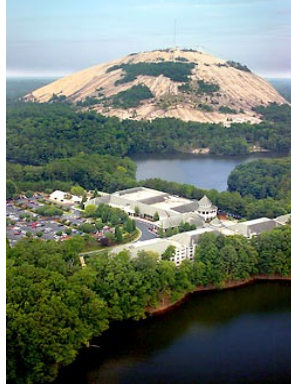


A New Year with New Challenges!

With renewed emphasis on health care reform and retirement issues such as fee transparency and participant education, 2010 promises to be an active year for plan sponsors and providers alike. As in the past, the SEBC will hold two events during the year that promise to be full of very timely and useful information on these, and other, topics.

Spring Educational Conference

In consideration of the economic challenges for our members, we have changed the format of the educational conference in 2010. This year the Spring Educational Conference will be a one-day event held on April 20 at the Evergreen Marriott Conference Center in Stone Mountain, GA. If you are driving, it is easy to reach from anywhere in metro-Atlanta. We are working on airport shuttles as we have heard taxis are not the most convenient transportation from the airport. We will be writing up driving directions and they will be in the registration material and on the website. **DO NOT USE YOUR GPS.** The hotel tells us that almost every GPS will direct you to the village of Stone Mountain not to Stone Mountain Park which is where the conference is being held. Stone Mountain village is a delightful place to visit but not where we are meeting.



The hotel has given us great rates of \$139 per night, and rooms will be available from the weekend before the conference (Saturday April 17) through the Wednesday after the conference (Wednesday, April 21), for attendees who want to extend their trip to take advantage of some of the family-friendly amenities at Stone Mountain. And we have free park entrance those same dates (just tell them you are with the SEBC). If you have not been in a while, it is a wonderful weekend getaway – great golf and a wonderful spa – with more than enough activities for the children.

We are staying at the Marriott at the Evergreen Conference Center – and reservations are open. <http://www.marriott.com/hotels/travel/atleg-evergreen-marriott-conference-resort/> Check it out. Call 1-888-236-2427 and tell them you are with the SEBC. Check those reviews –they are absolutely wonderful!

Like to play golf or want to bike ride? The SEBC is hosting a golf fundraiser and a bike ride around the mountain. Yes we are sponsoring these pre-conference events on Monday April 19 – mark your calendar now. The Golf fundraiser is always so popular – if you are a golfer, you do not want to miss this. And as an added attraction we are sponsoring a bike ride around the mountain. More on these later but if you want to reserve your spot or help with the planning:

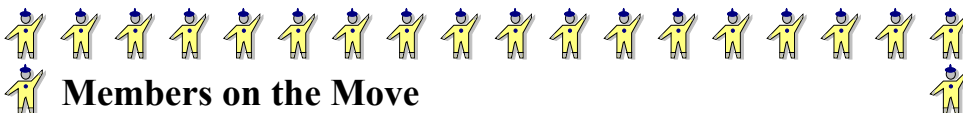
Golf – Tim McCabe – tim.mccabe@stadiummoney.com

Bike Ride – Bert Carmody – bert.carmody@hawcpa.com

We are also very excited about the speakers we have lined up. These include representatives from the DOL and IRS speaking about their respective corrections programs. There will again be a session led by a panel of plan sponsors, which got rave reviews at the 2009 AEC and 2009 Fall Fly-In. Look for registration information and hotel information in the very near future.

Are you arriving the evening before or taking part in one of the pre-conference events? Plan to join us for dinner on April 19 at the Marriott hotel in their Waterside Restaurant. Dinner is on your own for this most amazing buffet (\$24.95). We will have a reserved section and we assure you the buffet will not disappoint you.

So book your travel now and call 1-888-236-2427 to make those hotel reservations. See you in April!



Members on the Move

If you have won an award, become certified in your area of expertise, changed jobs, responsibilities, or companies, please let us know! We like to celebrate our members' successes with them and keep our members informed about each other.

We are very excited to announce Anne McKillips, our current Program Committee Chair and active member for more than 20 years, has taken the position of Executive Director beginning on January 1, 2010 and will work with Drohan Management Group, who will remain with us to coordinate the SEBC's financial and data activities. Anne is located in Atlanta, with an office at:

Southern Employee Benefits Conference
3334 Peachtree Rd. NE
Suite 709
Atlanta, GA 30326
Phone: (404) 812-9132
Fax: (404) 240-0158
Email address: amckillips@sebc.org

**NEW SEBC ADDRESS
AND PHONE NUMBER**

Dan Keys is now Manager of Retirement Plans at Wendy's/Arby's Group, Inc. He also passed the November CFP Board exam. His new email: daniel.keys@wendysarbys.com

If you have anyone from Towers Perrin or Watson Wyatt in your contact list – they have new email addresses with the merger of these firms. All email addresses are firstname.lastname@towerswatson.com and the new website is www.towerswatson.com.



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.

Steering Committee

Chair – Patti Keesler, SEBC President pkeesler@benefitslawgroup.com

Your Steering Committee is hard at work on the transition of the Executive Director duties to Anne McKillips. They met in December and recently held a meeting via conference call on the details involved. And yes they are working on the website. The information is being updated and they will be looking at a complete redo later. Remember it is your Steering Committee – share any of your thoughts or ideas with them. Their names and contact info are on the left.

Program Committee

Chair – Anne McKillips, amckillips@sebc.org

Your Program Committee has been hard at work putting together an absolutely wonderful program for the April 20 Spring Educational Conference. You requested more plan sponsors on panels – and they have heard you. The closing panel made up of plan sponsors is back – Donna Lange SVP Corporate Benefits at SunTrust is confirmed and Anne Jacobsen VP of HR at Hooker Furniture Corporation are confirmed so far. Other plan sponsors on panels include UPS and Regions.

There are sessions on healthcare, investments, 401(k) plans and trends, and so many more. If you have an interest in any of these area, you should be there. More information will be available shortly.

Early registration for SEBC members who are Plan Sponsors will be \$225 for the first registrant from your company and only \$175 each for any additional attendee. SEBC members who are not plan sponsors will pay \$300 and \$350 for the second attendee from your organization. Early registration for non-SEBC members will be \$600 (why not join the SEBC?).

Membership Committee

Chair – Jim Donofrio, jim.donofrio@mindspring.com

Have you renewed your membership? Your 2009 dues expired on December 31, 2009. You recently received an electronic notice with a 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 by clicking here http://sebc.org/mem_join_renew.php or contact Anne McKillips at amckillips@sebc.org, by phone at (404) 812-9132 or by fax at (404) 240-0158. 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!

With less than three months to go until the Spring Conference, don't forget that members get discounted registration fees! Members can save up to \$350 on registration, which more than pays for membership by itself!

Jim is forming his committee now and would welcome volunteers. It is a great way to meet more SEBC members and prospective members. If you are looking for new contacts, what's easier than calling someone to discuss the wonderful benefits of being a part of the SEBC. Just drop Jim an email if you are interested.

Fundraising Committee

Chair – Tim McCabe, tim.mccabe@stadiummoney.com

We would like to extend a huge thank you to our three sponsors for the 2010 Spring Conference:

**Allianz Investments
Towers Watson
Cigna**

We appreciate all you are doing and we would not be able to have such great educational events without you!

Sponsorships are critically important to the SEBC and allow us to deliver the highest quality events to our members. There is numerous sponsorship levels ranging from the \$500.00 level to \$8,500.00 so there is something for every organization – check out the options available and the benefits of sponsorship at www.sebc.org. A letter announcing the sponsorship opportunities available in 2010 has been sent to non-plan sponsor members already - need more information, feel free to contact Tim McCabe.

If you have questions or don't see something at a level of sponsorship to meet your budget, just let Tim McCabe know at Tim.McCabe@stadiummoney.com. He will be happy to work with you and your budget.

President Patti Keesler Benefits Law Group Atlanta, Georgia pkeesler@benefitslawgroup.com
Vice President Tim McCabe Stadion Money Management Watkinsville, Georgia tim.mccabe@stadionmoney.com
Treasurer Jeff Capwell McGuire Woods LLP Charlotte, North Carolina jcapwell@mcguirewoods.com
Secretary Kathy Solley Seyfarth Shaw LLP Atlanta, Georgia ksolley@seyfarth.com
Steering Committee Bert Carmody Fiduciary Risk Management LLC Atlanta, Georgia bert.carmody@hawcpa.com
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Howard Whitehead Cisco Systems, Inc. Atlanta, Georgia whiteH@cisco.com
Executive Director Anne McKillips 3334 Peachtree Road, NE Suite 709 Atlanta, Georgia 30326 404-812-9132 amckillips@sebc.org
Communications Committee Chair Newsletter Editor Dan Keys
Membership Committee Chair Jim Donofrio
Fundraising Committee Chair Tim McCabe

Fall Fly-In

The Fall Fly-In will again be held at the Georgia Tech Conference Center, and is scheduled for October 7, 2010.

Please save the date and join us at an event that promises to be even better than the highly commended 2009 Fall Fly-

Job Board

The SEBC has created a Job Board which is now open online at www.sebc.org. But it will be only as effective as you help make it. Hear of a position—let us know. If you have a position to post for your company, you may contact us at info@sebc.org or by phone at (404)812-9132.

IMPORTANT DATES

Golf—April 19
Tim McCabe -
Tim.mccabe@stadiummoney.com

Bike Ride—April 19
Bert Carmody
Bert.carmody@hawcpa.com

Spring Conference—April 20
Anne McKillips
amckillips@sebc.org

Fall Fly In—October 7
Anne McKillips
amckillips@sebc.org

Communications Committee

Chair – Dan Keys, daniel.keys@wendysarbys.com

In 2010 we will continue to profile leadership present and past. All of our officers and most of our committee member were featured in Newsletters in 2009 or late 2008, which are posted online at www.sebc.org or just click here <http://sebc.org/newsletter.php>. If you are new to the SEBC or would just like to get acquainted with the some of our leaders and longtime members, we encourage you to read these short profiles.

Legislative Update

Chair – Bard Brockman, Bryan Cave LLP, bard.brockman@bryancave.com
Contributing Associate - Jennifer Faucett, Bryan Cave LLP

All plan sponsors will want to check with their legal counsel on the implications of these and the many other regulatory items released recently.

COBRA Extension. On December 21, the President signed the Fiscal Year 2010 Defense Appropriations Act, which included an extension for the COBRA premium subsidy that was included as part of the stimulus bill back in February. The bill extends eligibility for the ARRA premium reduction for an additional two months (through Feb. 28, 2010) and the maximum period for receiving the subsidy for an additional six months (from nine to 15 months).

Plan administrators will have to provide notice of this extension to individuals who failed to pay their COBRA premium for this additional six month period or who paid the full COBRA premium for such period. For individuals who previously received, or are receiving, only nine months of premium assistance, the notice must be provided within the first 60 days of the six-month extension period.

Individuals who had reached the end of the subsidy period before the legislation extended it to 15 months will have additional time to pay the reduced premium related to the extension. To continue their coverage these individuals must pay the 35% of premium costs by February 19, 2010 or, if later, 30 days after notice of the extension is provided to them.

Plan administrators will also be required to provide notice of the new law's provisions within 60 days after its enactment to any individual whose qualifying event was a termination of employment on or after October 31, 2009.

The legislation clarified that eligibility for the subsidy is based on the time of the qualifying event, not when coverage ceases. This means that eligibility for the subsidy depends on when the employee's involuntary termination occurs. Previously, the IRS stated that the employee's subsidiary determination and the loss of coverage would both occur during the subsidiary eligibility period. This IRS interpretation meant that individuals would potentially become ineligible for the subsidy if, for example, the employee had an involuntary termination of employment in the last month of the subsidy eligibility period and the plan continued coverage through the end of the month. Under this legislative revision, such individuals would now clearly be eligible for the subsidy.