, lender, community bank president, and financial advisor. Tyler's expertise helps credit unions retain key staff through qualified and nonqualified benefits packages, business succession planning, and transition arrangements.

While stepping back from day-to-day operations, BCC co-founders Kathy Smith and Kelly Earls will continue to lend their expertise. Starting in 2005, Kathy and Kelly pioneered the effort to provide customized executive compensation plans to credit unions, eventually expanding their services to other for-profit companies and building a firm foundation for the current enterprise.

Moving forward, I urge you to keep KellMoore & Associates in mind for all your executive compensation and benefits needs, including:

- Strategic compensation planning and consulting
- Incentive-based executive benefits packages
- Insurance policy analysis
- Benefit expense offset/corporate-owned life insurance plans
- Investment products and services through Northwestern Mutual Investment Services
- Board education

If you'd like to talk specifics, or simply want to visit about what this ownership transition means for you, please don't hesitate to contact me.

*Maria Kell*

Maria K. Kell, CFP®