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**Where do we start.....****So much is happening at the SEBC –**

Members changing jobs, SEBC Storage unit cleaned out, the AEC, and then there is so much going on in the business world to keep everyone busy.

The upcoming AEC is just about 6 weeks away – the brochure is on the website. And you should have (or will) receive the brochure in the mail and via email. The conference is May 13-15 at the Grove Park Inn in Asheville, North Carolina. If you have not registered, copy this link <https://commerce.podi.com/sebc/2009meetingForm.cfm> No excuses for not registering!

**The most important notice is that the hotel room block will be released on April 14 – you must make your hotel reservations before then to get the conference rate of \$219 (plus taxes, etc). Don't forget to use code 68F7GU when making your reservations.**



The program is excellent with so many relevant and very timely topics. Everything from fiduciary issues to what is happening to benefits with the economic downturn.

To highlight just a couple of the sessions:

**Asset Allocation** – Post Market Sell Off: Now What? In this session a plan sponsor (Donald Cook – Hanesbrands, Inc.) and a consultant (Vic Bell – CapTrust Financial Advisors) will discuss different perspectives in today's environment.

**Fiduciary Roles in an Era of "Change"** will address the challenging role of a fiduciary. Bert Carmody, Director of Fiduciary Consulting at Fiduciary Risk Management LLC will moderate this lively session.

**Monitoring the Performance of Liability Driven Investment Strategy** features a panel of a plan sponsor (Ric Ford from ING), their money manager (Pierre Couture, ING) and their investment consultant (Hillary Bolton Morgan from Watson Wyatt) to discuss

Atlanta, GA

Kathy Solley  
Seyfarth Shaw, LLP  
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LDI and how they have implemented it.

**“Green Shoot of Economic Revival”** – Where and What are They. Christopher Dillon from T. Rowe Price will highlight some signs of hope.

And of course several sessions on the various regulatory changes.

There are so many updates that our Legal and Legislative Update report for this newsletter is an attachment containing a valuable summary prepared by Bard Brockman from Bryan Cave.

**ALL PLAN SPONSORS SHOULD REVIEW THIS EXCELLENT SUMMARY!** There are new deadlines that must be met. You will want to be at the AEC to get a complete update on not only the changes but how you implement them.

Don't forget also that it is the 40<sup>th</sup> Anniversary Celebration of the SEBC!! We will be showing pictures from the past – you will not want to miss this. Tilda Kaplan is working to create a slide show of these pictures. We will have contests and lots of memories.

We are working to identify folks in some of these pictures that are very memorable. Just a couple that maybe someone can help us with – if you know who is in these pictures and/or when it



## Do We Look Familiar?

If you know who is in these pictures and/or when it was taken please let Anne McKillips know ([ahmckillips@gmail.com](mailto:ahmckillips@gmail.com))



### MEMBERSHIP DUES ARE NOW DUE

If you have not renewed your dues – here is the link –

<http://www.sebc.org/signupforms/memberrenew.html>

As the saying goes “Just Do It”

The cost of an annual individual membership is only \$250.00.

**Special note to Plan Sponsors:** Remember, your corporate membership fee of \$250 will include unlimited members from your company. Make sure you take advantage of this benefit

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## Hazelhurst Lamon Award

Do you know someone deserving of this prestigious award? It is presented each year to an exemplary individual as recognized by his or her peers at the SEBC Annual Educational Conference. It is named in honor of Blackburn H. Hazelhurst and Harry V. Lamon, Jr., co-founders of the SEBC. Prior winners include Lana Jordan, Paul Troup and Anne McKillips.

Criteria:

- Be or have been in the employee benefits field working in one of our recognized disciplines.
- Have ten years of industry experience.
- Be or have been an SEBC member for a minimum of 5 years.
- Should have demonstrated outstanding achievement in their respective profession.
- Should have made some significant contribution(s) to society outside of the industry
- Be a recognized leader within his/her organization or within the industry.

Patti Keesler is chairing the committee to review the nominations this year and will be happy to answer any questions. [pkeesler@benefitslawgroup.com](mailto:pkeesler@benefitslawgroup.com) or 404-995-9592. Nominations are due no later than **April 17, 2009**.

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## Members on the Move

David McElroy has recently joined Ridgeworth Funds. His new contact information is: [david.mcelroy@ridgeworth.com](mailto:david.mcelroy@ridgeworth.com) or 404-581-1757.

Know any other news on a SEBC member – contact Beth Phillips at [bphillips@sebc.org](mailto:bphillips@sebc.org) or 703-234-4117.

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## SEBC Committee Updates

### *Steering Committee*

Your Steering Committee has been very busy. Hopefully everyone completed the recent surveys. The preliminary feedback has provided some excellent ideas. The survey was done as the first step in trying to better communicate with the membership and make the organization better than ever.

Our move to the management firm Drohan Management Group (DMG) has gone well. There are more changes to come after the AEC which is the current focus. You will see an updated website and so much more. Already past newsletters are archived on the website.

The SEBC has maintained a storage unit with files and memorabilia for several years. This has been cleaned out and much will be on display at the AEC as we celebrate the 40<sup>th</sup> Anniversary of the SEBC. After the AEC, these items will be stored at a DMG storage facility.

Thanks to Sara Reineman from Principal Financial for setting the SEBC as a group on Linked In. If you are on Linked In, sign up for our group. We plan to use that as an additional method to keep in touch with the Membership and potential members.

The next Steering Committee Meeting will be on Wednesday afternoon right before the start of the AEC. In addition the Steering Committee meets almost every month via a teleconference call.

### *Sponsorship Committee*

Chair – Tom Geraghty – Charles Schwab - [thomas.geraghty@schwab.com](mailto:thomas.geraghty@schwab.com)

Sponsorships are critically important to an organization such as the SEBC. There are several sponsorship levels ranging from the \$250.00 level to \$8,000.00 so there is something for every organization. You should have received an email with the new sponsorship opportunities available and it is available on the website ([http://sebc.org/2009sponsor\\_opps\\_regform.pdf](http://sebc.org/2009sponsor_opps_regform.pdf)). Check it out.

Have questions or don't see something you would like to sponsor or a level of sponsorship to meet your budget, just let either Tom Geraghty or Tim McCabe ([Tim.McCabe@pmfm.com](mailto:Tim.McCabe@pmfm.com)) know. They will be happy to work with you and your budget.

### **Membership Committee**

Chair – Sara Reineman – Principal Financial – [Reineman.Sara@principal.com](mailto:Reineman.Sara@principal.com)

It's time to renew your SEBC membership! You recently received an electronic notice and/or hard copy of a membership renewal form. Please take the time to renew your membership this month if you have not already done so. You can renew online, or contact Beth Phillips at [bphilips@sebc.org](mailto:bphilips@sebc.org) or by phone at (703) 234-4116. Annual dues are only \$250.

*Remember that Plan Sponsors can include an unlimited number of company employees on their corporate membership, so please invite your co-workers across departments to become new member!*

With less than two months to go to the AEC, don't forget that members get discounted registration fees! Members can save up to over \$650 on AEC registration. That pays for membership by itself! Also, there are two drawings for prizes for members attending the AEC.

- **New/Returning Member** - If you are a new member, or prior member who rejoined the SEBC since January 1, 2009, and you attend the AEC, check the box on your registration form to be eligible to win a \$50 Resort Gift Card
- **Member Referral** - Any current SEBC member who has referred a new member since January 1, 2009 is eligible to win a \$50 Resort Gift Card (Remember to remind any new member you refer to list you on the registration form where it says "I was referred by")

We have **4 new members** to welcome this month:

Ric Ford, ING, Atlanta, GA

Teresa Freeman, Lockton Companies, LLC, Atlanta, GA

Sean McMahan, Alston & Bird, LLP, Atlanta, GA

Christine Strong, Maynard Cooper & Gale PC, Birmingham, AL

We would also like to welcome a **new Membership Committee member**:

Rusty Lamb, AIF®, Vice President-Retirement Plan Services, Lockton Financial Advisors, LLC

### **Legislative Update**

Thank you to Bard Brockman from Bryan Cave for providing us with monthly updates of regulatory and legislative activity affecting our industry. This month's update contains a valuable summary of information requiring immediate action by plan sponsors. All Plan Sponsors should review this summary and consult with their advisors on how to implement the new policies. The complete write up is attached.

- COBRA Susidies required under American Recovery and Reinvestment Act of 2009 ("ARRA") which has provisions that are effective immediately and actions required by plan sponsors
- Children's Health Insurance Program Reauthorization Act of 2009 ("CHIP") which has provisions that are effective in April 2009 which employers must be prepared to handle.
- Defined Benefit Funding Notice which must be distributed not later than April 30, 2009 (for calendar year plans) to participants and other interested participants. This notice which is required under the Pension Protection Act of 2006 requires this notice no later than 120 after the end of the plan year beginning in 2008.

See the attached and if you have any questions, please contact your legal advisor.

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## **MEET SOME OF THE LEADERSHIP**

### **Kathy Solley**

Kathy Solley joined the Steering Committee this year after chairing the Program Committee last year and served on that committee and the Legislative Committee for many

Over the years, she has enjoyed the opportunity to gain perspectives from members representing all benefits areas at SEBC functions. The advantage of this unique aspect of

years. She has been involved with the SEBC since the early 1990's.

She is currently a partner at Seyfarth Shaw LLP, in the area of employee benefits and executive compensation. Although she has worked in the employee benefits arena for more than 20 years, she got her start involuntarily when she inherited the benefits work from a co-worker who died suddenly while mowing his lawn. Prior to Seyfarth Shaw LLP she worked at 2 other law firms, RJR Nabisco, Pennsylvania Power and Light, and as a securities lawyer in NY City.

She has three grown children – a son who is a lawyer clerking for a judge, a daughter recently laid off as a project manager with CNN.com, and a daughter who is a physical therapist. She wryly notes that none of them are working in the benefits industry.

the SEBC is that it broadens one's ability to look at and solve problems. The challenges she sees ahead – which she notes most organizations are facing - are how to remain a cutting-edge information source for members in the era of online information, and how to fund the high-quality conferences that the members are used to and expect.

In her spare time she is active in volunteer organizations such as Meals on Wheels and is on the executive committee of "21<sup>st</sup> Century Leaders" which works with high school students to build leadership skills. She also enjoys tennis and time at her house on Lake Lanier. She enjoys reading and most recently read *Team of Rivals*, about Abraham Lincoln, and is currently reading a book on Andrew Jackson.

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### **Chris Newman**

Chris has been involved with the SEBC for many years. As someone who covered the southeast in Institutional Sales for T. Rowe Price, yet was living in Baltimore, the conference was an important way for him to meet contacts in the region. Initially he was active on the program committee and has subsequently spent the past few years on the steering committee.

The benefit of the SEBC, according to Chris, is its focus on people and education. The camaraderie of the conference members, their expertise, and the insight shared at the conferences provides members with a unique experience. It's not often you can attend a conference where the focus is not on the products provided by the members. The SEBC continues to be true to its roots today as a place to connect, share ideas and grow in industry knowledge.

Chris has been with T. Rowe Price for over 20 years and a member of the SEBC for over 10 years. He is a graduate of McDaniel College in Maryland.

