

Long Island Third Party Administration Firm Turns 30

East Meadow based Creative Plan Designs, Ltd. marks its 30th anniversary.

East Meadow, NY, August 25, 2009- Many financial companies like to tout their longevity. East Meadow's Creative Plan Designs, Ltd. has shown that a focus on people can help even a comparatively small firm thrive for three decades.

The company was founded by Dr. Ronald K. Stair in 1979. "We started with two people in a small office in Lake Success and now employ twenty-two professionals. We look for talented people and we take care of them," Dr. Stair said. All of CPD's plan administrators are credentialed by ASPPA and/or NIPA or on track to receive advanced designations. The staff also includes two enrolled actuaries.

Charity is an important value for the firm. Employees receive one day off every month to participate in the activities of a charity of their choice.

Dr. Stair's focus on people extends to his clients. "We don't offer an assembly line type of environment. We give our people enough time to work with their clients and handle each client's unique needs."

The company has weathered times that Dr. Stair said "scared the heck out of me." The current uncertain economic environment has not altered his dedication to his employees. "It's not the time to cut overhead. I can't just let talent walk out the door."

Creative Plan Design's success and longevity comes down to a simple formula, said Dr. Stair, "We survived for thirty years because we provide superior service and we listen to our clients".

For more information, please refer to the firm's website, www.cpdLtd.com or contact Creative Plan Designs, Ltd.

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