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FOR IMMEDIATE RELEASE

## **Indianapolis-based benefits professionals announce merger Establish new name AscendUSA Expand cost saving product/service-line offerings and Relocate to Meridian Street business corridor**

INDIANAPOLIS—May 12, 2010—An Indianapolis-based benefits company, formerly doing business as Benefits Strategies, announces today that owner Joseph E. Guzman has merged operations with long-time Indianapolis benefits professional Steven D. Goodin. Together the partners are establishing a new business name, AscendUSA, expanding the company product lines, and opening offices on the northside Meridian Street business corridor. The company owners and representatives notified clients about the news with letters and phone calls last week.

“As Steve and I began talking about the possibilities of merging our companies, clients and services, we discussed our mutual vision that involves not only helping business clients find the best health and commercial insurance products, but also helping to better manage all costs to improve the bottom line financials for our client companies,” says Guzman. “The name AscendUSA is a far better reflection of our vision to expand the scope of our partnership with employers to help them move their business to the next level.”

Guzman, Goodin and their team will continue to offer employee benefit brokerage/consulting services to companies in Indiana and beyond, and they are expanding their services by creating two new divisions:

- The Commercial Insurance Division will offer brokerage/consulting services in property and casualty lines, general liability, workers compensation and related-lines of coverage.
- The Cost Center Analytics Division has exclusively contracted with a leading software technology firm to maximize client’s purchasing efficiencies and improve cost center performance (outside the scope of benefits) for Indiana employers with annual sales of \$10 to 500 million.

AscendUSA is now operating from its new office location along the northside’s Meridian Street office corridor at 10333 N. Meridian Street, Suite 200, Indianapolis, IN 46290. The company anticipates adding 15 professionals over the next year.

AscendUSA was co-founded by Joseph E. Guzman and Steven D. Goodin in 2010 to present businesses with greater opportunities to make high value purchases at the lowest possible cost. The company operates three divisions: Employee Benefits; Commercial Insurance; and Cost Center Analytics. Specialists work in partnership with clients to help them reach their full business vision and growth potential. AscendUSA represents more than 100 Indiana mid-to-large size companies. For more information visit [www.ascendusa.net](http://www.ascendusa.net) or call 317-660-7600.

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