

# Meet PHBP's board chair, Sally Antonacchio, Owner and Executive Producer of The Artists Company

Sally describes a Caring, Dedicated Group

## *Sally Antonacchio, Board Chair, Describes a Caring, Dedicated Group*



It would be hard to find anyone in the AICP orbit better suited to chair the PHBP Board of Trustees than Sally Antonacchio. Owner and Executive Producer of The Artists Company – a certified, WBE woman-owned business – Sally has a long and deep relationship with AICP and has been known consistently for giving back to the industry.

When she took over The Artists Company in 2012 from longtime EP Roberto Cecchini, she unveiled a re-imagined vision of what a production company can be. Her approach is leaner and meaner, allowing her company to take on the world of traditional advertising as well as other media streams that operate on a variety of different budget levels. Consistency has been a hallmark of her career, from her tenure with The Artists Company, where she's been a fixture for almost 23 years, to her involvement with AICP, where she spent over 20 years as a member of the East Chapter Board, including two years as its president, and spent over a decade as treasurer for AICP's National Board of Directors. She also served on the National Labor Committee, as well as on various negotiating teams, as contracts and agreements were worked out with many of the New York unions.

In addition to her service to the association, she's as much known for her role in grooming new talent. She is a trustee of the DGA Assistant Director Training program for more than a decade and has spent an equal amount of time imparting knowledge to the next generation of production professionals by serving as an instructor in the AICP's Production Seminar Program, teaching hundreds of up-and-coming producers about the intricacies of payroll, insurance and other aspects of the business.

All of this did not go unappreciated. At the AICP Show in 2012 – the same year she took ownership of The Artists Company – she was named the recipient of the Jay B. Eisenstat Award, the association's highest honor, which is presented to members of the production community in recognition of their leadership and service to the industry.

Not surprisingly, when the PHBP Board of Trustees was formed in 2007, Sally was elected as its head shortly thereafter. She believes the board is uniquely suited to ensure that the plan meets the unique needs of AICP member companies and their employees.

"We wanted the PHBP board to reflect a cross-section of AICP members," Sally recalls about the formation of the board in its early days. Many of the board members were intimately involved in the launch of PHBP, she adds, a process "that we worked on for so many years."

She feels the PHBP board reflects some of the best attributes of AICP's volunteer boards and committees: "Its comprised of committed professionals who give up a lot of their time, and they truly care about what we're doing at PHBP. The demands go beyond the four trustee meetings each year, too – there are conference calls and committees and research. It's a very hands-on group that keeps a close eye on what PHBP is doing. And since we meet every three months, our agendas and action items are always very current."

The PHBP trustees are supported in their work by the plan's professional advisors as well, Sally notes. "They keep up on the latest developments in the field, so we can get the best value in the marketplace and offer our people the best plan possible," she notes. "And when it comes to our board, some offer the plan to their staff, some to freelancers and some cover both, so we get diverse perspectives from them as well."

Many of the PHBP's trustees have been participating in the Plan since inception, Sally adds. (To see a full list of the board members, click [here](#).) "It's made up of owners, CFOs, Managing Directors and EPs, so it's a diversified group, and they're all really dedicated. That's the only way to describe them; we have people who have both history and perspective on PHBP, which benefits the newer members of the board, while the newer members bring fresh perspectives. Together we strive to be the best we can be, and to deliver the greatest amount of benefits to both freelance and staff employees."

## **The Employee Assistance Program (EAP) is now available!**

Problems are just a part of everyday life - but Metlife can help you with its Employee Assistance Program (EAP)!

In addition to the benefits provided under the current Metlife Group Disability Insurance Coverage, eligible Freelance employees will have access to the Employee Assistance Program (EAP). This program provides you with services to help with the everyday challenges of life that may affect your health, family life and desire to excel at work. EAP services are provided by a third party, LifeWorks US Inc., under an agreement with Metlife.

### **How it works:**

Freelance employees that are eligible under PHBP may simply call 1-888-319-7819 anytime to speak with a clinician, request a referral, or schedule an appointment. Eligible employees may simply choose between in-person sessions with a provider from LifeWorks' extensive network or convenient and easy telephonic consultations with a licensed LifeWorks clinician, and up to 5 consultations per calendar year are covered.

The EAP may be used to address a broad range of issues including:

- Marriage, relationship and family problems,
- Problems at work,
- Legal and financial issues - consultations for issues relating to civil, consumer, personal, and family law, financial matters, business law, real estate, estate planning and more (excluding disputes or actions between you and MetLife/LifeWorks/PHBP), budgeting, credit and financial guidance (investment advice, loans and bill payments not included), retirement planning and assistance with tax issues,
- Childcare and Eldercare Assistance - consultation plus referrals to childcare and eldercare providers,
- Identity Theft Recovery Services,
- Daily Living Services - referrals to consultants and businesses that can help with event planning, transportation services, pet services and more,
- Stress and anxiety,
- alcohol and drug dependency,
- health and wellness concerns

There is no cost for this - there are no co-payments, co-insurance or deductible payments.

Online Members Services are available - LifeWorks' EAP website and app are available to you and features a wide range of tools and information to help you take charge of your well-being and simplify your life. Please reach out to [susank@phpb.org](mailto:susank@phpb.org) or [barry.osharow@benesys.com](mailto:barry.osharow@benesys.com) for username/password for this program. The online member services are available at [metlifeeap.lifeworks.com](http://metlifeeap.lifeworks.com).

One

## **We're on a role at PHBP - we've also improved our vision program!**

Effective July 1, 2018, PHBP's vision program will cover all standard progressive lenses in full.

Effective July 1, 2018, all standard progressive lenses will be covered in full for all fully-insured current clients/members except for labor clients. This new coverage for VSP members will mean that VSP is the only vision care company to fully cover standard progressives as part of the base lens coverage.

## **PHBP's website now acts as a one-stop shop for all of your benefit needs!**

PHBP's website now links you to anthem's website, PHBP's payment center, and more!

We're all very busy - and time is of the essence! Are you looking for a provider, trying to pay your staff premiums (as an employer) or trying to pay your dependent costs (as a freelance employee), or even trying to estimate a cost of a surgery? In the past, you'd need to access anthem's site for some of these items, and PHBP's website for others. Now, you'll find a list of "useful links" at the bottom of PHBP's homepage, so you just need to go to PHBP.org for most, if not all, of your benefit needs.

Useful links include:

- Enroll in the Plan
- Check your eligibility
- Makes Changes to my Plan
- Make a Payment
- Estimate my Cost
- Check my Claim
- Find a Doctor

Also, as you know, healthcare laws change so quickly, which may affect your benefits. Always check PHBP's website for up-to-the minute updates. There's even a newly added message bar at the top, where we'll post important updates as soon as they're available.

Feedback? Do you feel that there's room for improvement? Reach out to Susan Kaiser, at [susank@php.org](mailto:susank@php.org), with any comments, questions, or suggestions.