

Matt Isbell's *presentation of* **COBRA** **2007**

*It's not just a seminar,
it's an event not to be missed.*

Learn from

The leader in the field, Matt Isbell. Matt educates other trainers and the staffs of administration companies.

When COBRA problems arise, they call Matt.

Learn why

Outsourcing COBRA gives you a ***false sense of security*** (you're still liable) and why administration companies ***don't want you to attend this program.***

Learn how

Great it feels to ***remember the answers.*** Knowing the law is one thing, remembering the answers is another. Matt will teach you his techniques for recalling the COBRA answers you need, even years after the seminar.

Earn

Your ***"Professional COBRA Management"*** training certificate for 2007.



Work with the best...Matt Isbell

**Call 800-223-3266 to reserve your seat
or register online at cobraman.com**

A personal message from Matt Isbell, your COBRA Expert

Mark Twain once said an “expert” is anyone who comes from out-of-town. So by that definition, I’m an expert. But doesn’t every presenter claim to be an expert? I believe that if we’ll be working together to improve your COBRA system, you should know a few things about me. While other companies may use junior staff or outsourced presenters (that may be paid by sales), you get me **every time**.



For 18 years, I’ve personally presented every seminar and answered every attendee followup question.

My experience also includes:

- 1800 full-day COBRA seminars
- Over 200 private COBRA workshops
- Training IRS and DOL staff members
- HR convention keynote speaker

I also guarantee the following:

- Real life COBRA training—practical solutions to everyday COBRA situations
- Motivation—you will leave the

seminar with a positive “can-do” attitude

- No scare tactics or sales pitches
- Characters such as the “woodsman,” the “judge,” and the “compliance auditor” to help you learn COBRA in a way that will help you **remember the answers**.

Imagine walking out of the seminar room with confidence, all the COBRA tools you need and customized support. Not from “customer service,”

but from me

personally, who’s

trained the IRS,

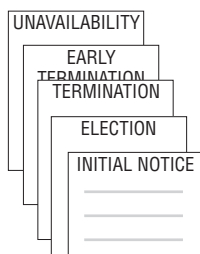
DOL and COBRA

administration

companies.



I always have time for your personal questions.



SPECIAL BONUS

Bring all 5 of your COBRA Notices to the seminar and we’ll update them for 2007!

A total approach to your COBRA education

Here are just a few of the topics...

- Complete COBRA training with no questions left unanswered, including HIPAA and FMLA training
- HIPAA special enrollments, including allowing a COBRA participant to change health plans when a COBRA baby is born
- Managing all COBRA regulation changes through 2007, including state provisions
- Special training on Medicare & COBRA
- Recognizing how a single word in a COBRA notice can lead to an 18-month election period
- Missing the “In Anticipation Rule” rule
- Not recognizing a Tolling situation
- Administering multiple COBRA extensions, including the 32 months of COBRA under the Special Medicare Entitlement Rule
- Learning of a divorce a year after the fact—what are the proper procedures?

If your company has outsourced COBRA Administration...

You Need To Attend This Seminar!

Why? Because you’ll learn...

- Outsourcing does **not** prevent COBRA violations
- Outsourcing does **not** shift financial or civil liability for employer COBRA or HIPAA failures
- There are over 3,000 COBRA administration companies and not all are created equal

A false sense of security is often created when a company outsources COBRA. I will teach you the do’s and don’ts:

- > *The **10-point Test** for evaluating your current outside administrator. Are they one of the good ones?*
- > *The **warning phrases** such as “It’s free” or “We don’t need a contract.”*
- > *How to manage the relationship. Remember, **they work for you!***

**Gain confidence with these
EASY-TO-USE TOOLS**

- **32-page standard operating procedures manual required by the IRS!**
- **FREE seminar attendee only password-protected website!**
- **22 updated for 2007, ready-to-customize COBRA/HIPAA notifications!**
- **Complete administration set, including letters, logbooks, tracking sheets and reference manual!**
- **FREE telephone and email support for after-seminar questions (30 days)**
- **The guide to passing an IRS or DOL audit or inquiry.**

4 EASY WAYS TO REGISTER

Call 800-223-3266
(8 a.m. – 5 p.m. EST)

- If you're paying by credit card...just have your card number ready. You won't need to mail in a registration form.
- If you're paying by check...please fill out the registration form, detach and mail it with your payment to the address below.

Online Register on our web site at www.cobraman.com

Fax Complete, detach and fax the registration form (any time) to 269-383-1075.

Mail Complete, detach and mail the registration form (please keep a copy) to:

COBRA Resources, Inc.
P.O. Box 50208
Kalamazoo, MI 49005-0208
800-223-3266 • Fax 269-383-1075

We'll forward confirmation and hotel information to you.

PROGRAM INFORMATION

Registration Fees: \$299 per attendee, or \$279 per attendee for two or more attendees from the same company. Fee includes 30 days of free e-mail and phone support, COBRA manual and administration tools, plus COBRA FLASH E-mail Update service for one year.

Agenda		<i>Please, no audio recording or videotaping allowed.</i>
Check-in	8:00 am – 8:30 pm	
COBRA Program	8:30 am – 4:15 pm	
Lunch	12:00 pm – 1:00 pm (on your own)	

Cancellations

Cancellations are allowed until five days before the program, but are subject to a \$50 service charge. Registrants who do not cancel five days prior or attend are liable for the entire fee. However, you may apply your payment to a future program or materials.

Refund Policy

If for any reason you're not satisfied with the program or materials, your registration fee will be refunded in full, no questions asked.

If you can't attend the seminar...

Order the 2007 COBRA Notifications 2-Hour Training DVD, the COBRA Guide, or both!

(Includes 2 Hours of Training Video)

Updating and providing your COBRA notifications according to final US DOL regulations is no longer a concern. Containing 13 training sessions, follow along as Matt takes you step-by-step through the complete COBRA process, including the new notices added by regulation. Download all the updated forms and letters directly from the DVD, customize, and you're ready to go!

Order yours today for just \$139.95

COBRA Guide

This valuable resource manual walks you through the COBRA law in an easy to read way without all the legal mumbo-jumbo. It contains simple to follow timelines, questions and answers, checklists and all the COBRA updated notifications with access to the password protected Resource Center website.

Only \$149.95

COBRA Training DVD & Guide

Save 15% by ordering this combo for just \$249.95



Registration Form

YES! I want to partner with the best—Matt Isbell.
Please enroll me in **COBRA 2007**.

1 (please type or print)
Program City _____ Program Date _____

2 Organization Name _____ Total No. of Employees _____

Mailing Address _____

Please note that we cannot ship to PO boxes

City _____ State _____ Zip _____

Phone () _____ Fax () _____

Group discounts are available—please call for details.

3 Who Will Attend
Please check appropriate box for each attendee

Name _____ Each \$299 Each \$279

E-mail _____

Name _____

E-mail _____

Name _____

E-mail _____

Note: Be sure to include your e-mail address(es) to receive our FREE COBRA FLASH E-mail Updates. We will never give your address to anyone.
Program Fee Total \$ _____ **A**

4 Add Telephone & E-mail Support to my registration (1 year discounted fees: Companies up to 99 employees are \$125.00; 100+ employees are \$250.00; Administration companies and TPAs are \$425.00)
My E-mail address is: _____ \$ _____ **B**

If you can't attend the seminar, please call 800-223-3266 or log on to cobraman.com/support.asp to order the Telephone & E-mail Support

5 The COBRA Store

Item 1149	COBRA DOL DVD	Qty _____	Extension _____
Item 1150	COBRA Guide	_____ x \$139.95	_____
Item 1151	COBRA DOL DVD and COBRA Guide	_____ x \$149.95	_____
Item 1151	COBRA DOL DVD and COBRA Guide	_____ x \$249.95	_____

COBRA Store Total \$ _____ **C**

In MI, add 6% sales tax (to COBRA Store items only) Sales Tax (if applicable) \$ _____ **D**

If tax exempt, please furnish a copy of your tax exempt certificate.

Shipping & Handling (for COBRA Store items only) \$ 7.50 **E**

Total Order—add lines A, B, C, D (and E, if applicable) \$ _____

6 Method of Payment (payment is due before the program)

Check enclosed. Make checks payable to COBRA Resources, Inc.

Card no. _____ Exp. Date _____

Signature _____

Call Toll-Free: 800-223-3266 Fax to: 269-383-1075

Online: cobraman.com

cut here for faxing or mailing

Earn your "Professional COBRA Management" Training Certificate

Besides the sense of accomplishment that comes after attending the seminar, your training is important for another reason. The extent of your training will always be evaluated should an IRS audit or DOL inquiry ever be initiated. So showing proof of your training is more critical than you think.



Have Matt "in your office" for a year after the seminar with Unlimited Phone and E-Mail Support

A reliable and knowledgeable resource is critical to successful COBRA. Now you can have unlimited access to Matt via telephone or e-mail. While the vast majority of COBRA situations are handled easily, life does have a way of throwing us some COBRA curveballs. Imagine the security of having a trusted advisor to discuss the situation with.

For less than one or two phone calls to an attorney (or one day of COBRA fines), you can have Matt "in your office" year-round.

For more details or to subscribe, visit cobraman.com/support.asp or call us at 800-223-3266. **Subscribe today and have Matt "in your office" tomorrow!**

Phone and E-mail Support Subscriptions

	Reg. Price	Attendee Price*
Companies with up to 99 employees	\$150.00/year	\$125.00/year
Companies with 100+ employees	\$300.00/year	\$250.00/year
COBRA Administration Companies and TPAs	\$500.00/year	\$425.00/year

*Seminar attendees receive discounted subscription prices for 30 days following their seminar.

Call 800-223-3266 or visit cobraman.com

Matt Isbell's presentation of **COBRA 2007** Locations and Dates

King of Prussia (Philadelphia), PA
Tuesday, January 23, 2007
Radisson Hotel
Valley Forge Convention Center
1210 First Avenue
610-337-2000

Daytona Beach, FL
Tuesday, January 30, 2007
The Plaza Hotel & Spa
600 North Atlantic Avenue
386-255-4471

Gainesville, FL
Wednesday, January 31, 2007
Gateway Grand Hotel
4200 NW 97th Blvd.
I-75 Exit 390 (State Road 222)
352-331-3336

Orlando, FL
Thursday, February 1, 2007
Marriott Orlando Downtown
400 West Livingston
407-843-6664

Call us for complete hotel information

Code 1000

You can learn COBRA law at *any seminar*.
Matt's unique training style *is the difference*,
allowing you to make the correct decisions.

COBRA 2007

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presentation of



Outsourcing does not prevent COBRA violations!
Protect your company from the "Outsourcing Trap."
You're still liable!

COBRA Resources, Inc.
P.O. Box 50208
Kalamazoo, MI 49005-0208
www.cobraman.com



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