

SWBA Announces Newly Elected Officers and Directors

DALLAS – May 24, 2022 – New officers and directors were announced for the [SouthWest Benefits Association](https://www.swba.org) (SWBA), a regional, non-profit organization established 47 years ago to foster business relationships and support the educational development of employee benefits professionals.

Officers elected to serve a one-year term, through May 2023:

- President – Geoffrey Zenick, Senior Vice President, Strategic Accounts, Growth, Optum Health, Dallas, TX
- President-Elect – Courtney Stroope, Partner, Retirement Managing Director, Lockton Retirement Services - Creative Planning, Dallas, TX
- Secretary – Becky Hall, Director of Benefits, Oncor Electric Delivery Company, Dallas, TX
- Treasurer – Jeremy Colby, Vice President, Total Rewards & Employee Services, Devon Energy Corp., Oklahoma City, OK
- Past President – Rance Buss, Partner, Employee Benefit Plan Services, Weaver, LLP, Houston, TX

Five new directors were elected to serve a three-year term on the SWBA board, through May 2025:

- Judy Burd, Shareholder and Practice Group Leader, McAfee & Taft, Tulsa, OK
- Barbie Pearson, Chief Benefit Officer, Teacher Retirement System of Texas, Austin, TX
- Mary Ann Root, Lead Benefits Consultant-Governance, AT&T, Dallas, TX
- Coker Roswell, Vice President, Retirement Plan Sales, Schwab Retirement Plan Services, Westlake, TX
- Rhonda Wilson, Assistant Vice President-Benefits Administration Team Leader, Frost Bank, San Antonio, TX

The complete list of SWBA directors may be found at www.swba.org.

“It is my distinct honor and pleasure to serve as President of SWBA this year, and I am excited for what we will all accomplish *together*.”, said SWBA President, Geoff Zenick. “As SWBA moves into its 47th year, we are building on our strong history while also seeking ways to remain leading-edge regarding our programming, content, and value to our members. The challenges and losses we all experienced due to COVID-19 are too great to count, but we also grew stronger as a community and in our purpose through those challenges. Never before has the emphasis on employee wellbeing, mental health, and diversity & inclusion been greater. We are truly living in a time of great progressive development as we consider the role, we all play in supporting our workforce. I am proud to be associated with SWBA and the outstanding professionals I serve alongside in providing tangible, valuable content and industry relationships that help us all to best deliver on the value our employees expect and deserve.”

ABOUT SWBA

SouthWest Benefits Association is a regional, non-profit organization founded in 1975 to foster business and professional relationships and support the educational development of employee benefits professionals. Members represent a wide range of benefits-related specialties, including human resources, benefit plan administration, financial management, investment counseling, third party administration, health insurance, law, accounting, actuarial, and benefits consulting. Through an annual schedule of educational programs, conferences, and workshops, SWBA provides members the opportunity for discussion of a wide range of issues confronting benefits professionals in the complex and increasingly regulated field of employee benefits. www.swba.org