31st Annual Employee Benefits Institute

Thursday, May 4, 2017
Overland Park Convention Center
Overland Park, Kansas

www.employeebenefitsinstitute.com

Co-sponsored by the Employee Benefits Institute of Kansas City, Inc. and UMKC School of Law

2017 Institute chairperson:  **Becky Cogdill, Willis Towers Watson**

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31st Annual Conference

Employee Benefits Institute
Co-sponsored by the Employee Benefits Institute of Kansas City, Inc. and University of Missouri-Kansas City School of Law

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~ Program Schedule ~

2017 Institute chairperson: Becky Cogdill, Willis Towers Watson

7:30 AM  REGISTRATION AND CONTINENTAL BREAKFAST  SPONSORED BY: UTZ & LATTAN LLC

8:00 AM  WELCOME & PROGRAM OVERVIEW

8:15 AM  Post-Election Legislative Update with ACA Focus

Kathryn Wilber, Senior Counsel, Health Policy, American Benefits Council, Washington, DC
Kathryn Wilber is Senior Counsel, Health Policy at the American Benefits Council, a trade association based in Washington, D.C. representing primarily Fortune 500 companies that either sponsor or administer health and retirement benefits covering more than 100 million Americans. Kathryn assists Council members on a wide range of health policy and issues and directs the Council's activities with respect to health care reform, ERISA and other federal regulations impacting employer-sponsored health benefits. Prior to joining the Council in 2006, Kathryn was with America's Health Insurance Plans where she served for 10 years in the legal, state and federal regulatory departments. She is a graduate of Georgetown University Law Center and is a member of the Maryland and Massachusetts State Bars. She holds a masters degree from Georgetown University School of Nursing and Health Studies and a bachelors degree from Northeastern University. Kathryn began her health care career as a certified nurse-midwife, practicing in Providence, Rhode Island and Boston, Massachusetts

9:15 AM  U.S. Legal Update Recent Litigation
This presentation will discuss recent benefit cases and legislation.
Katherine A. Hesse, Murphy, Hesse, Toomey & Lehane, LLP

Katherine A. Hesse is a founding partner of Murphy, Hesse, Toomey & Lehane, LLP, a multi-service law firm with offices in Boston, Quincy, and Springfield, Massachusetts. An ERISA/benefits attorney with an emphasis on public and private retirement and insured and self-insured health plans, multi-state and multiemployer trusts and joint health purchasing arrangements, she also has served as a trustee of benefit trusts and an expert witness in benefits litigation. She is on the Board and chairs the Government Liaison Committee of the International Foundation of Employee Benefit Plans and was former President of the International Society of Employee Benefit Specialists. She sits on the editorial board of Benefits Quarterly and on the Pension Editorial Advisory Board for Wolters Kluwer (publishing house for brands such as Aspen Publishing and CCH), and formerly wrote the legal column for Aspen Publishers, Inc.’s Managing Employee Health Benefits. Ms. Hesse speaks frequently on employment and benefits issues.

10:15 AM  BREAK

10:30 AM  Hot Topics & Action Items for Retirement Plan Governance

Jason C. Roberts, CEO, Pension Resource Institute, LLC, Partner, Retirement Law Group, PC

Jason C. Roberts, Esq. is the Founder and CEO of the Pension Resource Institute (PRI), a firm that delivers strategic consulting, compliance, training and technology-based solutions to financial institutions and plan fiduciaries serving retirement investors. He is also a founder and shareholder at Retirement Law Group (RLG) a law firm specializing in ERISA, tax and investment-related matters. Prior to founding PRI and RLG, Jason was a partner and co-chair of the Financial Services Group at a leading ERISA law firm and the head of the Investment Fiduciary practice for a prominent securities industry legal defense firm. Jason has been repeatedly recognized as one of the “100 Most Influential in Defined Contribution” by the 401(k) Wire and a “Rising Star” by SuperLawyers Magazine. In 2015, he was selected by InvestmentNews as one of the “Top 40 Advisors and Associated Professionals under 40” in the financial
planning industry. Jason has published numerous articles focusing on ERISA and securities compliance, fiduciary best practices and is a frequent speaker at retirement plan and financial industry conferences. He is a contributing author and faculty member for the Practicing Law Institute. Jason is also currently serving a two-year term as an advisor to the finance committee for the Beach Cities Health District. Jason received his B.S.B.A. in Finance & Banking from the University of Missouri and his J.D. from UCLA Law School.

11:30 AM  **LUNCHEON (INCLUDED IN REGISTRATION FEE) SPONSORED BY ARTHUR J. GALLAGHER & CO.**

12 PM  **LUNCHEON (presentation)**  
**The 2017 Consumer Health Mindset**  
Insights and actions for turning struggle into savvy and creating experiences that engage your employees and their families. In her presentation, Joann will share new research and some consumer experience best practices.

![Joann Hall Swenson, Aon Hewitt, Minneapolis, MN](image)

Jo is a Partner at Aon Hewitt and is a national best practices leader in health for the Consumer Experience Practice. In her role, she provides direction to the firm’s point of view that human insights + creative strategy + friendly tech are essential components in creating a compelling consumer experience for clients and their people. She works with teams of Aon Hewitt colleagues to carry out strategies to make the experience and results real for organizations. She also speaks on health engagement to groups across the country. In addition, she is the co-author of the firm’s annual Consumer Health Mindset research study with the National Business Group on Health and Kantar Futures.

Jo joined the firm in February 1998 after nearly a decade as a consultant with another global firm. During her career, she has worked with clients in a broad range of industries—from retail to agriculture to manufacturing—to communicate to their employees about health care, retirement, and employee engagement. Her clients have included Kimberly-Clark, Dell, Shell Oil, Thomson Reuters, Best Buy, Farm Credit, Medtronic, and Cargill. In addition to her consulting experience, she worked in corporate communications for Dayton Hudson Corporation (now Target), and started a human resources and communications function for an entrepreneurial telecommunications firm.

She holds a B.A. degree in communications and English from Concordia College in Moorhead, Minnesota, and has served on its national alumni board, and also has an M.B.A. degree from the University of St. Thomas in St. Paul, Minnesota. She currently serves on the Westwood Community Church leadership board and volunteers as a mentor and speaker for the Minnetonka High School global VANTAGE business program and a local women’s prison.

1:00 PM  **DESSERT BREAK SPONSORED BY CIGNA**

1:15 PM  **BREAKOUT SESSIONS –**
A. Managing Self-Funded Plans

David Ross, Hays Companies

David Ross is an Executive Vice President at Hays Companies, an Employee Benefit consulting firm located in Minneapolis, Minnesota. Hays Companies specializes in providing consulting, communication, education, and brokerage services for its clients’ employee benefit and retirement programs. At Hays Companies, David’s primary responsibilities include training and development of financial tools and methodologies that improve our clients’ ability to effectively manage their employer-sponsored benefits. David’s role as a company-wide resource keeps him actively involved in the sales and management of key accounts. Additionally, David has played a leading role in the development of the company’s Population Health Management and Health Care Reform Consultancy initiatives. Prior to joining Hays Companies in 2004, David spent several years in the Financial Underwriting/Actuarial department at Blue Cross Blue Shield of Minnesota where he evaluated risk and determined pricing for both fully-insured and self-funded groups. As a secondary role, David was utilized as an educational liaison between Group Actuarial, Financial Underwriting, Marketing, Broker/Consultants, and group leaders. David periodically teaches statistics at Minnesota State University where he earned his bachelor’s degree in Finance. He is a licensed agent for health and life insurance.

B. Applying Behavioral Economics to DC Plans

Michael Weddell, Senior Consultant Benefits Advisory & Compliance, Willis Towers Watson

Michael Weddell has over 25 years of retirement plan consulting experience, 19 of which have been with Towers Watson and its predecessor companies. Michael currently focuses on two categories of projects: 1) for qualified retirement plans, Michael has led compliance reviews, formulated discrimination testing strategies and performed related compliance tasks; 2) in addition Michael has a deeper expertise with 401(k), 403(b), ESOP, deferred compensation plans and other defined contribution retirement plans, including plan design, fee benchmarking and vendor management services. Before becoming an employee benefits consultant, Michael practiced law with a large firm in Michigan, specializing in employee benefits law. Michael enjoys public speaking, having made presentations for groups of clients, companies and industry an trade associations. Michael holds a J.D. degree cum laude from The University of Chicago Law School and a B.A. degree summa cum laude from
Albion College (majoring in History and Computational Mathematics). Michael also has earned a Certified Employee Benefits Specialist designation.

2:15 PM BREAK SPONSORED BY MHM RETIREMENT PLAN SOLUTIONS

2:30 PM BREAKOUT SESSIONS

C. Wellness that Works

John Harris, Performance pH

John graduated from Grand Valley State University with a double major in health sciences and physical education and then went on to earn his master’s degree in health education from the University of Toledo. After his first “real job” as a college assistant wrestling coach, he became a successful entrepreneur, growing Harris HealthTrends, Inc. to a sizable company before merging it with four others to become Axia Health Management and later selling to Healthways. As a college wrestler, John was a two-time Collegiate All-American and a U.S. Olympics Trials qualifier. He was also inducted into the Grand Valley State University Athletic Hall of Fame. Today, he mountain bike races in the summer and cross-country ski races in the winter. He also enjoys road bicycling, downhill skiing, and kayaking. Born and raised in Battle Creek, Michigan, John is a devout Michigander with a home in northern Michigan where he loves to play. He also serves on a number of for-profit and nonprofit boards and is a lover of animals—his Vizsla in particular. Married for 35 years, he and his wife have two adult children, both of whom he delivered with the supervision of a doctor.

D. Retiree Health Options – The Decline of Group Retiree Health Plans; What’s Next?

Multiple studies indicate health insurance in retirement is a major concern for many people. However, the number of employers offering Group Retiree Health plans has declined steadily over the last several years. Just what is the employer’s role with retiree health insurance and what are the options for individual retirees?

This presentation examines the following:
- Studies confirming health insurance is a major concern for retirees
- Studies showing the decline in group retiree health offerings
- Discussion about the employer’s role with respect to retiree health insurance
- Employees’ understanding of retiree health care options
- Overview of Original Medicare; what it covers and does not cover
-Explanation of Part D; how it is structured and the potential Part D penalty
-High level and generic overview of the main types of retiree health options including Medicare Advantage Plans, Cost Plans, Med Supp/Medigap Plans and Medicare HSA Plans
-Considerations for Early Retirees
-Conclusions about what an employer may or may not do with respect to Retiree Health Insurance

Rick Storms, CEBS, Field Management, Center for Healthy Aging, Medica
Rick Storms oversees sales and account management for Medica’s Center for Healthy Aging. Prior to joining Medica, Rick worked for two large consulting firms, an international insurance company and a national TPA. Rick has worked in the employee benefits industry for 30 years and is a frequent speaker at industry association meetings and has been published in a variety of professional journals. He is a past president of the ISCEBS Governing Council and of the Twin Cities ISCEBS Chapter. In addition to the CEBS designation, Rick holds a business and management degree from the University of Minnesota, leads Continuing Education courses and is a regular guest instructor at St. Catherine’s University.

3:30 PM ROOM CHANGE

3:35 PM Cyber Risks for Benefits
No individual, organization or industry is immune from cyber attacks, and organizations with access to highly sensitive information, like benefit plans, are a bigger target for attackers. The operation and administration of benefits plans requires collecting, process and storing data assets among multiple parties. We need to understand the type of data, the data flow, control points and the responsibilities of each party involved to minimize risks. We will review the current and emerging threats, examine plan sponsor cybersecurity concerns, discuss service provider requirements and responsibilities and the role of auditors in the process.
Rob Rudloff, RubinBrown LLP, St. Louis
Rob is a Business Advisory Services Partner at RubinBrown leading the Cyber Security Advisory Services team. He has more than 20 years of information security experience on security reviews, mitigation, strategy and architecture development. He consults with clients on a variety of information security projects ranging from penetration testing to security assessments to implementation of security architectures. His background includes security work for the Air Force, NSA, Pentagon and PwC. Recently serving as a Chief Information Security Officer, Rob brings strategic consulting expertise balanced with a voice of reason. Rob currently holds the following certifications: CISSP-ISSMP, CCSP, and PMP.

4:35 PM  CLOSING REMARKS

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Register online at [www.employeebenefitsinstitute.com](http://www.employeebenefitsinstitute.com) or complete the following form. For more information, contact UMKC Law School CLE at 816-235-1648 or email UMKCCLE@UMKC.EDU.

Enclosed is $_____ for _____ registration(s) for enrollment in the Employee Benefits Institute 31st Annual Conference on Thursday, May 4, 2017 at the Overland Park Convention Center, 6000 College Blvd., Overland Park, Kan. 66211.

Registration fee:

- [ ] $250 Registration fee digital material only
- [ ] $295 includes hardcopy printed material and digital material
- [ ] $45 I cannot attend the seminar. Please send me the course materials.

Please select your breakout session

1:15 p.m.  [ ] A. Managing Self-Funded Plans (or Combat Inflated Out of Network Costs)
- [ ] B. Applying Behavioral Economics to DC Plans

2:30 p.m.  [ ] C. Wellness that Works
- [ ] D. Retiree Health Options

Please make check payable to “University of Missouri” and mail with completed form to: UMKC Law School CLE, 4825 Troost, Suite 211, Kansas City, Missouri 64110

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