



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Contact: Stephen Fallon
Fallon Benefits Group, Inc.
P 404-814-6050
F 404-814-6061
sfallon@fallonbenefits.com
www.fallonbenefits.com

**FALLON BENEFITS GROUP
ANNOUNCES**

**STEVE FALLON'S Q&A FOR ATLANTA BUSINESS CHRONICLE'S STRATEGIES:
IDEAS FOR GROWING BUSINESS
BUSINESS GROWTH EXPO 2011 – OCTOBER 21-27, 2011**



STEVE FALLON

Fallon Benefits Group Inc.

Stephen Fallon is president at Fallon Benefits Group Inc., which was a 2011 Healthiest Employers finalist.

Q: What is your business strategy for 2012?
A: Our business strategy is to continue to stick to our business model and maintain the course.

Q: Where will the growth come from in your industry next year?
A: We plan to grow 100 percent organically with no acquisitions planned. Our client base and target market is primarily in the Southeast, but we are growing business across the U.S. as well.

Q: How do you plan to grow your business in 2012?
A: We plan to grow our business by developing new client partnerships and hiring additional sales personnel.

Q: What long-term goals have you both adjusted and set?
A: Our company is less than five years old so we have moved from a "startup" to an "established" firm in a relatively short period of time. We are grateful for our continued growth and will continue to develop goals with the guidance of our Client Advisory Board to steer our firm forward. In addition, we recently became an employee-owned firm.



Q: Give the economic fallout, how would you describe the 'new normal' in your industry?
A: Though we must make some adjustments due to health-care reform, the overall impact has not been substantial. We have a stronger focus on compliance issues to ensure our clients are kept up-to-date with the many changes health-care reform has enacted and will enact.

Q: How are you personally preparing for 2012?
A: By developing goals and offering services that focus on our customers' evolving needs.

