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GEBA Promotes Shelly Giuliano as Marketing Manager

FORT MEADE, Md. (February 20, 2019) – The nonprofit Government Employees’ Benefit Association ([GEBA](#)), offering insurance, investment options, and financial planning services to federal employees and retirees, announces that Shelly Giuliano has been promoted as Marketing Manager.

In this role, Giuliano is responsible for managing all marketing for GEBA and GEBA Wealth Management. She will drive the vision and direction of all marketing and branding efforts that support the association’s current and future members.

Beginning in the marketing department as the Marketing Coordinator/Executive Assistant in 2011, Giuliano assisted with a myriad of marketing tasks. This included designing marketing materials, as well as creating and executing direct and email marketing campaigns. Giuliano also managed the GEBA Scholarship Foundation, events, seminars/webinars, and merchandising.

“This is the perfect transition for Shelly to shine and help our members learn about our products and services,” said Michele Rackey, CEO of GEBA. “She has deep knowledge about the specific federal expertise we offer members through our portable life insurance, long-term care planning, and wealth management services. We are thrilled for her to bring her creativity and experience to this role.”

A resident of Savage, Md., Giuliano earned her bachelor’s degree in communications and public relations from Frostburg State University with honors.

About GEBA

GEBA (the Government Employees’ Benefit Association, Inc.) was founded in 1957 by NSA employees to offer group insurance plan access to NSA employees. From the very beginning, GEBA has been a nonprofit employee benefit association committed to our members’ best interests. Over the past 60 years, the list of federal agencies that GEBA supports has increased tremendously and now serves the entire federal government. In addition, GEBA’s product line has increased to include a growing set of insurance and investment options for members. For more information, visit www.GEBA.com.

About GEBA Wealth Management

GEBA Wealth Management was established to assist GEBA members in addressing their most important

financial challenges through every stage of life. Over the last 35 years, we've added a greater breadth of financial planning services to address specific needs and now offer comprehensive financial plans to address a client's entire financial situation. Our investment advisory services have been enhanced to provide additional options for clients seeking professional expertise in managing their investment portfolios. For more information, visit www.GEBAWealth.com.

About the GEBA Scholarship Foundation and Member Educational Awards Program

The GEBA Scholarship Foundation was established to offer scholarships to members' families. Since 2005, the foundation has awarded a total of \$825,500 in 375 merit-based financial scholarships. The Member Educational Award Program is for members working full-time and attending school part-time or for members with student loan debt. Since 2013, the foundation has awarded \$89,000 to 47 GEBA members.

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