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**Newsletter Editor**  
Dan Keys

**Membership Committee Chair**

Jim Donofrio

**Fundraising Committee Chair**

Tim McCabe

**The Fall Fly-In is Just Around the Corner!**

**October 6**—Hazelhurst Lamon Award Reception and Dinner at the Georgia Tech Hotel and Conference Center

**October 7**—Fall Fly-In - "Your GPS to Navigate Benefits" at the Georgia Tech Global Learning Center

We kick off the conference at 6 p.m. on Wednesday, October 6, with a special reception and awards dinner to present the Hazelhurst Lamon Award to the 2010 recipient. Nominations accepted through September 10<sup>th</sup>. The evening will go from the informative to the humorous and beyond, with Dr. Paula A Tkac, Senior Financial Economist, from the Federal Reserve Bank in Atlanta as our keynote speaker, and Jerry Farber a well known comedian, as our emcee. Join us for a night of informed entertainment as we honor the 2010 winner of the Hazelhurst Lamon Award!

Then, with registration and continental breakfast at 7:30 a.m. on October 7, the Fall Fly-In is sure to offer you insight on many of your current benefits questions. Some of the topics include:

**General Sessions:**

**"10 Trends changing the shape of workplace benefits"**, Nevin Adams  
Editor-in-Chief of PLANSPONSOR magazine and Plansponsor.com.

**"Healthcare Reform – Where Do We Go From Here?"**, Chantel Sheaks,  
Principal, Government Affairs, Buck Consultants.

**"Your GPS to Navigate Benefits – a dialogue on benefits"** Jodell Ayers, VP  
Human Resources, YKK Corporation of America, Rick Williams, VP Human  
Resources, PrintPack, Suzanne Kump, Group Executive, Human Resources,  
TSYS and Robert Liotto, Senior Director, Corporate Benefit Plans, CA Technolo-  
gies.

**A few of our Concurrent Sessions include:**

**"The Ticking Time Bomb of Pension Risk Management"** Robert Beideman,  
Aon Consulting; Peter Verrecchia, CFO, Jackson Hospital

**"Onsite Clinics - Real World Experiences"** Charles D. Reuter, Marathon  
Health; Anthony Amato, Vice President, Global Benefits, Discovery Communica-  
tions; Margie Moale, Human Resources Director, City of Plantation, FL

**"Practitioners Perspectives on Retirement Plan Audits"** Lee Height, CPA,  
Tarpley & Underwood PC; Leslie Tourial, CPA, Tarpley & Underwood PC; Diane  
Walker, CPA, Johnson & Lambert Co.

**"Target Date Funds: Past, Present & Future"** Peter Bobick, Charles Schwab  
Investment Management; Attila Toth, Portfolio Evaluations, Inc.

Plus sessions on many other topics such as investment advice, the mid-term elections, benefits outsourcing, financial reform legislation. The day promises to be packed with valuable information provided by knowledgeable plan sponsors and service providers, so plan on attending!

You can register now online at [www.sebc.org](http://www.sebc.org). Save \$50 with early registration on or before September 23, 2010!

**THANK YOU TO OUR SPONSORS**

Fall Fly-In Title Sponsor  
**Buck Consultants**  
Hazelhurst Lamon Award Dinner Title Sponsor  
**PIMCO**  
Fly-In General Session Sponsors  
**Aon Consulting**  
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**McGuire Woods LLP**  
Cocktail Reception Sponsor  
**Benefits Law Group**

**CHANGE OF ADDRESS**

**Don't forget to let the SEBC know about job or address changes. We may hear of the changes but then we may not. Just let Anne McKillips know—**

**404-812-9132**

**amckillips@sebc.org or**

**Welcome New and Renewing Members**

**Cathy Batson**, Benefits Manager, Leica Geosystems

**Mary Eaves**, Greenebaum Doll & McDonald LLC

**David Pittman**, PIMCO

**Val Van DeVenter**, Mainstay Investments

**Mark your Calendar**

March 28, 2011—Pre-Conference Events—  
Golf, Bike Ride, etc

March 29, 2011-  
Spring Educational Conference

Reynolds Plantation, Lake Oconee, Georgia

**New Positions**

**Tom Carmody** - Senior Director,  
Strategic Sales, TIAA-CREF, Atlanta

**Jim Donofrio** - PBGC, Washington,  
DC

**Sara Reineman** - Institutional Sales,  
TIAA-CREF, Boston, MA

**MEMBERSHIP CONTEST**

The Steering Committee announced a Membership Contest open until December 31, 2010

**The rules:**

- open to any 2010 dues paid member in good standing
- \$50 AMEX gift card to any member that recruits a qualifying new member who pays their 2010 or 2011 dues by December 31, 2010
- All winners will be recognized in the newsletter and at the next conference
- Qualifying new member would be any plan sponsor or non-plan sponsor who was/is not a dues paid member in calendar year 2009 and 2010. While a plan sponsor may name as many members as they chose, each employer will count as one new member

All new members will be contacted to identify who recruited them. Members of the Steering Committee and Membership Committee shall not be eligible to participate in the contest. All questions will be referred to the Steering Committee for determination.

Plan Sponsors recruit your providers and providers recruit your clients. The SEBC is an excellent value and the programs are above and beyond exceptional.

**Committee Updates**

**Please contact the committee chairperson for more information on joining a committee. Committee chairs and members are also noted on the SEBC website—www.sebc.org.**

**Steering Committee**

Chair – Patti Keesler, SEBC President pkeesler@benefitslawgroup.com  
Your Steering Committee last met on August 11 to discuss the business of the conference. We reviewed the program for the upcoming Fall Fly In and the finances of the organization. Several back office functions are being reviewed and improved. Many cost saving processes are being implemented. As chair of the Website committee, Bert Carmody reported on the updates that have been posted and the frequency which pages are accessed. Check out the changes on the website.

**Program Committee**

Co-Chair—Jim Hill, Jim.hill@regions.com  
Co-Chair – Anne McKillips, amckillips@sebc.org  
The Program committee for 2010 has done an excellent job putting together the two 2010 conferences. Jim Hill will be program Chair in 2011 and will be looking for volunteers for the committee. A huge thank you to committee members Andrea Bapst, Gloria Carlson, Ron Collins, Bill Danish, John Lee, Susan Rosenbleth, Martin Sheffield and Fred Stewart.

**Membership Committee**

Chair – Jim Donofrio, jim.donofrio@mindspring.com  
Our membership continues to grow. Our membership is up significantly from last year which is why under the direction of the membership committee the Membership Contest was announced. See the list of new members in the past few weeks.  
Chairman Jim Donofrio leads a solid committee made up of Tiffany Downs, and past SEBC presidents Lee Barnett and Pat Patrick. With the membership of the SEBC a fraction of what it was 20 years ago, when there were several hundred members, their collective goal is to get the word out and increase the membership of the SEBC, allowing the organization to reach as many benefit professionals as possible. The message is simple - the SEBC is a unique organization that features top notch educational events and the opportunity to forge close-knit relationships with peers that last for decades. Their challenge is to find new ways reach and interest potential members, especially outside of Atlanta, where membership is concentrated. One way to do that is by engaging current members to refer new members. Even with a down economy and tight budgets the team has increased membership in 2010 and are feeling very good about the future.

You can help! Now you can be rewarded for helping introduce new member to the SEBC. For bringing a new member into the SEBC, current members can receive a \$50 AMEX gift card. See the announcement above.

Remember that membership comes with a significant discount on registration fees for the Fall Fly-In. Members can save on conference registration, which more than pays for membership by itself!

Please take the time to renew your membership this month if you have not already done so. You can renew online at [http://www.sebc.org/mem\\_join\\_renew.php](http://www.sebc.org/mem_join_renew.php) or contact the SEBC office at (404) 812-9132. Annual dues are unchanged at only \$250.

Remember Plan Sponsors can join for \$250 and include an unlimited number of company employees on their corporate membership, so please invite your co-workers across departments to become new members!

**Fundraising Committee**

Chair – Tim McCabe, tim.mccabe@stadiummoney.com  
The SEBC wishes to thank all the sponsors of the upcoming Fall Fly-In—see the list above. This year including two fundraisers that Paul Troup sponsored the conference has raised in excess of \$35,000 in sponsorships. Without sponsorships, we would have to increase dues and registration fees to the conferences. We cannot thank our sponsors enough for their support.  
Lead by Committee Chairman and current SEBC Vice President Tim McCabe, the fundraising committee is charged with finding sponsors and activities that raise money with the objectives of defraying the cost of getting the best possible educational speakers to present at our conferences and keeping membership dues and registration fees as low as possible for our members. Currently made up of volunteers Jodell Ayers and Julie Bradlow (both past SEBC president), Susan Rosenbleth (who also serves on the Program Committee), and Andrew Shaffernoth (also on Steering Committee), the committee meets by phone to discuss ideas and split the responsibilities for phone calls, lots of them. But thanks to their diligence, our financials are looking much better.

**Communications Committee**

Chair – Dan Keys, daniel.keys@wendysarbys.com  
In the coming months, in addition to profiling the SEBC's leadership, we will profile committee members that volunteer their time to keep the SEBC running at its high standards. The SEBC depends on the enthusiastic volunteer efforts of all committee members and they do a great job. We will also profile new members to introduce them and get to know them a little better.  
If you have a topic or person you would like to see profiled in the Newsletter, please let us know. We want the newsletter to provide members with a place to get to know each other and the SEBC.

**Legislative Update**

Chair – Bard Brockman, Bryan Cave LLP, bard.brockman@bryancave.com  
**All plan sponsors will want to check with their legal counsel on the implications of these and the many other regulatory items released recently.**  
**Regulations Issued Under Health Care Reform on Preventive Services**  
The Department of Treasury, Labor and Health & Human Services recently issued interim final regulations under the Patient Protection and Affordable Care Act, as amended (the "Act"), which address the preventive services coverage mandate. These interim final regulations are effective for plan years beginning on or after September 23, 2010. Grandfathered group health plans, generally defined under the Act as plans that were in effect on March 23, 2010, do not have to comply with the preventive services coverage mandate.

The Act precludes non-grandfathered group health plans from imposing any cost-sharing requirements (e.g., co-pay, co-insurance, or deductible) on certain in-network preventive health services. A list of the preventive services currently covered by these requirements is available at <http://www.healthcare.gov/law/about/provisions/services/lists.html>. Plans subject to the preventive services coverage mandate must cover these services effective for plan years beginning on or after September 23, 2010. Any additional recommendations added in the future to the list of covered preventive health services must be covered as of the first plan year beginning on or after the first anniversary of when the recommendations are updated. Once an item or service has ceased to be a recommended preventive service, a plan is no longer required to waive cost-sharing requirements with respect to that item or service. The regulations make clear that a plan is not required to cover out-of-network preventive services described above, and may impose cost-sharing requirements on such services.

The regulations also clarify cost-sharing requirements applicable where the preventive services are provided as part of an office visit. If a recommended preventive service is billed separately from an office visit, the plan may impose cost-sharing requirements with respect to the office visit. If a recommended preventive service is not billed separately from an office visit and the primary purpose of the visit is delivery of the preventive service, cost-sharing requirements may not be imposed. If a recommended preventive service is not billed separately from an office visit and the primary purpose of the visit is not the delivery of such preventive services, cost-sharing requirements may be imposed.

**News you can use:**

A plethora of online benefit chats are available for anyone to peruse. Recent online chat topics include these four articles, the first two from Linked In and the last from BenefitsLink.com.

**Impact of a Recent Regulation U.S. Retirement Plans – Sponsors and Fiduciaries take Note!**

Take note of a recent regulation by the U.S. DOL that plan sponsors need to look at closely. These recently released fee disclosure regulations task your investment, recordkeeping and other service providers to provide more disclosure on how and how much they get paid and who pays them effective July 2011. Plan fiduciaries as have both the fiduciary duty of loyalty to the plan and the duty to contract for reasonable fees, they should demand, obtain and analyze the fee disclosures carefully –This regulation impacts a vast number of plans – if a provider expects to receive \$1,000 in compensation it is required to disclose it.

**Impact of a Recent Ruling Affecting U.S. Retirement Plans – Sponsors and Fiduciaries take Note!**

Take note of a recent ruling by a U.S. District Court that your clients need to look at closely. A recent court case *Tibble v. Edison International* is a case where had a mix of institutional (cheaper) and retail (more expensive) funds in their investment lineup. The retail funds in the plan had institutional counterparts – same investment manager, same style except what is charged to the customer. What the ruling stated is that the plan fiduciary has the duty to ask for the most reasonable class of shares.

**FASB Would Drop Fair Value for Pension Plan Loans**

Excerpt: "FASB [has] issued a Proposed Accounting Standards Update . . . that is intended to clarify how defined contribution pension plans should classify and measure loans to participants." (American Institute of Certified Public Accountants)

**Court Dismisses Plan Sponsor Claims against State Street over Mortgage-Backed Investments**

Excerpt: "[The court] ruled State Street could be considered a fiduciary under [ERISA] because it provided investment advice to F.W. Webb Company for a fee, but State Street did not breach its fiduciary duties because at the time the Yield Plus Fund changed investment strategies its duties to the company's retirement plan had passed to CitiStreet." (PLANSPONSOR.com)