



BIRMINGHAM WORKSHOP PROGRAM

Time	Description
8 - 8:45 a.m.	Networking Breakfast & Registration
8:45 - 9 A.M.	James Worrell, SBEN President, Principal Consultant, Invalence Consulting
9 - 10 A.M.	Opening General Session
General Session	A Plan Sponsor Panel: What Makes A Company A Great Place To Work - Companies share secrets and tips to their companies' success in building culture and a great place to work. Discover proven ways to engage with employees and create a great company culture.
Moderator:	Judi Braswell, Vice President, Business Development, Behavioral Health Services, Birmingham, AL
Speakers:	Sheila Hill, Employee Relations Supervisor, AMERICAN Cast Iron Pipe Company, Birmingham, AL
	Jennifer Jones, Sr. Human Resource Manager, Mercedes-Benz, Vance, AL
	Jay Turner, Compensation & Benefits Director, Brasfield & Gorrie. LLC, Birmingham, AL
10 - 10:15 A.M.	Networking Break
10:15 - 11:15 A.M.	Concurrent Sessions I
Healthcare Breakout	Health Care Reform - What's Ahead?
Moderator:	Maria Alberts, Associate Consultant, Alliant Employee Benefits, Atlanta, GA
Speakers:	Laura M. Summers, Associate, Employee Benefits & Executive Compensation Practice Group, Ogletree Deakins, Atlanta, GA
Retirement/Investment Breakout	What to Expect in an Investigation - Dept. of Labor and What the new Fiduciary Rules means for Plan Sponsors & Service Providers
Moderator:	Pat Bills, AIF, Vice President, Financial Advisor, CAPTRUST Financial Advisors, Birmingham, AL
Speakers:	Debra Mackey, Counsel, Employee Benefits, Executive Compensation, Corporate Law, Burr & Forman LLP, Birmingham, AL
	Jen Del Nero, Associate Regional Director Atlanta Regional Office, Employee Benefits Security Administration, Atlanta, GA
11:15 - 11:30 AM	Networking Break

11:30 A.M. – 1 PM	Keynote Presentation & Luncheon
Keynote Presentation:	Using Analytics to Improve your Game – Make Better Decisions, Better Communicate those Decisions and Become a Strategic Partner in your Organization
Keynote Speaker	Jonathon Halbesleben, Ph.D., Senior Associate Dean, Russell Professor, The University of Alabama
1 – 1:15 P.M.	Networking Break
1:15 – 2:15 P.M.	Concurrent Sessions Ii
Healthcare Breakout	Medical plans- where we are, where we are going, and your prescription for savings. An in-depth discussion about factors driving healthcare costs, strategies for savings, and the games pharmacy benefit manufacturers (PBMs) play to increase your costs.
Moderator:	Judi Braswell, Vice President, Business Development, Behavioral Health Services, Birmingham, AL
Speaker:	Scott McDuffie, Executive Vice President, Human Capital and Benefits, Willis Towers Watson, Birmingham, AL
Retirement/Investment Breakout	Trends In Retirement Plans
Moderator:	Amy Parker, AIF, Managing Director, Fiduciary Consulting Services, Newport Group, Orlando, FL
Speaker:	Jimmy Veneruso, CFA, CAIA, Consultant, Callan Associates, New York, NY
2:15 – 2:30 P.M.	Networking Break
2:30 – 3:30 P.M.	Concurrent Sessions Iii
Healthcare Breakout	Plan Design & Contribution Modeling
Moderator:	Maria Alberts, Associate Consultant, Alliant Employee Benefits, Atlanta, GA
Speaker:	Bo Hartsfield, Executive Vice President, Employee Benefits, Cobbs Allen, Birmingham, AL
Retirement/Investment Breakout	5 Ideas To Improve Plan Results
Moderator:	Mark McCoy, President, Retirement Fund Management, Atlanta, GA
Speaker:	Pat Bills, AIF, Vice President, Financial Advisor, CAPTRUST Financial Advisors, Birmingham, AL
	Kevin Keogh, Regional Sales Director, Empower Retirement, Atlanta, GA
3:30 – 4:30 P.M.	Plan Sponsor Roundtable
Facilitator:	Jay Turner, Compensation & Benefits Director, Brasfield & Gorrie. LLC, Birmingham, AL



