



Mississippi College

A CHRISTIAN UNIVERSITY

School of Business

presents

3rd annual
 the **MISSISSIPPI**
 health care
REFORM
 summit



Wednesday, October 10, 2012

8:00 am – 3:30 pm | Lunch will be served

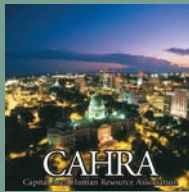
Mississippi College Clinton Campus | Anderson Hall



Mississippi College

A CHRISTIAN UNIVERSITY

School of Business

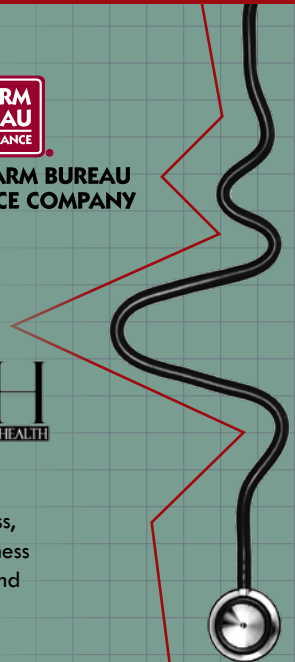


SOUTHERN FARM BUREAU
LIFE INSURANCE COMPANY



Presented by a Partnership between the MC School of Business, Southern Farm Bureau Life Insurance Company, Mississippi Business Group on Health, Capital Area Human Resource Association and the Mississippi Society for Human Resource Management

Registration Information on Back



The Mississippi Health Care Reform Summit brings together national health care experts and key state leaders in government and business to address the most pressing topics businesses face in managing health care programs and costs. Summit participants will hear directly from our state's policy makers, medical leaders and corporate professionals on the leading edge of the changes sweeping through our state's health care system.

As we navigate health care reform over the coming years, this forum will become an integral part of keeping Mississippi business and community leaders informed and equipped to best manage health and wellness programs.

{Event Agenda}

7:30 to 8:15

Coffee & Registration

8:15 to 8:30

WELCOME & INTRODUCTIONS

Dr. Marcelo Eduardo

Dean of the MC School of Business

8:30 to 9:00

ECONOMICS OF HEALTH CARE AND BUSINESS

Dr. Mark McComb

Associate Professor, MC School of Business

9:00 to 9:30

HEALTH INSURANCE EXCHANGES

Commissioner Mike Chaney

Insurance Commissioner of the State of Mississippi

Aaron Sisk

Senior Staff Attorney, Mississippi Department of Insurance

9:30 to 10:15

HEALTH CARE LAW AND COMPLIANCE

Ashley Gillihan

Attorney, Alston & Bird

Jeff Styres

Senior Associate Legal Counsel, Southern Farm Bureau

Life Insurance Company

10:15 to 10:45

Break

10:45 to 11:45

EMPLOYER STRATEGIES: A PANEL OF PEERS

Beth Tackett, *Director of Human Resources, SPHR, Viking Range Corporation*

Lance Bonner, *Chief Operating Officer, Butler Snow*

Billy Sims, *Vice President, Human Resources FLMI, SPHR, CCP, CBP,
Southern Farm Bureau Life Insurance Company*

Troy Daniels, *Chief Human Resources Officer, Forrest General Hospital*

11:45 to 12:15

Break/Lunch is served (buffet)

12:15 to 12:30

LUNCH SPEAKER

Governor Phil Bryant

Governor of the State of Mississippi

12:30 to 1:15 **KEYNOTE ADDRESS**

HEALTH CARE REFORM: WHAT EMPLOYERS NEED TO DO NOW

Gary B. Kushner SPHR, CBP

President and CEO of Kushner & Company

1:15 to 1:30

MISSISSIPPI BUSINESS GROUP ON HEALTH

Murray Harber

1:30 to 1:45

Break

1:45 to 2:30

BREAKOUT SESSION #1

See breakout session options below

2:30 to 2:45

Break

2:45 to 3:30

BREAKOUT SESSION #2

See breakout session options below

BREAKOUT SESSION OPTIONS:

- A. Benefits Consultant Panel: Tracie McPherson and Jim Casadaban, *Employee Benefit Specialist, HUB International Gulf South*
- B. Going Self-Insured and Reinsurance: Dan Gibson, *Executive Director of the Mississippi Association of Self-Insurers*
- C. Benefits and Wellness Communication: Matt Ginn, *Corporate Communications Program Development Coordinator*

{Presenters}

PHIL BRYANT

Governor, State of Mississippi



Known for strong integrity and commitment to an accountable government, Phil Bryant was sworn in Mississippi's 64th governor on January 10, 2012. He was elected in November 2011 after capturing 62 percent of the vote. In his inaugural State of the State Address, Bryant outlined 31 bold initiatives that encompass his vision for Mississippians to "rise together" through economic expansion, efficiency in government and adherence to values that make Mississippi great. The close of the 2012 legislative session saw many of Bryant's new initiatives become law, including key components of his Mississippi Works agenda.

Strong, pro-job measures like the Health Care Industry Zone Act, the Small Business Regulatory Flexibility Act and Dual Enrollment are creating a solid foundation for Mississippi's success and economic vitality. Bryant also this year completed his mission to virtually eliminate Mississippi's antiquated business inventory tax by signing into law tax credits to offset the inventory burden.

At Bryant's urging, the Legislature this session passed a fiscal year 2013 budget that sets aside two percent of the state's resources to address unforeseen budget challenges. Also in the coming year, the state Department of Revenue, in response to Bryant's call for efficiency in government, will serve as a model for performance-based budgeting in the coming fiscal year.

Prior to becoming governor, Bryant served one term as Mississippi's 37th lieutenant governor after earning 59 percent of the vote in November 2007. He also served Mississippi as state auditor and represented his legislative district in the Mississippi House of Representatives for five years.

Bryant, the son of a diesel mechanic and a mother who stayed home with her three boys, learned early the values of hard work and the importance of education. The Moorhead native and former deputy sheriff earned his bachelor's degree in criminal justice from the University of Southern Mississippi and a master's degree in political science from Mississippi College. Before assuming his role as governor, Bryant served as an adjunct professor of government at Mississippi College.

Bryant is the contributing author of three books: *21st Century Government – Digital Promise, Digital Reality* and *Leadership Secrets of Government Financial Officials*, the fourth and fifth volumes of a leadership series with an emphasis on financial management, human resources, technology, and auditing; and, *Best Case Practices*. This publication highlights the innovative initiatives of fellow Republican Lt. Governors all across our country.

Bryant's persistence in promoting conservative public policy stems from his belief that people, not the government, know best how to take care of their own money. His consistent views and actions in public service helped him earn the 2004 Statesman of the Year award presented by American Family Radio.

Because of his love of the outdoors and his belief in the second amendment, he has been a longtime member of the National Rifle Association's Institute for Legislative Action and is a recipient of the Kirk Fordice Freedom Award presented annually by the Central Mississippi chapter of the NRA. He served as the 2008 Honorary Chairman of the Republican Lieutenant Governor's Association and is a past president of the Mississippi Republican Elected Officials Association. He also served on the National Lieutenant Governor's Association Executive Committee as the Southern Region Republican at-large member.

Bryant's dedication to his work is evident through his years of public service, but his faith and family have always come first. Phil Bryant and his wife First Lady Deborah Bryant have two adult children and are active members of St. Marks United Methodist Church.



MARK McCOMB

Associate Professor, MC School of Business

Mark McComb is Associate Professor of Management Science and a Director of the Center for Economic Education and Analysis in the Mississippi College School of Business. The Center for Economic Education and Analysis is a resource for state agencies and public and private sector organizations seeking economic research and data relating to the Jackson, MS area. The Center serves business and policy decision-makers by providing a significant source of key economic data for the area. He received his Ph.D. in Management Science from the Stuart Graduate School of Business at the Illinois Institute of Technology in Chicago. He has graduate degrees in Mathematics and Philosophy from the University of Louisville and is a 1980 graduate of MC with a B.S. in Mathematics. Mark worked as a quality manager and statistician for several companies before joining the faculty at MC. He continues his work with the professional community by teaching online Lean Six Sigma Master Black Belt certification courses for Villanova and by serving as an instructor for the American Society for Quality where he teaches seminars on Quality Engineering, Reliability Engineering, Black Belt Statistics, and Design of Experiments.



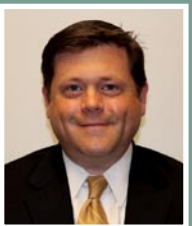
MIKE CHANEY

Commissioner of Insurance

Prior to his election in 2007 as Mississippi's Commissioner of Insurance, Commissioner Chaney served seven years in the Mississippi House of Representatives and eight years in the Mississippi Senate.

As Commissioner, he has brought a style of openness and accessibility to the office, including opening a Mississippi Insurance Department office on the Gulf Coast. Also, in his continuing effort to expand the insurance market on the Gulf Coast and in the state as a whole, he has overseen the addition of 125 new companies to write insurance in the state. He was recently selected by his peers at the National Association of Insurance Commissioners to chair the prestigious Property and Casualty "C" Committee. The NAIC is the organization of state insurance regulators for all 50 of the United States, Washington D.C., and five US territories. He is a businessman with a strong background in energy and agriculture and a strong advocate for consumers.

He is a 1966 graduate of Mississippi State University with B.S. in Business and Finance and is a veteran of the United States Army, serving in Vietnam in 1968-69.



AARON SISK

Senior Staff Attorney, Mississippi Department of Insurance

Aaron Sisk has served as a Senior Staff Attorney for the Mississippi Department of Insurance since November of 2006. Originally from Madison, MS, Aaron received his Juris Doctor in May of 2003 from the University of Mississippi School of Law and became an active member of the Mississippi Bar in October of that same year. Prior to that, Aaron completed his undergraduate education at Mississippi State University, earning a B.A. in Sociology with a certificate in Criminal Justice.

Aaron serves as the Director of the Insurance Department's Life and Health Actuarial Division. In this role, Aaron works closely with Department actuaries and industry representatives to assure

compliance with Mississippi and Federal statutes and regulations. The Life & Health Division is also tasked with managing the development of One, Mississippi: Mississippi's Health Insurance Marketplace and monitoring all market reforms associated with the Patient Protection and Affordable Care Act of 2010.



ASHLEY GILLIHAN

Attorney, Alston & Bird

Ashley Gillihan is a member of Alston & Bird's Employee Benefits and Executive Compensation Group. He is also a secondary member of the firm's ERISA Litigation Group. Mr. Gillihan's legal practice focuses exclusively on assisting clients with various health and welfare benefit plan issues related to the following: cafeteria plan and flexible spending account related issues; consumer driven health care arrangements such as Health Reimbursement Arrangements ("HRAs") and Health Savings Accounts ("HSAs"); ERISA reporting, disclosure, and fiduciary obligations; COBRA administration; HIPAA portability and discrimination; HIPAA Privacy, Security, and Administrative Simplification; federal tax issues associated with health and welfare benefit plans (e.g. VEBAs, nondiscrimination testing, etc.); and Welfare Benefit Plan issues arising from various federal employment discrimination statutes such as the Americans with Disabilities Act ("ADA"), the Age Discrimination in Employment Act ("ADEA"), and the Pregnancy Discrimination Act ("PDA").

Mr. Gillihan represents various corporate plan sponsors, insurers, HSA trustee/custodians, financial institutions and third party benefit plan administrators.

Mr. Gillihan lectures frequently and has published various articles on health and welfare benefit plan related topics. He is a faculty member for MCOL (a managed health care on-line organization) and the Institute of Applied Management and Law (IAML). He is a member of the Advisory Board of Editors of the Benefits Compensation Law Alert and the Technical Advisory Council to the Employer's Council on Flexible Compensation. He is also the primary author of the *Flexible Benefits Answer Book* by Aspen Publishers.

Mr. Gillihan is a member of the state bars of Georgia, Tennessee, and Alabama. He is a 1996 graduate of Samford University's Cumberland School of Law.



JEFF STYRES

Senior Associate Legal Counsel,

Southern Farm Bureau Life Insurance Company

Jeff Styres serves as senior associate counsel in the legal department of Southern Farm Bureau Life Insurance Company in Jackson, MS. In this capacity, he oversees some of the Company's litigation and privacy functions, as well as providing legal support to SFBLI's agency, claims, compliance, human resources, policy service and underwriting departments. Before re-joining SFBLI in 2005, Jeff was in private practice in Mississippi and Alabama specializing in life, health and disability claims litigation. He holds degrees from Samford University (B.S. in Accounting), the University of Alabama at Birmingham (MBA), and a law degree from the Mississippi College School of Law. Jeff is licensed to practice law in Mississippi, Alabama and Georgia, and since 2009, continues to serve as Chief Justice William L. Waller Jr.'s appointment to the Mississippi Board of Bar Admissions. He also currently serves as an adjunct professor teaching business law and

ethics for the School of Business at Mississippi College. Jeff is also a Fellow of the Life Management Institute (FLMI), and was selected as corporate vice-chair of the Defense Research Institute's (DRI's) Life, Health, Disability and ERISA Committee for 2010-2012.



GARY B. KUSHNER

President and CEO, Kushner & Company

Mr. Gary B. Kushner SPHR, CBP, is the President and CEO of Kushner & Company, an HR strategy and employee benefits consulting and administration firm. Internationally recognized as an expert in the field, Mr. Kushner is one of the nation's most sought after speakers on HR strategy and employee benefits. He has advised four U.S. Presidents on health care and has testified before the U.S. Senate Finance Committee, the U.S. House Ways and Means Committee and the U.S. House Small Business Committee on employee benefit issues.

A frequent resource to the media, Mr. Kushner contributes to the *Wall Street Journal*, the *New York Times*, *AP*, *Knight-Ridder*, the *Kiplinger Washington Newsletter*, *CNN News*, *Fortune*, *MSNBC* and *Good Morning America*, among others. Additionally, he serves on the Editorial Review Board of *HR Management* magazine.

Prior to establishing Kushner & Company in 1982, Mr. Kushner held human resource policy-making positions in both the private and public sectors including the compensation and benefits area. Mr. Kushner's academic credentials and certifications include: Senior Professional in Human Resources Designation (SPHR), Certified Benefit Professional (CBP), MPA in Personnel from Western Michigan University, and a BA from Franklin and Marshall College.

Highly respected for his expertise and effectiveness, Mr. Kushner is also a much sought after member of many corporate, professional and government boards and advisory councils including: Board of Directors, Economic Alliance of Michigan; Board of Directors (Chair in 2003), Human Resource Certification Institute; Board of Directors, Society for Human Resource Management; Board of Directors, Small Business Association of Michigan; Board of Trustees, National Small Business Association; Chair, National Small Business Association; Chair, Small Business Association of Michigan; Delegate, 1986 White House Conference on Small Business; National Advisory Council, U.S. Small Business Administration; National Chair of Compensation and Benefits; Society for Human Resource Management Special Advisor; U.S. Senate's Committee on Aging State, Chair; 1995 White House Conference on Small Business Technical Advisor, WorldatWork (formerly American Compensation Association) Vice-Chair, Economic Alliance of Michigan.



MURRAY HARBER

Board Member, Mississippi Business Group on Health

Murray is an experienced health and wellness strategist, speaker and writer. He is one of the WebMD Wellness Coordinators for the Motivating Mississippi Wellness Program for members of the State and School Employees' Health Insurance Plan. He speaks to a variety of groups on value-based benefit design, best practices in employer health, and human performance along with general health, fitness, and wellness.

Murray has been a leader in the worksite health promotion industry for over 15 years. His post collegiate years were spent in the fitness business, strength coaching, and then moving to employee

health. His employers have been Vanderbilt University, University of Tennessee, Park Nicollet Health Services, Macalester College, Hennepin County, University of Minnesota, Southern Farm Bureau Life Insurance Company and WebMD Health Services. His history is filled with helping to create award winning athletes, publications, and tools that foster behavior change.

Murray has a Bachelor's Degree in Education with a major of Exercise Physiology from the University of Tennessee. Murray currently serves on several community initiative committees—the Governor's Commission on Physical Fitness and Sports and Mississippi Worksite Wellness Group. He serves on the CDC's Expert Panel on Obesity Prevention in the Workplace and helped to create the CDC's LeanWorks® Obesity prevention program for worksite. He officiates for high school and collegiate track and field meets and events when he is not kayaking, biking, or gardening.

{ Breakout Session Presenters }



TRACIE MCPHERSON

McPherson Benefits Group, LLC

Prior to starting McPherson Benefits Group, LLC in 2005, Tracie was Senior Vice President for the nation's largest benefits consulting firm. In that role she was responsible for day-to-day consulting and account management for a wide range of clients, and was repeatedly recognized for her outstanding performance in this role.

Tracie specializes in design and ongoing management of employee benefits programs for large employers with special emphasis in self-funded medical plans. She is a frequent speaker on benefit topics throughout the South.

Tracie is a graduate of Mississippi State University with a BPA in Accountancy. She is Certified Public Accountant and was recognized as one of Mississippi Business Journal's 50 Leading Business Women in 2005.



JIM CASADABAN

Employee Benefit Specialist, HUB International Gulf South

Jim Casadaban is an Employee Benefit Specialist with HUB International. Jim brings his "hands on" practical employee benefits expertise and knows the needs of the region and its people. A graduate of the University of New Orleans and recipient of an MBA from Loyola University where he became a member of Beta Gamma Sigma, the National MBA Honor Society. Jim first made his mark in compensation and benefits for Hotel Dieu Hospital where he eventually was promoted to the Director of Human Resources and served on the Administrative Team. He served in a similar role for Glaxo SmithKline/Quest Diagnostics, where he was the Regional HR Director for the Gulf South covering Texas, Louisiana, Mississippi and Alabama. Jim combines technical knowledge

of the business with practical, personal experience on the front lines of Human Resources. Jim is a past president of the Greater New Orleans Society of Healthcare Human Resources Administrators. He is also an active member of the SHRM New Orleans chapter (HRMA) where he currently serves as Treasurer on the Board of Directors. He is a Licensed Life and Health Agent.



DAN GIBSON

Executive Director, Mississippi Association of Self-Insurers
Dan Gibson, Executive Director of the Mississippi Association of Self-Insurers (MASI) is a former mayor of Crystal Springs, MS, and a 1987 graduate of Mississippi State University, where he served as student body president and received a Bachelor's in Business Administration. He first entered the insurance profession in 1994 as an independent agent, the same year his son Clark, now serving in the US Army, was born.

As President of Copiah County Insurance Agency, Inc., Dan was named to the *Mississippi Business Journal's Top Forty Under Forty* at the age of thirty. He was a Republican candidate for Governor of Mississippi in 1999. Dan obtained his Series 7 as an AXA Advisors Financial Consultant in 2001 and started his own insurance consulting company, Dan M. Gibson & Co., Inc., in 2002. Dan became a Lay Minister for the United Methodist Church in 2007. As Executive Director for MASI, Dan is a Registered Lobbyist for Worker's Compensation and Self-Insured Health issues in the Mississippi Legislature, Mississippi Insurance Department and Mississippi Workers' Compensation Commission. MASI members represent hundreds of employers with millions in annualized premiums.



MATT GINN

Corporate Communication Program Development Coordinator
Southern Farm Bureau Life Insurance Company

Matt Ginn is the Corporate Communication Program Development Coordinator responsible for the SFBLI WellnessWorks! program. Matt graduated from the University of Mississippi with a Bachelor of Arts in Communication and a minor in Business Administration. His work includes time in minor league baseball, as the Baseball Operations Coordinator with the Triple A Memphis Redbirds, and in the fitness and wellness field at Harbor of Health in Memphis Tennessee.

At Southern Farm Bureau Life, Matt manages and coordinates the day to day operations of the award winning SFBLI WellnessWorks! program with the employees and families of Southern Farm Bureau Life Insurance Company. Matt is a founding member and a steering committee member for the Mississippi Worksite Wellness Group, a member of the board of directors for the Metro YMCA and also serves on the board of directors for the Public Relations Association of Mississippi-Central Chapter and the Public Relations Association of Mississippi-State Chapter. Matt's professional certifications include the Work Life Certified Professional accreditation through World at Work.

{Panelists}



BETH TACKETT

Director, Human Resources, SPHR, Viking Range Corporation
Beth Tackett serves as Director of Human Resources for Viking Range Corporation, the originator of ultra-premium cooking products for the home. In this role, Tackett oversees all functions related to human resources including employment law (domestic & international), recruitment, compensation management, benefits administration, employee engagement, training & development, workers compensation, health & safety, and organizational development. Tackett joined the Human Resources staff of Viking Range Corporation in 1997.

She achieved the status of Senior Professional in Human Resources through HRCI. Tackett holds a BBA in human resources management from The University of Mississippi, and a MBA from Mississippi State University.

Tackett is a member of the Society for Human Resources Management, Mississippi Manufacturers Association, Delta Human Resource Management Association, Mississippi Association of Colleges and Employers, and the Greenwood-Leflore Chamber of Commerce. She is a Personnel Decisions, Inc. certified interviewer and a Birkman International, Inc. certified assessment user. Tackett was named to the Greenwood Commonwealth "Top 30 under 40", Delta Business Journal's Top Women in Business, she is a Life Member of the Junior Auxiliary of Greenwood, past director of the Greenwood-Leflore Chamber of Commerce, past vice-president of the Delta Human Resource Management Association, and a graduate of the Greenwood Leflore Chamber of Commerce Leadership Greenwood Program. Tackett is a board member for the Salvation Army and is active in the American Cancer Society.



LANCE BONNER

Executive Director/Chief Operating Officer

Butler, Snow, O'Mara, Stevens and Cannada, PLLC

For the last twelve years, Lance Bonner has served as the Executive Director/Chief Operating Officer of Butler, Snow, O'Mara, Stevens and Cannada, PLLC. During his time with the firm, Butler Snow has grown from 175 employees in three offices to 450 employees in thirteen locations. Under his leadership, the firm implemented Balanced Lives, a workplace wellness program including an in house clinic and was recognized as one of the "Best Places to Work" in Mississippi and Tennessee.

Mr. Bonner is serving as a gubernatorial appointment to the Mississippi Judicial Advisory Study Committee and is a member of the Association of Legal Administrators. He is the past president and board member of the Southern Law Network Principal Administrators Forum. Mr. Bonner is a CPA with a B.B.A. from the University of Oklahoma and an M.B.A. from Louisiana State University.

BILLY SIMS

Vice President, Human Resources, LMI, SPHR, CCP, CBP
Southern Farm Bureau Life Insurance Company



Billy Sims has over 30 years experience in human resources with Southern Farm Bureau Life Insurance Company, he is currently the Vice President of Human Resources. Billy is accredited by the Human Resources Certification Institute with his SPHR (Senior Professional in Human Resources) and accredited by WorldatWork with his CCP (Certified Compensation Professional) and CBP (Certified Benefits Professional). Billy has a degree in Business from Belhaven College. He is currently responsible for the Strategic Management of Human Resources, Administrative Services, Corporate Training, Corporate

Communication, Facilities Management, Security and Cafeteria Services.

Billy is a member of the Society for Human Resources Management (SHRM). He has served as president of the Capital Area Human Resources Association (CAHRA). He has also served as the State Council Director for the State of Mississippi for SHRM. Billy currently serves on several national committees related to HR, Compensation and Benefits. He received the Jim Wilkins Award as the Mississippi Human Resources professional of the year for 2004.

TROY DANIELS

Chief Human Resources Officer, Forrest General Hospital

Troy P. Daniels, Chief Human Resources Officer of Forrest General Hospital, leads corporate human resources for seven campuses within the Forrest General Hospital System. In that role he is responsible for compensation and benefits, employee health services, wellness, employee relations, payroll and Human Resources Information Services.

Prior to being employed by Forrest General Hospital in 1995, Troy served as a helicopter pilot and personnel manager/protocol office for the Army.

Troy is a native of Hattiesburg and a graduate of University of Southern Mississippi with post graduate work at William Carey College. He holds a Senior Professional in Human Resources (SPHR) designation.

Currently, Troy serves on the Steering Committee for Leadership Pinebelt, on the Board of the United Way of SE Mississippi, and on the Board of the Forrest General Hospital Foundation.



{Registration}

You may register by:

- Phone to: 601.925.3317
- Email to: mcbusiness@mc.edu
- Online: <http://business.mc.edu/health-care-reform-summit>

Event Registration is \$100 payable by check to the Mississippi College School of Business.

Corporate Sponsorships are available beginning at \$1000 per table. Call 601.925.3421 or email mcbusiness@mc.edu for more details.

Please mail your registration fee to :

Mississippi College
Attn: School of Business, MS Health care Reform Summit
Box 4014
Clinton, MS 39058

Directions to Mississippi College

From I-20 Westbound

Take Springridge Road exit 36 in Clinton.
Turn right onto Springridge Road and proceed north across
Highway 80 (Springridge Road is now Clinton Parkway).
Turn left onto College Street. Turn left onto Monroe
Street, then turn right onto Nelson Drive.

From I-20 Eastbound

Take Springridge Road exit 36 in Clinton.
Turn left onto Springridge Road, cross I-20 and go
through the intersection of Springridge Road and
Highway 80 (Springridge Road is now Clinton Parkway).
Turn left onto College Street. Turn left onto Monroe
Street, then turn right onto Nelson Drive.

Parking

Passengers may be dropped off at the
entrance to the B. C. Rogers Student Center.
Parking will be available near the athletic fields.

For detailed directions and a map of the
Mississippi College campus, please visit

www.mc.edu/visit/campusmap or www.mc.edu/visit/directions