

**For Immediate Release**  
**For Further information:**

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**Health care 2010 Presentation Set At FGCU**

Fort Myers (January 25, 2010) If you have questions or want to learn more about the healthcare initiatives that are being discussed in Washington, you will want to attend the upcoming Healthcare 2010 presentation taking place on Monday, February 1<sup>st</sup> at Florida Gulf Coast University Student Union Ballroom from 3:00-7:30 p.m.

The presentation is an opportunity to help consumers understand the latest health care bills and reforms. Florida Gulf Coast University Lutgert College of Business -Small Business Development Center, ( SBDC) Undergraduate Business Association (UBA) and Financial Planning Association of SW FL (FPA) will partner together to offer a free Community Outreach Clinic is open to the public.

A distinguished panel of guest speakers will help attendees learn and understand the information regarding the impact of healthcare on the average family and small business owner. Panelists will present from 5:00-6:00 p.m. with Questions and Answers following.

An expert panelist will present their views on the topic. Panelist Trever Briede, Managing Director, Briede & Associates and Health Care Consultant, will discuss the proposed impact on your healthcare and how to understand the current and proposed healthcare cost; he is a expert in the healthcare industry and understands what will happen if the bill passes. Mark Vertich, Health Care Specialist, Vertich Insurance Agency, will discuss understanding and managing employer/employee insurance; he will focus on what you need to do to prepare your business if things move forward. Renee Porter -Medley, Certified Financial Planner with Key Bank and President of the local chapter of the Financial Planning Association of SW FL, will discuss using and understanding financial planning to prepare for and manage healthcare cost. Bill Valenti, President and CEO of Florida Gulf Bank will address healthcare impact on the small business community.

In addition to the panelist discussion, free one-on-one confidential financial consultations will be available from 3:00-4:00 p.m. and then again from 6:00-7: 30 p.m. with members of the FPA. To arrange a time with a financial planner contact the FPA hotline at 941.637.7526 or email [debra@fpa-swfl.org](mailto:debra@fpa-swfl.org) The public will also be able to pick up important information at the many resource tables that will be on hand by various organizations including the State of Florida Chief Financial Officer from Alex Sinks office.

“In today’s business claimant is important to understand where your dollars will be going and how you can adjust your bottom line to reflect those changes,” states Dan Regelski, Executive Director of SBDC. “This is an opportunity for all of us to hear firsthand how to better prepare ourselves our businesses owners have enough to worry about with keeping their doors open and by holding this presentation we hope to help them with some of their concerns.’

Reservations are not required, but are helpful and can be made by visiting [www.SBDCseminars.org](http://www.SBDCseminars.org) or [www.fpa-swfl.org](http://www.fpa-swfl.org) you may also contact SBDC main office at 239745.3700

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