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Dave Ramsey and Governor Michael O. Leavitt to Speak at the 22nd Annual Benefits Forum & Expo

May 5, 2009 – New York, NY – The producers of the 2009 Benefits Forum and Expo are proud to announce two major keynote speakers, **Dave Ramsey**, popular radio talk-show host and best-selling author, and **Governor Michael O. Leavitt**, former Secretary of Health and Human Services, at its 22nd annual event being held September 13-15 at the Hilton Atlanta in Atlanta, GA.

The keynote speakers will address twin concerns faced by benefit professionals and millions of American workers: how to weather the financial storms of the current economy, and what role health care reforms will play in our future well-being.

In his opening BF&E keynote on Sept. 13, Ramsey will offer practical advice on how to alleviate stress away from the office and chart a course for personal financial recovery with hope and confidence for the future.

Ramsey is a personal money management expert and host of the nationally syndicated radio program, "The Dave Ramsey Show," heard by nearly four million listeners each week. More than 600,000 people have attended live appearances by Ramsey, who is also the *New York Times* best-selling author of "The Total Money Makeover, Financial Peace and More Than Enough." His books have sold more than one million copies and present a sound plan to get out of debt and be fiscally fit.

Michael Leavitt, who speaks on Sept. 14, will advise benefits professionals and brokers on how to protect their interests amid health care reform. Key issues to be discussed include: how the Obama administration is attempting to deliver on campaign promises; the benefits of greater investment in health information technology; and; why health care reform is at the heart of a revitalized economy.

Leavitt has been referred to as "the most powerful person in American health." He was Utah's 14th and the nation's longest-serving governor, and is known for his relentless pursuit of improved health care, highways and education. He was commended for his effective management during a decade that saw both economic prosperity and hardship during which he made health insurance more affordable for citizens of Utah.

While serving as Secretary of Health and Human Services, Leavitt was credited for successfully implementing the Medicare Prescription Drug benefit. He also created national strategies and implemented plans for several major components of the health care system including: health information systems, personalized medicine, pandemic preparedness and medical emergency response.

"With the challenges now being aggressively addressed by the Obama administration, there's never been a more critical moment for employee benefit plans. How can benefit professionals continue to keep their employees physically and financially healthy, while cutting costs and operating within budget? These are the issues and work solutions we will tackle at this year's event," said David Albertson, Editorial Director for *Employee Benefit News* and the Chairman for the 2009 Benefits Forum.

The Benefits Forum & Expo is an annual event developed for senior employee benefit and human resource managers. The 2009 conference theme of "Protecting Your Employees and Your Bottom Line in Rough Economic Waters" is timely and reflective of America's current economic challenges.

The conference includes one full day of in-depth pre-conference workshops exploring how to maintain high-value benefits in an economic recession and an employee bailout plan, among other key leadership topics. The main conference includes two days of concurrent sessions on Cost Containment, Health

Care, Wellness, Employee Engagement, Legal & Regulatory, Retirement & Personal Finance, and Paycheck Extenders. The program will once again feature the very popular panel of Benefits Directors from organizations on the annual list of the “Best Practices at the *Best Companies to Work for in America.*”

Benefits Forum speakers includes high-level managers from Intel Corporation, Liberty Mutual, Home Depot, MetLife, AARP, CIGNA, Wendy’s/Arby’s Group, Dave Thomas Foundation for Adoption, Lowe’s Companies, WebMD Health Services, Nationwide, MasterCard Worldwide, HSBC Worldwide, Environmental Protection Agency, Wells Fargo, Kraft Foods and more.

The 2009 Benefits Forum and Expo is developed and hosted by *Employee Benefit News* magazine and SourceMedia. The event’s major sponsors are VSP Vision Care, Aetna, CIGNA, AmeriFlex, Humana, Consumer Health Technologies, Delta Dental, HR Xcel, Pre-Paid Legal Services, and Quest Diagnostics.

For more information about the Benefits Forum visit www.benefits-forum.com.

About *Employee Benefit News*

Employee Benefit News, for the 22nd year, will present unrivaled content on health plans (including major medical, behavioral health, supplemental and consumer-driven benefits), retirement plans (defined benefit, defined contribution, cash balance and related savings plans) and quality of life benefits (voluntary, worksite products, and employee-paid program enhancements).

About SourceMedia

SourceMedia provides market information, including news, analysis, and insight to the financial services through its publications, industry-standard data applications, seminars and conferences. Its flagship publications, including *American Banker*, *National Mortgage News*, *The Bond Buyer*, and *Accounting Today*, have helped build SourceMedia's reputation as the pre-eminent information source in its respective markets. SourceMedia produces over 70 events a year in all of the above spaces attracting over 20,000 attendees annually.

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