

April 30, 2019

Qualifications for Richard Lynn Rebel's Nomination for the Harold R. Gordon Memorial Award

It is an honor to present Rick Rebel as a candidate for this prestigious award in our industry. My regret is that we did not nominate him sooner and recognize him for generous years of service to NAHU and the community in which he lived. Rick truly embodies the spirit of NAHU and shared that with everyone he met.

Adapted from Rick's own words from his Linked-In Profile:

Rick was actively involved in the employee benefits business for over 30 years. He started selling insurance with a small agency in Salem, Oregon back in 1979 and after a short period with Lincoln National Life, he discovered his true enjoyment for employee benefits and worked in the same field his entire career. After realizing that some of the most successful people he met were respected both by their clients and their peers, it became his true passion to do the same thing in a field that he loved.

Negotiating favorable terms on behalf of clients is only part of what a good employee benefits consultant does. It is important to also gain the trust and confidence of the carriers you work with, as this fosters the most favorable plan/rate designs ultimately benefiting clients. In addition, proactively working with regulators and legislators is equally important as the business environment continues to change rapidly.

Being a student of health reform, both at the state and national level, allowed Rick the opportunity to develop relationships with key decision makers and regulators, which helped him stay current with the many changes that took place in the industry.

Joining AKT, connected him to an outstanding firm with an accomplished team of benefit professionals that focus on serving the needs of all market segments. Rick helped educate his clients and control plan costs while providing updated benefits planning in the most challenging regulatory environment in a number of decades.

Rick's specialties included: Healthcare Plan Development, Health Reimbursement Accounts, Health Savings Accounts, Vendor Selection and Negotiation, Executive Compensation, Life and Disability Solutions for Business and Individuals, Voluntary Benefits, Benefit Technology and Communication. ³

NAHU POSITIONS

Legislative Council Chair, 2002, 2003

Legislative Council, 2000, 2001

Working Groups: Self-Funded, Uninsured, Employer, Individual, Managed Care, 2001, 2004, 2005

Speakers Bureau

Health Credit Task Force

HUPAC Contributor

OAHU State President, 1996-97

Agent Advisory member for multiple health insurance carriers over the years

Member February 1, 1989- December 1, 2018 (2 months shy of 30 years)

NAHU AWARDS/RECOGNITIONS

OAHU Agent of the Year, 1993

OAHU John Sall Memorial Award for distinguished service, 1994 & 2000

OAHU President's Award, 1995

PAHU Agent Appreciation Award, 2019

COMMUNITY SERVICE

U.S. Air Force, Norton Air Force Base, 1971-1975

Albany's Junior First Citizen, 1990

Albany Rotary Club President, 1993

United Way Board

YMCA Board

Albany Chamber of Commerce Legislative Committee

Evergreen Hospital Board

Greater Albany Public Schools Foundation Board

Albany Eagles, 38-year member

American Legion, 38-year member

Voiture 40+8 Club (Veteran's Group), 32-year member

Rick understood that participation in your professional association provided invaluable educational opportunities, continuing education, legislative advocacy, business development, and networking. He always wanted to pay it forward by helping those other professionals around him.

(Jason) Beyrouy said Rebel was a natural at mentoring younger employees. "He would teach them something and then they would have a test the next week," Beyrouy said. "He didn't have to do it. He didn't make any money doing it. He just wanted to help them and he did." ¹

Rick was involved in chartering his local chapter, Willamette Valley AHU and although he would not want to admit it, he used much of his own money to fund the chapter from the beginning. He was the ultimate member recruiter.

He never turned down an opportunity to speak, to MC an event, to provide expert advice, to assist in researching info to provide to a legislator, or to provide testimony on the Hill in Salem or in Washington DC.

Rick was an accomplished singer and musician. He shared his talents whenever he could.

He loved country music. He became a member of the "Sound Company," a local band in San Bernardino that performed at the Brandin' Iron from 1976 to 1979. He also played music with numerous country artists such as Kenny Rogers, Rick Nelson, Thom Bresh, T.G. Shepherd, Merle Haggard and Joe Maphis. ²

One of the fondest memories many NAHU members have of Rick was at Capitol Conference 2002 when Rick sang, "God Bless the USA". This was deeply moving since it was only a few months following the historic 9/11 terrorist attacks. Not a dry eye in the room...

His accolades and awards are numerous as well as his leadership positions. Notably, he was President of the Oregon State chapter from 1996-97 in addition to many local chapter leadership positions he held over the years. He also rose to National leadership roles and served on the prestigious Legislative Council for several years before serving as the National Legislative Chair for two years from 2001- 2003.

Recently, I had the honor to work with Rick on a project with Children's Dream Racer. Children's Dream Racer is a child-size NASCAR that is placed in a children's hospital for children undergoing treatment. When I found out about Rick's diagnosis last summer, I knew that we needed to do pay honor to an individual that has given so much to all of us and to our community. As a state board we decided to raise funds and dedicate a car to him and call it the Rebel Racer. Rick was on board from the very beginning and he had more energy, more joy, and more excitement than our board... and he wanted to do the fundraising!

Rick told me that this was one of the most meaningful projects he has was ever a part of – he loved kids. He loved raising money for charitable causes. Together with Rick – we were able to place two cars at Randall Children's Hospital – one is the cancer wing and the other is at CARES NW which serves abused children.

With Rick's help, we secured 17 business and 44 individual donors which raised just over \$30,000. The funds covered the cost of two cars at \$10,000 each, expedited shipping across the country and custom graphics. It was a miraculous project from beginning to end. Rick was negotiating and coordinating until the very end. He only had a few requests and one of them was to place the cars in January 18th. When we had a phone call about this in early December, he was adamant about the date. When I pressed him about it, he confided that he wanted to spend his last birthday here, seeing the children's faces when they saw the Rebel Racers.

Rick lived his life just like a NASCAR driver. He was full speed ahead around the track lap after lap. He never slowed down until his car just ran out of gas. I really believe that Rick knew that he did not have a lot of time left, but he did not ease up on the gas, slow down and get out of the race, he never let up. His foot was on the gas pedal, all the way until the end.

As much as we miss our friend, he missed even more profoundly by his dear wife of almost 40 years, Reneigh Rebel (married 6/1/79), his 3 children (Missy Hayes, Mandy Rebel, Josh Rebel), 8 grandchildren and their 2 great-grandchildren.

Because of his lifetime of service to not only the industry, but also to his community, I believe that Rick Rebel is deserving of the honor of the Harold R. Gordon Memorial. It should be a tribute to the remarkable and honorable person that Rick was, but also as a gold standard marker for NAHU agents to aspire to live up to.

It is an honor and a privilege to submit for consideration for the Gordon Memorial Award, my friend and colleague, Rick Rebel.



¹ [Celebration of Life planned for Albany's Rick Rebel, Jan 29, 2019](#)

² [Obituary for Richard Lynn Rebel](#)

³ [Rick Rebel LinkedIn](#)