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FOR IMMEDIATE RELEASE

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Available for media interviews.

March 4, 2010

ROYAL OAK - Hoover & Associates Financial Services, Inc. is pleased to announce they are hosting their popular **Lunch and Learn** on **Wednesday, March 10, 2010**. The topic of discussion will be “**How will Health Care Reform in Washington impact your business?**” The guest speaker will be **Karl W. Albrecht, CEBS**, President of Action Benefits, a leading Managing Agency for Blue Cross/Blue Shield and Blue Care Network. Most recently Karl was awarded the 2006 NAHU Distinguished Service Award.

For years government, media and professional groups have sought Karl's expertise and knowledge of the Health Care Industry and reforms debate during previous administrations. This will be an insightful and strategic session which will help you plan for potential changes in the current Health Care Reform debate. These questions will be answered:

- When might Reform happen?
- Who will it affect?
- Who is likely to pay for it?
- What should businesses do now to plan for it?
- Guests will have substantial time to ask questions.

In addition to Karl's discussion, **Randy Hoover, ChFc, REBC, CLU, RHU** of Hoover and Associates will be speaking about Canada's health care system, the new HIPPA laws and changes within the health care insurance industry. Several carriers, including Blue Cross Blue Shield of Michigan, Priority Health, AETNA and Total Health Care are introducing changes in the second quarter that will affect the plans employers will be able to choose from for their employees.

This event has limited seating, and one can RSVP to Gail Moody at 248-298-4000 or email: gmoody@hooverassociates.com.

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

Who would benefit from attending? Business owners with group plan needs, benefit directors/administrators, small business advisors, CPAs and attorneys.

Hoover and Associates, Financial Services, Inc. is a fully independent financial firm and employee benefits provider. Their focus is on determining the customer's needs and objectives, and providing unbiased advice and innovative solutions to make them a reality. Hoover and Associates, Financial Services, Inc. is committed to your success. For more information about events at Hoover and Associates please visit their website at www.hooverassociates.com.