23rd Annual Conference
Long Beach Hyatt
Long Beach, California
September 8–10, 2013

Co-Sponsoring Organizations
American Association of Healthcare Administrative Management-AAHAM, Western Region Chapter
California Association of Physician Groups (CAPG)
California Hospital Association
Healthcare Billing and Management Association
Healthcare Executives of Southern California
Hospital Association of Southern California
Hospital Association of San Diego and Imperial Counties
Hospital Council of Northern and Central California
Integrated Healthcare Association
Healthcare Information Management System Society, Northern & Southern California Chapters
Women in Health Administration of Southern California

Corporate Sponsors
Platinum
Jacobus Consulting, Inc.

Gold
Accretive Health, Inc.
Cleverley + Associates
CMRE Financial Services
Emdeon

Silver
First Financial Healthcare Solutions
Healthcare Payment Specialists, LLC
Novus Health Systems
Streamline Health
Victoria Morgan & Associates

Bronze
GHX
GRANT & WEBER
HFS Consultants
Information Builders
The SSI Group, Inc.
Xtend Healthcare
Advanced Revenue Solutions

Stephenson, Acquisto Colman
U.S. Bank
This year’s Fall Conference is being in the Hyatt Regency Long Beach overlooking the Long Beach Harbor and Marina. The Hyatt is adjacent to the Long Beach Convention and Entertainment Center and immediately across the street from the Aquarium of the Pacific. It overlooks the Queen Mary berthed in the Long Beach Harbor and is surrounded by other harborside attractions. (See http://longbeach.hyatt.com). Nearby world famous attractions include Disneyland, Universal Studios and Knott’s Berry Farm as well the many cultural attractions of the LA Basin. Downtown Long Beach itself has numerous museum and shopping opportunities and those with extra time, transportation to Catalina Island as well as fishing and whale watching tours leave from Long Beach Harbor. Finally for those who just want to relax there are sandy beaches nearby to just relax and enjoy the ocean.

**Rates**

<table>
<thead>
<tr>
<th></th>
<th>Member</th>
<th>Non-Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Registration by 08/20/13</td>
<td>$655.00</td>
<td>$780.00</td>
</tr>
<tr>
<td>Regular Registration</td>
<td>$755.00</td>
<td>$880.00</td>
</tr>
<tr>
<td>Certification Coaching Only—Without Conference</td>
<td>$100.00</td>
<td>$100.00</td>
</tr>
</tbody>
</table>

**Breakout Session Selections**

Please identify which breakout sessions and pre-conference workshops you will be attending. Use course numbers from the Schedule and Session at a Glance.

**No additional fees to attend Sunday sessions.**

Sunday  
1:00 Certification Coaching  
1:00 S1  
1:00 S2  
1:00 S3  
Monday  
1:30 M3  
1:30 M4  
1:30 M5  
3:30 M6  
3:30 M7  
3:30 M8  
Tuesday  
10:30 T2  
10:30 T3  
10:30 T4  

**Payment Information**

- Payment enclosed (check payable to HFMA Fall Conference) in the amount of $___________
- For all registration paid by credit card—go to our website www.hfmasocal-sandiegofallconf.org

To protect our members, we will not be accepting any faxed or mailed-in forms for credit card processing.

**Cancellation Policy**

Full refund of the conference registration fee, less a $150.00 processing fee, will be made if cancellation is received in writing by August 20, 2013. For cancellations received August 20–September 7, 2013 a $350 processing fee will be applied. Substitutions are acceptable. We are sorry that NO refunds or cancellations will be possible after September 7, 2013.
Welcome to the 23rd Annual SOCAL and San Diego–Imperial Chapters Fall Conference! This year’s Fall Conference, returns to the beautiful Hyatt Regency Long Beach! Our conference starts with Sunday afternoon sessions as part of the regular conference. 12 breakout sessions and multiple general sessions make this conference an educational bargain for all attendees!

Our objectives for this conference are three-fold.

First: to provide keynote speakers who will both entertain and inspire AND provide insights about healthcare trends and regulation both nationally and in California. Second: to provide our attendees with top quality educational programming in three distinct disciplines within healthcare: Finance, Patient Financial Services and Managed Care Contracting. Third: To provide a forum where our vendor sponsors can mingle with users and prospective users of their services in a social setting designed for effective networking.

Our first general speaker on Sunday afternoon will be Gordon Norman, MD, MBA Chief Medical Officer, xH Health Solutions, a subsidiary of Geisinger Health System. Dr. Norman will speak about Geisinger Health’s two decade transformation to become one of the top performing health systems in the country. The Geisinger experience is often cited as a model for how to provide quality care in an ACO model. Breakout sessions on Sunday will include a report on the California ICD 10 Collaborative, a legal quality care in an ACO model. Breakout sessions on Sunday will include a report on the California ICD 10 Collaborative, a legal review of ACA implementation risks and a supply chain and accounts payable-focused operations improvement session.

This year’s keynote speaker on Monday morning will be Peter V. Lee, Executive Director, Covered California. Covered California is the state sponsored healthcare insurance exchange through which federally subsidized health plans will be sold starting this fall. Up to 5 million Californians may enroll for healthcare coverage through Covered California and Mr. Lee will explain how this will work and how it will impact us.

Our second Monday general session will consist of a panel of senior executives who will provide a “Reactor Panel” to the prospects for ACA implementation in 2014. Our speakers include Thomas (Tom) M. Priselac, President and CEO Cedars-Sinai Medical Center, Robert (Bob) Hemker, CFO, Palomar Health and Charles Bacchi, Executive Vice President, California Association of Health Plans.

Additional breakout sessions on Monday will deal with related topics and specific sessions to help providers do their jobs better. Among the breakout sessions are speakers from Johns Hopkins University and other California "best in class" provider organizations. A panel of California presenters will address how the Patient Access function should change practices given the advent of subsidized insurance plans for so many Californians who lack coverage today. Finance professionals can attend an accounting update session from PWC and hear nationally known speaker Priscilla Holland from NACHA present on the new operating rules related to EFT and electronic remittance advices. These impact EVERY provider nationally and must be implemented by January 2014.

On Tuesday our general session speaker will be Jane Ogle Deputy Director, California Department of Health Care Services. Her session is entitled Implementation of the California Dual Eligible Program into Managed Care. With over 450,000 dual eligible lives expected to be placed into managed care plans in 2014 existing provider networks must deal with a large shift in volume and process change. The Deputy Director will outline what is ahead of us.

Our luncheon speaker will be C. Duane Dauner President and CEO of the California Healthcare Association. Duane always gets top marks in our speaker evaluations and provides remarkable clarity into what is going on and what we have to prepare for. His presentation is entitled “Scary Movie.” Need we say more?

The closing session is a panel presentation entitled “Feedback from the C-Suite.” Our C Suite panel will discuss what steps they have taken to date and what their next steps will be to prepare for Healthcare Reform implementation. Panelists include Richard Chambers, CEO of Molina Healthcare of CA, Michael Hunn, SVP & Reg. Chief Executive, Providence Health & Services, So. CA Region, and Steven Mohr, EVP and CFO, Loma Linda University Medical Center.

Our MANY breakout sessions (12 in all) provide attendees with tools to be used back at the office. If you are a Revenue Cycle, Finance or Managed Care Professional this conference has the information you need to do your job better. The breakout sessions are divided into three tracks; Patient Financial Services, Finance and Managed Care. All our courses are designed to enable our attendees to return to their health systems with ideas and tools that can be implemented to complete our work better and faster! We hope you have fun and build friendships as you learn at the 23rd Fall Conference.

Register Early & Save $100

Member Rates
If you want to join HFMA and receive a member discount for this conference, please visit the national HFMA website at www.hfma.org and enjoy the benefits of HFMA membership throughout the year.

Individuals with memberships in co-sponsoring organizations are eligible to attend at HFMA member rates. Affiliation must be noted on the registration form and verifiable with the professional organization. The member discount does not apply to institutional memberships.

Employees of corporate sponsors at the Platinum, Gold or Silver levels are eligible to register at member rates.

Cancellation Policy
Full refund of the conference registration fee, less a $150.00 processing fee, will be made if cancellation is received in writing by August 20, 2013. For cancellations received August 20–September 7, 2013 a $350 processing fee will be applied. Substitutions are acceptable. We are sorry that NO refunds or cancellations will be possible after September 7, 2013.

Registration and Payment
You have three options for registration:
1. Register on the conference website (www.hfmasocal-sandiegofallconf.org)
2. To pay by credit card go to our website.
3. Mail your registration with check payable to HFMA Fall Conference and send it to the address below.

HFMA Fall Conference
c/o Victoria Morgan, FHFMA
PO Box 923035, Sylmar, CA 91392
Fax: 818-362-5610
Email: hilconsult@aol.com
### Schedule and Session at a Glance

**Sunday, September 9, 2013**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 am</td>
<td>Registration for CERTIFICATION COURSE - ONLY</td>
</tr>
<tr>
<td>9:00-4:30</td>
<td><strong>PFS Track</strong> (S1) California ICD-10 Collaborative: Working Together to Improve Healthcare</td>
</tr>
<tr>
<td></td>
<td>Remediating ICD-10 independently has limitations. Collaboration between providers and payers can reduce those limitations. Learn from the California ICD-10 Collaborative, designed to bring providers and payers together for end-to-end testing, outreach and education. Catherine Mesnik, Finance Director, St. Joseph Health; Florentino Buendia, Contract Director and ICD-10 Project Lead, Anthem Blue Cross</td>
</tr>
<tr>
<td>1:00 pm</td>
<td><strong>Finance Track</strong> (S2) Optimizing Supply Chain and Payment Work Flows</td>
</tr>
<tr>
<td></td>
<td>Learn how to use self-assessment techniques to identify process improvement opportunities in the supply chain. Participants will be able to define supply chain strategies that align with goals and budgets and learn how to automate materials management and AP functions. John Puckett, Product Manager, Global Healthcare Exchange (GHX)</td>
</tr>
<tr>
<td>1:00 pm</td>
<td><strong>Managed Care Track</strong> (S3) Complying With And Implementing the ACA Regulations</td>
</tr>
<tr>
<td></td>
<td>Does your health system have the infrastructure to implement and comply with the myriad of new requirements? This session focuses on the increased risks organizations assume in implementing various health care reform managed care approaches. It identifies key issues and critical success factors for implementation. Robert (Bob) G. Homchick, Partner, Davis Wright Tremaine; Joseph (Joe) Mack, President, Joseph Mack &amp; Associates</td>
</tr>
<tr>
<td>1:00 pm</td>
<td>Certification Course Continues</td>
</tr>
<tr>
<td>2:30 pm</td>
<td>Break</td>
</tr>
<tr>
<td>3:00 pm</td>
<td><strong>General Session</strong> (G1) Lessons from Geisinger’s Two Decades of Transformation</td>
</tr>
<tr>
<td></td>
<td>Over two decades Geisinger Health System has developed high reliability patient care through innovative QI activities, care delivery redesign, advanced analytics, population health management, meaningful financial incentives, and collaborative leadership throughout the organization. Dr. Norman will describe lessons that can be applied in other health systems to improve quality and control costs. Gordon K. Norman, MD, MBA Chief Medical Officer, xG Health Solutions, a subsidiary of Geisinger Health System</td>
</tr>
<tr>
<td>5:00-6:30</td>
<td>Opening Reception with Exhibitors</td>
</tr>
</tbody>
</table>

[www.hfmasocal-sandiegofallconf.org](http://www.hfmasocal-sandiegofallconf.org)
Monday, September 9, 2013

7:00 am Continental Breakfast and Conference Registration

8:15 am Conference Welcome: Co-Conference Chair
Jim Moynihan and Pia Labos

8:30 am General Session
(MG1) What To Expect from the California Health Benefits Exchange (Covered California)
In 2014, millions of Californians will be able to enroll into the State Health Benefits Exchange, called Covered California, many receiving insured care for the first time. Executive Director Peter Lee will discuss how this novel and unprecedented health care program will affect all providers, institutions, and consumers.
Peter V. Lee, Executive Director, Covered California

10:00 am Break

10:30 am General Session
(MG2) How Will The Healthcare Industry React to Covered California?
How will providers react when Covered California goes into effect on January 1, 2014? Can a new exchange effectively enroll millions? Will health plans have sufficient numbers of medical groups/IPAs and hospitals in their networks? Will the qualified health plans sold through the exchange cannibalize today's PPO plan market share? Our Reactor Panel will discuss these questions and more.
Charles Bacchi, EVP, CA Association of Health Plans; Robert (Bob) Hemker, CFO, Palomar Health; Thomas (Tom) Priselac, President and CEO, Cedars-Sinai Medical Center

Noon Lunch with Exhibitors

1:30 pm Revenue Cycle Track
(M3) Healthcare Reform and Hospital Operations, Preparing for Change
In this session, you will learn how hospitals are preparing for change and how the role of a Navigator can increase revenue opportunities.
Carla Engle, Director of Center for Innovation, Emdeon; Sherman Gardner, CEO, The Gardner Group; Mollie Drake, Sr. Director, Corp. Access Mgmt, Scripps Health

Finance Track
(M4) Provider Payment Rights under the New HIPAA Healthcare EFT Standard and Operating Rules
Learn what the provisions of the healthcare EFT standard and payment operating rules are effective January 1, 2014 under the ACA. Discuss emerging payment options for claims reimbursements and implications for health plans and providers including provider rights to receive payments in the healthcare EFT standard.
Priscilla C. Holland, AAP, CCM, Senior Director Healthcare Payments, NACHA, The Electronic Payments Association

Managed Care Track
(M5) Health Plan and Medical Group Strategies for Covered California and ACA Implementation
Health plans will see an influx of new members arriving through Covered California and from expansion of Medi-Cal when the ACA. In this session senior executives discuss their plans for new benefit plans and expanded enrollment under the Affordable Care Act.
Aldo De La Torre, Vice President, Network Development, Anthem; Lisa Rubino, Senior VP, Medicare, Duals, and Exchange, Molina Healthcare; Castulo De La Rocha, CEO, Alta Med Health Services Corporation

3:00 pm Break

3:30 pm Revenue Cycle Track
(M6) Is Your CDM Defensible?
This session will discuss issues associated with the structure, content, and pricing of services in the hospital's CDM.
Judith A. Holloway, Quality Director of HIM, HFS Consultants, Inc.; Katie LeBlanc, Sr. Director of Revenue Integrity, Dignity Health

Finance Track
(M7) Current Accounting and Reporting Developments
This session will ensure participants are up-to-date with current healthcare accounting and regulatory developments. The session will also look at the future of the U.S. standard setting environment including FASB/IASB convergence projects and AICPA Expert Panel Activities financial accounting and reporting.
David Merriam, Partner, and Richard Wang, Senior Manager, Health Industries Practice; PricewaterhouseCoopers LLP

Managed Care Track
(M8) Health System Strategies for 2014 and Beyond
Integrated Systems and Hospitals of all types are getting hit from all sides by the ACA including revenue reductions and operational restructuring in how hospitals and MDs work together. Learn how our speakers and their organizations are handling these challenges.
Jeffrey (Jeff) Conklin, President-Adventist Health Physicians Network, Adventist Health/Managed Care; C.R. Burke, President and CEO, St. Joseph Heritage Healthcare; Gary G. Fybel, FACHE, Chief Executive, Senior Vice President, Scripps Memorial Hospital La Jolla

5:00-6:30 Reception with Exhibitors

6:30-9:30 NEW THIS YEAR – Casino Night – Stay with us for more networking opportunities and Fun....Try your hand at games of chance and win opportunities to take home prizes.
## Schedule and Session at a Glance

### Tuesday, September 10, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Continental Breakfast</td>
</tr>
<tr>
<td>8:00 am</td>
<td><strong>General Session (TG1) Implementation of the California Dual Eligible Program into Managed Care</strong>&lt;br&gt;Over 450,000 state Medicare/Medi-Cal beneficiaries are expected to be added to California’s managed care plans in 2014. DHCS Deputy Director Jane Ogle will discuss how this massive change will affect the stakeholders, especially provider organizations, health care delivery networks and Medi-Cal patients.&lt;br&gt;<strong>Jane Ogle, Deputy Director, California Department of Health Care Services</strong></td>
</tr>
<tr>
<td>10:00</td>
<td>Break—Last Chance to Talk with Exhibitors</td>
</tr>
<tr>
<td>10:30 am</td>
<td><strong>Revenue Cycle Track (T2) Using Business Intelligence and Process Improvements to Facilitate Patient Engagement</strong>&lt;br&gt;This session will describe how Johns Hopkins University Medical Center captured millions in revenues by improving processes and engaging patients. Learn how this leading medical center transformed the &quot;patient experience.&quot;&lt;br&gt;<strong>John Lowery, Executive Director, JHM Patient Access Services at Johns Hopkins School of Medicine; Barbara McLaughlin, SVP and Principal, Smart Source</strong></td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Luncheon Speaker</td>
</tr>
<tr>
<td>Scary Movie: Preparing for the Health Benefits Exchange (Covered California), Dual Eligibles, Medi-Cal Expansion, and PPACA Implementation</td>
<td></td>
</tr>
<tr>
<td>Most analysts say Health Reform in 2013-14 will have more impact than the advent of Medicare in 1965. The expansion of coverage, compliance and tax provisions resulting from the start of ACA will forever change the way providers do business, and patients receive services, especially in California. This session will cover the specific California impacts of Healthcare Reform.&lt;br&gt;<strong>C. Duane Dauner, President and CEO, California Healthcare Association</strong></td>
<td></td>
</tr>
<tr>
<td>1:30 pm</td>
<td>Break</td>
</tr>
<tr>
<td>1:45 pm</td>
<td><strong>General Session (TG2) Feedback from the C-Suite</strong></td>
</tr>
<tr>
<td>Our C Suite panel will discuss what steps they have taken to date and what their next steps will be to prepare for Healthcare Reform implementation. The panel will also address the key topical issues and high priorities for 2014 and beyond.&lt;br&gt;<strong>Richard Chambers, CEO, Molina Healthcare of California; Steven Mohr, CPA, Senior Vice President Finance, Loma Linda University Medical Center; Michael Hunn, SVP &amp; Regional Chief Executive, Providence Health &amp; Services</strong></td>
<td></td>
</tr>
<tr>
<td>3:15 pm</td>
<td>Conference closing—Free 2014 Conference Registration Drawing Winners To Be Announced. Must be present to win.</td>
</tr>
</tbody>
</table>

### Revenue Cycle Track (T2) Using Business Intelligence and Process Improvements to Facilitate Patient Engagement

This session will describe how Johns Hopkins University Medical Center captured millions in revenues by improving processes and engaging patients. Learn how this leading medical center transformed the "patient experience."

**John Lowery, Executive Director, JHM Patient Access Services at Johns Hopkins School of Medicine; Barbara McLaughlin, SVP and Principal, Smart Source**

### Finance Track (T3) Ten Ways to Improve Medicare Profitability

HFMA in its Value Project has identified Business Intelligence (BI) as one of four major new capabilities that organizations should develop to prepare for a value-based healthcare system as defined by under the ACA. In a value-based payment environment, hospitals and aligned physicians must achieve specific goals to be fully compensated and reimbursed in caring for community populations rather than individual patients. In this session you will learn to use BI tools and techniques create practical solutions and outcomes to meet the provisions of the ACA.<br>**Steve Berger, President & CEO, Healthcare Insights**

### Managed Care Track (T4) Federal Developments in Dual Eligible Enrollment, and ACA Implementation, including RAC Audit Delays

The Regional Administrator of CMS will explain the major changes brought about by the ACA, including payment reductions, RAC audit delays, new taxes, ACOs and others.<br>**David Sayen, Regional Administrator, Centers for Medicare and Medicaid Services (CMS), San Francisco**

### Reservations

Hotel accommodations are available at the Hyatt Regency Long Beach, 200 S. Pine Avenue, Long Beach, CA 90802

Reservations can be made by calling the hotel directly at 888-421-1442, or at https://resweb.passkey.com/go/HFMA13

Use group code HFMA when making your reservation to get discounted rates. Group rates are available until 8/8/13 or until our block is sold out.

**Hotel Rates**

- Single or Double: $195 plus tax
- Triple Occupancy: $220 plus tax
- Quadruple Occupancy $245 plus tax

**Arrival/Departure**

Check in time is 4:00 p.m. and check out is 12:00 noon.
Conference Attire
Business casual is appropriate for all activities.

Hotel Address
Hyatt Regency Long Beach
200 South Pine Avenue,
Long Beach, California, USA 90802
Tel: 562-491-1234 Fax: 562-432-1972

Directions
From 405 South and Los Angeles International Airport (approximately 22 miles):
Take the San Diego Freeway (405) South to the Long Beach Freeway (710) South toward Long Beach. At the Freeway split, take the LEFT LANES for Downtown Long Beach/Convention Center. Stay on Shoreline Drive, (DO NOT TAKE Broadway/Civic Center/Pine Avenue exit) follow the signs to: Aquarium/Convention Center/ Pine Avenue. TURN LEFT on Pine Avenue (4th stop light). The hotel is on the corner of Shoreline Drive and Pine Avenue.

From 405 North, John Wayne Airport / Orange County (approximately 24 miles) and Long Beach Airport (approximately 6 miles):
Take the San Diego Freeway (405) NORTH to the Long Beach Freeway (710) South toward Long Beach. At the Freeway split, take the LEFT LANES for Downtown Long Beach/Convention Center. Stay on Shoreline Drive, (DO NOT TAKE Broadway/Civic Center/Pine Avenue exit) follow the signs to: Aquarium/Convention Center/ Pine Avenue. TURN LEFT on Pine Avenue (4th stop light). The hotel is on the corner of Shoreline Drive and Pine Avenue.

Continuing Education
Participants should consult their reporting jurisdictions concerning acceptance of individual courses. Upon request, participants will receive a certificate of attendance at the completion of the program, reflecting the number of educational hours earned. All HFMA education programs earn points toward HFMA Certification and Certification Maintenance Requirements.
### Committee Members

**Conference Co-Chairs**

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pia Labos</td>
<td>ChamberlinEdmonds, an Emdeon Company</td>
</tr>
<tr>
<td>Jim Moynihan, FHFMA</td>
<td></td>
</tr>
</tbody>
</table>

**Sub-Committee Leads**

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Margie Drobatschewsky</td>
<td>Palomar Health</td>
</tr>
<tr>
<td>Susan Friday</td>
<td>Overcharge Recovery Group</td>
</tr>
<tr>
<td>Julie Haluska</td>
<td>M*modal</td>
</tr>
<tr>
<td>Gordon Johnson, FHFMA</td>
<td>HFS Consultants</td>
</tr>
<tr>
<td>Frank Matricardi</td>
<td>Executive Healthcare Consulting</td>
</tr>
<tr>
<td>Susan May</td>
<td>Palomar Health</td>
</tr>
<tr>
<td>Victoria Morgan, FHFMA</td>
<td>Morgan &amp; Associates</td>
</tr>
<tr>
<td>Erin Quillen</td>
<td>University of Southern California</td>
</tr>
<tr>
<td>Dave R. Schinderle</td>
<td>U.S. Bank</td>
</tr>
<tr>
<td>Shannon Vanderbilt</td>
<td>Scripps Health</td>
</tr>
</tbody>
</table>

**Sub-Committee Members**

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lisa Ba</td>
<td>AltaMed</td>
</tr>
<tr>
<td>Steve Blake, FHFMA</td>
<td>Integrated Healthcare Holdings, Inc.</td>
</tr>
<tr>
<td>Scott Burns</td>
<td>ECG Management Consultants, Inc.</td>
</tr>
<tr>
<td>Debby Chanen, FHFMA</td>
<td>Adventist Health</td>
</tr>
<tr>
<td>Kerry Dolan</td>
<td>Dignity Health</td>
</tr>
<tr>
<td>Ira Forkish</td>
<td>Pinnacle Brokers</td>
</tr>
<tr>
<td>Jennifer Hays</td>
<td>California Service Bureau</td>
</tr>
<tr>
<td>Angela Montgomery</td>
<td>Conifer Health</td>
</tr>
<tr>
<td>Tim Moore</td>
<td>Smart Source</td>
</tr>
<tr>
<td>Leslie Pate</td>
<td>San Diego-Imperial Chapter</td>
</tr>
<tr>
<td>Tina Roberts</td>
<td>The Gardner Group</td>
</tr>
<tr>
<td>Anne Roeser</td>
<td>Conifer Health</td>
</tr>
<tr>
<td>Chapter Presidents</td>
<td>Southern California Chapter</td>
</tr>
<tr>
<td>Jim Moynihan, FHFMA</td>
<td>San Diego-Imperial Chapter</td>
</tr>
<tr>
<td>Pia Labos</td>
<td></td>
</tr>
</tbody>
</table>