



CRITICAL TOOLS FOR BUSINESS



AGRIPLAN/BIZPLAN



FLEXSYSTEM



MAPP



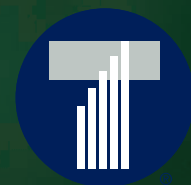
PHIED



COBRATODAY



DIRECTPAY



TASC

TOTAL ADMINISTRATIVE SERVICES CORPORATION



CRITICAL TOOLS FOR BUSINESS

When the idea for a small business germinates—whether in retail, professional, or agricultural environments—it reflects the true essence of what the business is all about. It starts with crystalline concepts: “We can provide a better product” or “This is a service that people need” or “We can do that better or cheaper or faster.” It encompasses a thrilling combination of excitement, apprehension, drive, and desire.

Chances are, however, that **benefits administration, efficient utilization of tax codes, and complex financial planning aren't part of the original idea.** But these things are absolutely critical for success.

Simply, TASC provides the tools to allow business owners to get back to the fundamental purpose, the original idea, the whole point of their businesses. How? By providing a team of financial professionals uniquely qualified to deliver superior products and services. By understanding that small businesses still face big and complex issues and offering specific assistance. By developing and delivering programs to reduce benefits costs while increasing profits. By removing the worry. By providing a set of skills and experience so you can focus on your business.



WE ARE OUR CUSTOMERS.

Unlike some companies, we offer a unique and thorough understanding of what businesses want—we understand, because we are our customer, too. We know how our services need to work, and we use them ourselves in real-world conditions. With our employees using and benefitting from the very services we sell, we have a powerful perspective on what works, what doesn't, and how everything fits together.

From the perspectives of the employer and the employee, we take great pride in helping our business clients succeed. With exceptional products and know-how, it's our total commitment.



1975

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1977

1978

1979

1980

1981

In a small farm community, Don Rashke becomes licensed in insurance, works in estate planning, and creates an agency that eventually becomes TASC.



THE TASC APPROACH: FAST, ACCESSIBLE, ACCURATE, COMPLETE

We bring four critical components to every aspect of our business: fast response, availability of staff, accuracy in our work, and doing the complete job. Why? The nature of our products demands it. But more importantly, we demand it of ourselves.

WE PROVIDE EXCEPTIONAL AND ALWAYS-ACCESSIBLE SERVICE

At TASC, we pride ourselves in providing a level of service that no one else can approach. We offer friendly toll-free support, internet access and an interactive voice response system which extends our service to 24 hours a day, seven days a week.

WE MAKE A COMMITMENT TO WHAT HAPPENS AFTER THE SALE

We understand the sales process can seem complicated and time-consuming. With our FAST TRACK approach, a sales support representative contacts clients and personally assists in setting up their plans.

WE OFFER IN-DEPTH KNOWLEDGE AND TRUE EXPERTISE

Designed to meet the ever-changing education, consultation and information requirements of our clients, we've formed a team of individuals with tremendous experience in the areas of taxes, retirement plans, insurance, audits, small business, and employee benefits. We keenly understand that expertise combined with education is a powerful tool, and only TASC makes it available to clients and providers.

WE USE TECHNOLOGY TO VASTLY IMPROVE EFFICIENCY

We continually use technology to improve our service to the direct benefit of our clients. From delivery of data via the internet to developing custom systems to improve efficiency, we welcome the changes the future brings. We're proud to be at the forefront of the industry.

1982

1983

1984

1985

After significant growth, Section 125 Cafeteria Plan services were sold and administered under the name Insurance Center Administrators (ICA).

1986

ICA develops a stand-alone Section 105 Plan called AgriPlan.

1987

1988

ICA reduces insurance activity to focus on administration of Section 125 and 105 Plans

EVERY TASC TOOL STARTS WITH A CLEAR MISSION

Many companies have vague mission statements, filled with ambiguities and virtually meaningless words. Not at TASC. Our clear mission is simply this:

We work as a team to contribute to our customers' financial success. This is achieved with innovative services, worthwhile educational opportunities, and excellent customer service.

That's a distinct mission, and we keep it in sharp focus. With genuine concern, we listen, respond, and provide. We value prosperity, but never at the expense of integrity. And above all, we work together to achieve great things.

Thank you for considering TASC, the market leader in benefits administration.



Don Rashke
Don Rashke
Chairman

AGRIPLAN/BIZPLAN



Our flagship money-saving product, AgriPlan (for farmers) and BizPlan (for small business owners) are IRS Code Section 105 Medical Reimbursement Plans. Available to business owners nationwide, **this plan saves substantial tax dollars.** Businesses can deduct 100 percent of these types of costs: family health insurance premiums, out-of-pocket medical expenses, and vision and dental expenses not covered by insurance.

THE BOTTOM LINE

The average participant gains more than \$9,000 in additional business tax deductions, saving in excess of \$2,000 annually in taxes.



1989

1990

ICA creates a subsidiary—**Total Administrative Services Corporation (TASC)**—to house Section 125 services.

1991

1992

1993

TASC creates the **FlexSystem** software program for self-administration of Section 125 plans.

1994

1995

Dan Rashke is named CEO of ICA.

FLEXSYSTEM



FlexSystem, an IRS Code Section 125 Cafeteria Plan, enables employers to offer employee benefits on a pretax basis. With FlexSystem, employers use our services to handle the proper administration and operation of the plan. **This plan controls benefit costs without restricting choices.** FlexSystem saves both employer and employee money. The employer saves payroll tax and because their eligible expenses are purchased with pre-tax money, employees save on their State, Federal and FICA taxes. The most common expenses include medical or health-related insurance premiums, eligible medical expenses, and dependent care expenses. Beyond direct bottom-line savings, it also helps attract and retain good employees.

THE BOTTOM LINE

Participating businesses save an average of \$300 per employee per year in payroll taxes.

DIRECTPAY



DirectPay, commonly referred to as a Health Reimbursement Arrangement, is an employer-paid reimbursement program for health care benefits. It allows employers to annually set aside a specific amount of money for employees to pay for health care expenses. **With this plan, employers can switch to less costly, high-deductible insurance. The amount of money saved is then used to fund the DirectPay account, which reimburses the employees.** For the employee, choice is maintained—he or she is free to search for the best and most efficient health care. For the employer, DirectPay offers the ability to pay only for the services that are actually used.

THE BOTTOM LINE

DirectPay brings more predictability and potential tax savings to the employer, and more choices and control over health care to the employee.



COBRATODAY



COBRA administration is difficult on many levels, with no room for error. A mistake, delay, or missed deadline could put a company in jeopardy. **COBRAToday ensures compliance and saves valuable time by completing all the paperwork, handling employee notification, and managing the quick transfer of premiums.**

Third-party administration through COBRAToday ensures your compliance, saves time, and eases the emotional burden.

THE BOTTOM LINE

COBRAToday puts inherently complex COBRA administration into expert hands and reduces employer liability.



<p>1996 ICA and TASC merge, with ICA taking TASC's name. Maximum Advantage Pension Planning (MAPP) program is created.</p>	<p>1997</p>	<p>1998 Planning for Higher Education (PHiEd) service is created.</p>	<p>1999</p>	<p>2000 TASC celebrates its 25th anniversary.</p>	<p>2001 COBRAToday service is introduced.</p>	<p>2002 DirectPay service is introduced.</p>
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MAXIMUM ADMINISTRATIVE PENSION PLANNING (MAPP)



MAPP facilitates the establishment of effective business retirement plans. These plans include Profit Sharing, 401(k), SIMPLE, and SEP.

By determining the best-suited pension plan for small businesses, MAPP builds retirement savings for owners and employees. It helps select particular features and tax savings, and offers powerful long- and short-term tax advantages.

THE BOTTOM LINE

By investing pretax dollars, the plans available through MAPP not only provide immediate tax savings, but will outpace regular savings accounts.

PLANNING FOR HIGHER EDUCATION (PHiEd)



PHiEd is a system designed to help parents and students maximize funding for higher education. With expert assistance in navigating the financial aid maze, this program prepares and files federal financial aid forms. Our expertise in asset planning, submitting proper paperwork, reviewing of awards letters, and even appealing the awards provides substantial advantages to going it alone.

THE BOTTOM LINE

It's as simple as this: Everyone financing a higher education should use PHiEd. College costs continue to skyrocket, outpacing inflation by factors of three to five. PHiEd can reduce the burden of these rising costs.



**"NOT ONLY ARE TASC'S RATES
COMPETITIVE, BUT THE STAFF GETS
IT DONE RIGHT THE FIRST TIME!
EVERYONE I HAVE DEALT WITH AT
TASC HAS ALWAYS BEEN HELPFUL,
CHEERFUL, COOPERATIVE, PROMPT
AND KNOWLEDGEABLE. ONE OF THE
BEST DECISIONS I MADE THIS YEAR."**

—Nancy A. Reynolds, St. Louis, Missouri



**"FOR TODAY'S RAPIDLY CHANGING
ENVIRONMENT, TASC IS AT THE HEAD
OF THE CLASS. THE TIMELY RETURN
OF OUR PHONE CALLS AND PROMPT
REPLIES TO OUR MANY QUESTIONS
COULD NOT BE ANY BETTER."**

—Dan Hosfield, Prairie Village, Kansas



FIVE THINGS THAT MAKE TASC DIFFERENT

At TASC, we take great pride in providing products and services that provide truly substantial benefits to our clients. For example, each year, our clients save more than \$125 million in taxes. Those savings are real, and in turn, lead to more investment, higher profits, and the creation of jobs.

But TASC is much more than that. Here's how we set ourselves apart from the rest.

- 1 A long-term, value-oriented approach. However it's measured—dollars and cents or reduction of late-night headaches and worries—we provide real value to our clients and providers.
- 2 A commitment to low overhead. A no-nonsense approach helps keep our fees low and makes our services affordable.
- 3 People with years of experience. We offer an unparalleled level of customer service. With seasoned financial professionals working for you, we stand behind our services and make sure everything is exactly right.
- 4 An endorsement of technology. From on-line communications to faster processing, we recognize the importance of technology in making many aspects of business more efficient. We continue to use these methods as a way to save time, save money, improve processes, and generally make things easier.
- 5 A promise. As we head into the future, you can count on our growth and innovation to raise the level of our services in every regard. Our goal remains to continually increase customer satisfaction.



Daniel N. Rashke
Chief Executive Officer



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