



**APRIL 15 - 17, 2020**  
ARIA RESORT & CASINO  
*Las Vegas*

**FOR IMMEDIATE RELEASE**

## **Joan Lunden Revealed as Keynote Speaker for 2020 Health & Benefits Leadership Conference**

*Former Good Morning America co-host will discuss her experience with caregiving support in the workplace and why it's time for employers to act.*

**PALM BEACH GARDENS, Fla. – February 12, 2020 –** The *Human Resource Executive*® Health & Benefits Leadership Conference (HBLC), announced today award-winning journalist and former *Good Morning America* co-host, Joan Lunden, as the Opening Keynote. Her opening presentation, *Caregiving Support in the Workplace: A Wakeup Call for Employers*, during the April 15 - 17, 2020 conference at Aria Resort & Casino in Las Vegas, Nevada will help health, wellness and benefits leaders optimize their benefits strategies.

Lunden's Opening Keynote will bring attention to the importance of caregiving support for employees and why it's time for employers to act. Attendees of the event will also hear about workplace wellness and receive a copy of Lunden's upcoming book "Why Did I Come Into This Room?" set for release March 2020. The complimentary book and book signing will be courtesy of HSA Bank.

"We are thrilled to have Joan Lunden join us for this year's conference," said Kathryn Mayer, Conference Chair, HBLC. "Her call for caregiving and paid leave support has been inspiring and hearing her talk about her personal struggles and successes while taking care of family members—and how her employer helped with these challenges—will be empowering. She will bring a new perspective to health and benefits leaders that will motivate them to go above and beyond when thinking about the needs of their employees."

In addition to this highly anticipated Keynote, HBLC will feature presentations by some of the most influential thought leaders in the health, wellness and benefits community in more than 50 essential sessions including:

**Ideas and Innovators:** A perennially top-rated session where industry visionaries leading the innovation charge will present fast-paced five-minute presentations that will help attendees discover creative new ways of thinking about their benefits programs.

**What to Know About Benefits Policy in a Presidential Election Year:** James Klein, President of American Benefits Council, will discuss how policy positions on retirement security and paid leave have entered the political discussion and what's at stake for employer plan sponsors and benefit professionals.

**HR Confidential: Hacks Top Employers Use to Be the Best in Benefits:** moderated by Joe Miller, President of Shortlister, three senior executives of Fortune 500 companies will share the tricks they use to deliver the best benefits to their employees given limited time and research.

Registration is open for the **Human Resource Executive® Health & Benefits Leadership Conference**. Professionals who register for Early Bird Savings by March 11, 2020 will save \$250.00 off the onsite rate. For additional information and to register, visit [www.BenefitsConf.com](http://www.BenefitsConf.com) or call toll-free 1-800-727-1227.

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### **About the Health and Benefits Leadership Conference**

The **Human Resource Executive® Health & Benefits Leadership Conference** is designed for both private and public-sector executives including CHROs, CEOs, COOs, SVPs, VPs, CFOs, plus Directors of HR, Health and Benefits, Compensation and Benefits. The annual event is the place to gain immediate useful solutions and ideas to craft a solid benefits program that will not only attract new employees but also retain top talent, improve employee engagement, enhance productivity and more. All sessions are created and delivered by senior executives from leading organizations, both large and small, to give you a high-caliber learning experience with real-world lessons and practical takeaways. For more details, visit [www.BenefitsConf.com](http://www.BenefitsConf.com).

### **About Human Resource Executive® Magazine**

*Human Resource Executive®* was established in 1987 and continues today as the premier publication focused on strategic issues in HR. Written primarily for vice presidents and directors of human resources, the magazine provides these key decision-makers with news, profiles of HR visionaries and success stories of human resource innovators. Stories cover all areas of human resource management, including talent management, benefits, healthcare training and development, HR information systems, relocation, retirement planning, and employment law. More than 75,000 HR decision-makers currently receive the print publication, which is published 12 times a year, and more than 100,000 readers receive the publication on their desktop, tablet or smartphone. HRExecutive.com's site audience closely mirrors *Human Resource Executive* and takes full advantage of the inherent strengths of interactive technologies to deliver users breaking news, unique insights and extensive reference materials. The full-time editorial staff works with leaders in the profession to ensure the editorial product is insightful, strategic and timely.

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