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FOR IMMEDIATE RELEASE
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Hoover and Associates to Host Healthcare Reform Lunch and Learn

Royal Oak, Michigan – Hoover and Associates Financial Services, Inc. will host a **Lunch and Learn** on **Thursday, June 16, 2011**. Back by popular demand, Healthcare Reform will be discussed. The progress of how the State of Michigan is setting up the insurance exchanges.

Randall A. Hoover, ChFC, REBC, CLU and RHU, President of Hoover and Associates Financial Services will be leading the discussion about the changes we can expect in the coming years and how this will affect your business. **Jennifer Kluge**, Executive Vice President and CEO of the **Michigan Business and Professional Association** will be providing a special update on the State of Michigan's healthcare reform status. **Karl W. Albrecht**, CEBS, President of **Action Benefits**, will be providing expert commentary from a national perspective on the state of healthcare reform. There may be additional special guests to be announced at a later date.

Some of the questions that will be answered at the luncheon are:

- What has changed since September?
- What do we have to do NOW for Healthcare Reform?
- How is the State Insurance Exchange developing?
- When does the State insurance exchange start?
- Can our small business get our insurance through the exchange?

Who would benefit from attending? Business owners, benefit directors/administrators, small business advisors, CPA's and attorneys.

Seating is limited for this event; please contact Elizabeth Fields at 248-298-4000 or email: efields@hooverassociates.com for more information. Please note: this is not an open meeting, but a private event.

ABOUT HOOVER AND ASSOCIATES: Hoover and Associates offers complete insurance, financial and employee benefit planning services. We work together to serve our clients' business and personal needs with focused solutions that emphasize convenience, practicality and ingenuity. Since our foundation in 1988, we have believed in partnering with our clients to assist them in preserving and managing their net worth, growth, and development.

We prepare our recommendations using information our clients share with us about their goals, objectives, and present resources. Then we overlay Market conditions, Tax Regulatory, and actuarial considerations to uncover the best objective client solutions. Hoover and Associates is located at 909 North Main Street, Royal Oak, Michigan. Visit our website at www.hooverassociates.com for more information.

Hoover was awarded the Lifetime Achievement award from the National Health Underwriters Association in 2010, for 10 consecutive years of professional excellence in the sale of health and disability income insurance and sales management.

Securities offered through Sigma Financial, Corp. Member FINRA/SIPC.

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