

AGENDA

Agenda subject to change

Sunday, May 21

6:00pm – 8:30pm

Welcome Reception

Enjoy some time networking, greeting old friends and making new ones at this hosted reception.

Monday, May 22

7:30am – 8:30am

Registration and Networking Breakfast

8:30am – 9:00am

Welcome, Invocation & Kick-Off

Greg Fields – PACE President and President, Charter HR

George Gersema – Conference Chairman and CEO, Employers Resource

9:00am – 10:15am

Economics, Demographics and the PEO in the Age of Acceleration

Presented by John Slavic – President and Founder Slavic401k.com

The rapidly changing economic environment provides opportunities and risks for all businesses and especially PEOs. John will examine the seven key economic issues and their influence on all US business. There will be a special look at the dynamics of a PEO in an Age of acceleration.

10:15am – 10:30am

Networking Break

10:30am – 11:45am

Transcending Obamacare: A Patient-Centered Plan for Near-Universal Coverage and Permanent Fiscal Solvency

Presented by Avik Roy – President, The Foundation for Research on Equal Opportunity

The U.S. health care system was broken before Obamacare, and remains broken today. The principal problem is that Americans don't have control over their own health care dollars. Instead, thanks to seventy years of unwise federal policies, their health care dollars are spent for them by other people: their employers, or the government. Mr. Roy will share his vision of how we can bring market forces back to health care, in a way that will make health insurance more affordable for more employers and individuals, while putting the federal budget on a path to solvency

11:45am – 12:00pm

Vendor in the Spotlight

12:00pm – 1:15pm

Lunch w/historical speaker

1:15pm – 2:45pm

PEO Survivability

Presented by Mike Miller – Partner, Miller, Tack & Madson

Sharon Wey – Associate, Miller, Tack & Madson

Mike and Sharon will discuss the assaults that are taking place on a state and federal level that directly impact your PEO's day to day business operations. Plaintiffs' attorneys, district attorneys, the Department of Labor, OSHA, National Labor Relations Board, and others all have our industry in their crosshairs. Mike and Sharon will present practical solutions to this onslaught of litigation that is aimed at our industry.

2:45pm – 3:00pm

Networking Break

3:00pm – 4:00pm

Are Hangovers from Hurricanes and Frozen Daiquiris Compensable Claims? (And, other wacky issues you never imagined you would be dealing with at work.)

Presented by Torben Madson – Partner, Miller, Tack & Madson

You survived Bourbon Street but can your head handle the regulatory hangover of the last eight years? This session will provide an interactive discussion of issues ranging from the impact of the OSHA Final Rule implementation on drug screening to changes and trends in workers' compensation and liability claims that may have you grabbing your wallet in panic or racing back out to Bourbon Street to wash away the pain.

4:00pm

Closing and Evening on Your Own

Tuesday, May 23

8:00am – 9:00am

Networking Breakfast

9:00am – 10:45am

How PEOs Can Stand-Out, Shake off Disruptors, and Grow to Their Full Potential

Presented by Ryan McInerney – President and Lead Strategist, Tech Shepard

Ray Dile – Managing Partner, Pathway Strategies

Most PEOs struggle to grow to their full potential. For you to become the most sought after brand in your niche, create disruptor immunities, and create positive and predictable results, you must first get your sales and marketing teams aligned and focused on the right strategy.

To do that, you'll need to follow a proven process. Ray Dile and Ryan McInerney will be presenting on how to differentiate yourself in the market and develop a disciplined approach to sales and marketing that simplifies your strategy and unlocks the full growth potential of your organization.

10:45am – 11:00am

Networking Break

11:00am – 12:00pm

Solving the Free Market Medical Demand Problem: How ERISA Self-Funded Health Plans Create a Pull Strategy for Lowering Healthcare Costs

Presented by Sean Kelly – President, Texas Free Market Surgery

Today's healthcare market is terribly broken; research shows that there is an inverse relationship between cost and quality. Unlocking the Power of the ERISA-Self-Funded Health Plan to direct contract with high-quality, cost-efficient Medical Providers, stimulates the growth of a competitive marketplace and the supply of Free Market Medical Providers. In markets where ERISA Self-Funded Health Plans direct contract with Free Market Medical Providers, providers respond positively by pricing transparently, improving quality, reducing prices and eliminating excess administrative complexity and costs. The result markedly improves competition thereby lowering healthcare spending. Mr. Kelley will share how the Oklahoma Miracle has developed since its inception in 2009 and the learnings. He will also outline tactics to accelerate adoption and growth of the Free Market in any region. Mr. Kelley will provide a step-by-step approach for self-funded health plans to lead this paradigm shift.

12:00pm – 1:00pm

Lunch and Elections

1:00pm – 2:00pm

Panel Discussion

ESAC (accreditation) and/or CPEO (certification) or Nothing

Moderator: **John Slavic** – President and CEO, Slavic401k.com

Panelists: **Rex Eley** – President and CEO, Employer Services Assurance Corp (E-S-A-C)

Greg Packer – CEO AccessPoint human Resources

George Gersema – Conference Chairman and CEO, ERM

The great debate continues. Many PEOs believe that accreditation and/or certification provide a sense of legitimacy and legal certainty for the industry. Others believe these constructs are expensive, potentially intrusive and totally unnecessary. This panel of industry veterans will outline the pros and cons of each approach. This should produce a lively discussion and be of great interest to those who are not quite sure which way to go.

- 2:00pm – 3:00pm **A Live Q&A with a PEO Marketing Manager**
Presented by Spencer Rule – Marketing Manager, Employers Resource
Ryan McInerney – President and Lead Strategist, Tech Shepard
During his past three years at Employers Resource, Spencer has spearheaded the application of many of the theories and frameworks that Ryan McInerney will be presenting at this year's conference. In this session, Spencer will sit with Ryan and do a live interview to talk with him about what they've learned during this experience. You will hear about real challenges, insights, tactics, and tools that they've seen along the way. Get a raw and real peak behind their marketing curtain and come with questions you might want to ask!
- 3:00pm – 3:15pm **Networking Break**
- 3:15pm – 4:00pm **Political Update**
Presented by Bill Sarpalius – Former Congressman and President/CEO of Advantage Associates
The current political environment in D.C., and around the country, is electric. A non-politician, and seemingly non-ideological President Trump continues to shake things up. No telling what will happen between now and our conference, but it will no doubt be interesting. Our man on the scene, former congressman Bill Sarpalius, will give us the current inside scoop from the Capitol and a glimpse of what might be on the horizon.
- 4:00pm – 4:15pm **Wrap-Up – *George Gersema***
- 6:00pm – 9:30pm **Gala Dinner and Auction**
Come with your friends and enjoy a wonderful evening of dinner, music, an open bar and a LIVE AUCTION. Always one of the Conference favorites, this year promises to be bigger and better than ever before. Join us for a cocktail and dinner, won't you?

Wednesday, May 24

All day Departures