



Southern Employee Benefits Conference (“SEBC”)
2014 Birmingham Symposium

ROSEWOOD HALL
SOHO SQUARE
HOMEWOOD, AL

Wednesday, November 5, 2014

SEBC Birmingham Symposium Course Program

Time	Description
8:30 – 9 a.m.	Continental Breakfast & Registration
9 – 10 a.m.	Opening Session
General Session Room 1	Economic Update and Outlook
<i>Speakers</i>	Fran Smitherman, CFA, Senior Vice President, Director of Equity Research, Regions Investment Management, Birmingham, AL
	Brian Sullivan, CFA, President and Chief Investment Officer, Regions Investment Management, Birmingham, AL
10 – 10:15 a.m.	Networking Break
10:15 –11:15 a.m.	Concurrent Sessions I
Breakout Room 1	Say What? Benefits Communications – Best Practices
<i>Speaker</i>	Jonathon Halbesleben, HealthSouth Chair of Health Care Management & Associate Professor University of Alabama, Birmingham, AL
Breakout Room 2	Psst: The Secret to Avoiding Trouble – Self Audits, Year-end Checklists and more.
<i>Speakers</i>	Bill Presson, Vice President, Warren Averett Benefit Consultants, Birmingham, AL
	Martin Sheffield, Attorney, Natter & Fulmer, Birmingham, AL
11:15 –11:30 a.m.	Networking Break
11:30 a.m. –1 p.m.	Luncheon & Speaker Presentation
General Session Room 1	The Day After - Political Commentary Regarding November 4 th Elections and What’s Ahead
	Natalie Davis, Political Science Professor, Birmingham Southern College, Birmingham, AL
1 –1:15 p.m.	Networking Break
1:15 –2:15 p.m.	Concurrent Sessions II
Breakout Room 1	EPCRS: It’s Easier Than You Think- A Focus on Self-Corrections and Streamlined VCP Processes
<i>Speakers</i>	Bob Ellerbrock, Counsel, Balch & Bingham, Birmingham, AL
	Debbie Hembree, Counsel, Balch & Bingham, Birmingham, AL
Breakout Room 2	The (not so) Fun Side of Wellness - Addressing Compliance Issues for Participatory versus Health Contingent Programs as well as Outcome-based versus Activity-based Health Contingent Programs
<i>Speaker</i>	Matthew Cannova, Attorney, Maynard Cooper & Gale, P.C., Birmingham, AL
2:15 –2:30 p.m.	Networking Break
2:30 – 3:30 p.m.	Concurrent Sessions III
Breakout Room 1	Looking Ahead to Health Care Reform in 2015 - A Focus on New Reporting Requirements
<i>Speakers</i>	David Cothran, Area Vice President, Arthur J. Gallagher & Co., Montgomery, AL
	Logan Hinkle, Attorney, Burr & Forman, Birmingham, AL
Breakout Room 2	Monitoring Investment Options: It Never Goes Out of Style
<i>Speakers</i>	Pat Bills, Financial Advisor, CAPTRUST, Birmingham, AL
	Paul Owen, Financial Advisor, CAPTRUST, Birmingham, AL

SAVE THE DATE!

March 23-24
2015 Spring Annual Educational Conference*
Legacy Lodge and Conference Center
Lake Lanier Islands
Buford, GA