



Final Agenda

MONDAY, APRIL 30

- 3:00 p.m. – 7:00 p.m. **Conference Registration**
- 5:00 p.m. – 6:00 p.m. **Presentation of Signature Awards and Lifetime Achievement Award: Sponsored by Dimensional Fund Advisors**
- 6:00 p.m. – 7:30 p.m. **Welcome Reception with Exhibitors**

TUESDAY, MAY 1

ALL MORNING GENERAL SESSIONS WILL BE HELD IN GRAND CORONADO

- 7:00 a.m. – 8:00 a.m. **Conference Registration**
- 7:30 a.m. – 8:00 a.m. **Continental Breakfast with Exhibitors**
- 8:00 a.m. – 8:10 a.m. **Opening and Welcome**
Ken Raskin, Partner, King & Spalding and Chair of the PSCA Board of Directors
- 8:10 a.m. – 8:25 a.m. **Welcome from Brian Graff, CEO of the American Retirement Association**
- 8:25 a.m. – 9:20 a.m. **The Real Retirement Crisis: Assessing Retirement Saving Adequacy**
Andrew G. Biggs, Resident Scholar, American Enterprise Institute
It's often taken for granted that Americans are saving insufficiently for retirement. Policymakers have proposed a number of policies, such as expanded Social Security or state government-run retirement plans, to increase retirement incomes. In fact, though, data paint a much more optimistic picture: more Americans have retirement plans today than ever before; plan contributions have increased; and total retirement savings are at record levels. Incomes for retirees are increasing faster than for other age groups, in part because of rising benefits paid by private retirement plans. The real threat is on the government plan side: there is nary a pension plan, from Social Security down to local governments, that is anywhere near adequately funded. Improvements to private retirement plans are needed, but the biggest threat to retirement income security is that government-run retirement plans will fail to meet their promises.
- 9:20 a.m. – 10:15 a.m. **The New Fiduciary Rule—Compliance and Best Practices for Plan Sponsors**
Fred Reish, ESQ, Partner, Drinker Biddle & Reath LLP
The 401(k) world continues to evolve...new regulations, laws, court decisions, investments, services and trends. This program includes an update on fiduciary compliance and risk management. It also covers best practices and the issues that plan sponsors are focusing on. Finally, it looks at the future...what's on the horizon for retirement plans.
- 10:15 a.m. – 10:45 a.m. **Networking Break, Sponsored by BKD, LLP**

10:45 a.m. – 11:45 a.m. **ERISA Attorney Panel: Key Takeaways for Plan Sponsors on Cybersecurity, Litigation, and Retirement Income/Decumulation**

Moderator: Thomas E. Clark Jr. JD, LL.M., Of Counsel, The Wagner Law Group

The Honorable Phyllis C. Borzi, Former Assistant Secretary of Labor for the Employee Benefits Security Administration (EBSA) (2009-2017)

Krista M. D'Aloia, Vice President and Associate General Counsel, Fidelity Investments
Marjorie Mann, Senior Attorney, NextEra Energy, Inc.

Four expert attorneys gather to discuss three hot topics for retirement plans: retirement income / decumulation, litigation and cyber security. Each expert will speak from a unique perspective. Tom Clark will share his thoughts as a former litigator, now working to help plan sponsors. Krista d'Aloia as an in-house attorney for a service provider and Marjorie Mann as an in-house attorney at a plan sponsor company will offer their viewpoints. Phyllis Borzi will share her insight as a former government representative. This will be a lively discussion with actionable items for plan sponsors and providers to help their companies and their clients lower their risk of being the next target for litigation.

11:45 a.m. – 1:00 p.m. **Lunch and Volunteer Service Awards sponsored by Charles Schwab**

1:00 p.m. – 1:50 p.m. **BREAKOUT WORKSHOPS**

Breakout A1

No Longer a First Mover: Private Real Estate in Defined Contribution Plans

Jennifer Perkins, Portfolio Manager, Co-president, Defined Contribution Real Estate Council

Did you know that private real estate has been successfully used in defined contribution plans for more than thirty years? Join the Defined Contribution Real Estate Council (DCREC) session to learn about the evolving use of real estate in DC plans, including:

- An update on the growing marketplace
- Product design and mechanics
- Diversification and downside protection
- Resources available to plan sponsors

Join us to learn why plan sponsors like yourself are including private real estate in their defined contribution plans.

Breakout A2

DC In-Plan Retirement Income Solutions – Are we there yet?

Kevin Hanney, Sr. Director, Portfolio Investments, United Technologies Corporation

Michael Sasso, Partner, Co-Founder, Portfolio Evaluations, Inc.

Martha L. Tejera, Search Consultant, Tejera & Associates, LLC

Workers fear retiring without sufficient income and plan sponsors struggle with workforce management pains when employees are not able to retire when they should. In the defined contribution paradigm, employees face a new set of investment risks as they plan for their retirements - risks that were previously borne by the sponsors of defined benefit plans. Up to now, sponsors of defined contribution plans have been reluctant to offer guaranteed retirement income solutions as an in-plan offering. This workshop will aim to demystify, educate and explain the retirement income options that are available to plan sponsors, beginning with the simplest and easiest to adopt, progressing to the more complex and comprehensive approaches. We will address industry developments, both from regulators overseeing the products and asset managers creating the solutions. Learn from the experience of others who have implemented retirement income solutions and which approaches could help you and your employees address retirement income needs.

Breakout A3

What Employers Can Learn from What Retirees Say: Insights from the Society of Actuaries Research on Post-Retirement Risk

Carol A. Bogosian, ASA, President, CAB Consulting

Employers are working to help employees achieve retirement security – through offering various employee benefits, education and information campaigns, financial planning support and financial wellness programs. In 2017, the Society of Actuaries conducted in-depth interviews with retirees age 85 and older and their adult children and the 9th biannual post-retirement risk survey. Topics of emphasis for the survey are long-term care and caregiving, housing, and financial wellness. The presentation will provide key findings of both studies, pointing out areas that could assist plan sponsors. The over age 85 interviews build on earlier work with individuals retired at least ten years. This is particularly interesting, because now the SOA has conducted research at multiple stages throughout retirement. Such research provides employers insight into important areas to include in retirement communication and benefits for their employees.

Breakout A4

Live from Scottsdale: The PSCA HSA Show!

Tom Gordon

Kelley Long, CPA/PFS, CFP®, Financial Finesse

Late night talk show fans, this one's for you. Starring Tom Gordon along with special guest Kelley Long, this session will expose some of the misconceptions and missed opportunities common among HSA holders, in what is sure to be an entertaining but quite informative session. As high deductible healthcare plans grow in popularity, more people have access to HSAs, but not everyone is making the most of these powerful savings vehicles. Tom will share how he uses his HSA, while Kelley will share a better way. You may be surprised what you learn, both for your own benefit as well as that of your participants.

2:00 p.m. – 2:50 p.m.

BREAKOUT WORKSHOPS

Breakout B1

The Future of Retirement Assistance?

Neil Lloyd, Partner, Head: US DC & Financial Wellness Research, Mercer

Elizabeth Kelly, SVP of Operations, United Income

Jacqueline Neubert Reynolds, Manager of Financial Training and Staff Development, My Secure Advantage

Paul Sommerstad QPFC, CBFA, CHSA, AIF®, Senior ERISA Consultant, Blue Prairie Group

In October 2011, the Society of Actuaries published a paper “Managing Post-Retirement Risks: A Guide to Retirement Planning”; in it 15 different retirement risks were highlighted. While 15 risks is intimidating the truth is these were all risks that were easy to relate to, but they also highlighted how complex retirement can appear. There is little doubt that many retirees, plus near-retirees need assistance, and many plan sponsors will give thought to how their near retirees and retirees should obtain help.

In this mostly Q & A session, we will explore three different approaches to assisting retirees, and discuss the roles that plan sponsors can possibly play with these different services:

- A traditional financial advisory service (fee for service),
- A financial coaching service,
- A hybrid personal/robo-advice based advisory solution.

Breakout B2

Participant Communications: Email or not? Best-Practices, Social Media, & Old School Methods

Moderator: Fred Stewart, Senior Vice President, Defined Contribution Practice Leader,

LCG Associates, Inc.

Nancy Faulkner, Retirement Manager, Encompass Health Corporation

Bethany Marshall, Director of Benefits, NFL Players Association

In today's world of multiple communication channels, what is the best and most effective way for Plan Sponsors to "reach" their participants? Given the wide range of participant engagement and the promise of mobile technology, the challenges have never been greater. While the DOL is increasingly focused on the issue of missing participants, Plan Sponsors want to create an efficient process to make sure everyone is informed before they are "lost". Our session will share best-practices from Plan Sponsors, including: creative methods used to reach terminated participants, how to work with recordkeepers and/or other vendors, any policies/procedures they may follow, and importantly how they address the privacy issues in contacting former employees. We anticipate a very interactive session and encourage you to join.

Breakout B3

Delivering Financial Wellness - How to move from "idea" to "action"

Mark Singer CFP®, President and Founder, Financial Literacy Toolbox

There is no doubt Financial Wellness is a hot topic – however, too many are finding it difficult to move from the idea of a great program to actually delivering it to their employees. Finding the resources to deliver an effective, measurable program may be too tall a task for many organizations. In this session you will learn how to hit the easy button and "start small". Mark Singer has pioneered a new approach in the Financial Wellness space. Last year he spent 9 months piloting a groundbreaking study that focused on the impact of delivering a targeted financial wellness program. He will share with you the philosophy, the actual program specifics and the extraordinary results of his efforts. If Financial Wellness is just too tall a task for your organization, see how you can find success early and how to leverage that success to gain better engagement with your employees.

Breakout B4

HSA Plan Sponsor "Recipe for Success"

Sara Caddy, SPHR, CEBS, Benefits Manager, Dimensional Fund Advisors

Karin Rettger, President, Principal Resource Group

What does it take to make your HSA a success? Key strategies including establishing goals, employer contributions, maximizing participation, and effective communication ideas will be discussed. A case study will be presented from a 2018 Eddy Award Winning Plan Sponsor. Learn what they did to achieve 87% participation in their plan and high diversification using the investment options in the HSA.

2:50 p.m. – 3:20 p.m.

Networking Break

3:20 p.m. – 4:10 p.m.

BREAKOUT WORKSHOPS

Breakout C1

Consumer Reports: What is the Public Thinking about Retirement? Reporter Panel

Moderator: Nevin Adams, Chief Content Officer, American Retirement Association

Panelists: Gail MarksJarvis, Reuters columnist and author of "Saving for Retirement (Without Living Like a Pauper or Winning the Lottery)"

Robert Powell, Personal finance and retirement columnist, theStreet, USA Today, Editor, Retirement Management Journal & former Retirement Columnist for MarketWatch/Dow Jones

Russ Wiles, The Arizona Republic

In this interactive and engaging session Nevin Adams, Chief Content Officer of the American Retirement Association, will lead a discussion of leading personal finance journalists to discuss the questions that are on the public's mind regarding retirement, and provide YOU with an opportunity to ask the questions that are on your mind

about coverage of key retirement issues. Both plan sponsors and service providers will gain insights that can help your communication programs and education efforts, while bringing better engagement and a stronger appreciation for your benefit programs.

Breakout C2

Key Employee Benefit Plan Internal Controls to Have in Place as the Plan Sponsor

David M. Kot, CPA, CFE, Partner, BKD, LLP

As the Plan Sponsor, you are responsible to have internal controls in place that are designed to assure information is processed completely and accurately in accordance with plan provisions. A lack of controls can create the opportunity for fraud and can jeopardize the plan's tax status. A plan with key internal controls operating efficiently will help keep a plan operating smoothly and in compliance with the law while also meeting your fiduciary responsibility. At this session, we'll discuss key controls to have in place over payroll, plan eligibility, plan distributions and loans. Bring your questions related to your plan and leave with ideas to take back to your team.

Breakout C3

Calculating ROI: Measuring the Benefits of Workplace Financial Wellness Programs

Greg Ward, Director Financial Wellness Think Tank, Financial Finesse

Since 2013, interest in financial wellness has grown by over 300%. With its rise in popularity, HR executives and benefit-plan sponsors have questioned the value of investing in a workplace financial wellness program. Determining the true value of a financial wellness program has proven to be elusive, but recent research from Financial Finesse has introduced a viable way to forecast the potential return on investment of such programs using data collected from actual clients. This model, as reported in their 2016 ROI Special Report, provides a compelling reason why employers should invest in a high-quality financial wellness program.

Breakout C4

HSA Education: Pitfalls & Best Practices

Heather Cambray, Corporate Human Resources Manager, Greatland Corporation

David Snyder, CEO, Perspective Partners LLC

An HSA used to its best advantage can help reduce healthcare costs, improve retirement readiness and add real value to your benefits offering. All too often, HSA education and engagement falls short and employees are confused, even frustrated. This session will help those who already have HSAs by providing some practical "do's and don'ts" for consideration. Learn why HSA education shouldn't be a "one and done", how not to oversimplify HSAs, tips on keeping employees engaged and more.

4:20 p.m. – 5:20 p.m.

PLAN SPONSOR ROUNDTABLES

The plan sponsor roundtables have been held during each PSCA Annual National Conference for many years and are always dynamic and highly regarded sessions. Plan sponsors discuss pressing issues with their peers, with no providers in attendance. This gives them the opportunity for meaningful and enlightening dialogue. The discussions are led by plan sponsors, with an attorney present for any legal issues that may arise. Choose the session that is appropriate to your plan size.

Breakout D1

Small Company Roundtable (1-999 Employees)

Mary Kay Mutz, Benefits Administrator, The Morton Arboretum

William H. Nichols, Partner, Lanier Muchin, Ltd.

Breakout D2

Mid-Size Company Roundtable (1,000-9,999 Employees)

Gail Karlstad, Retirement Benefits Manager, MAPFRE Insurance

Adam Greetis, Partner, Seyfarth Shaw LLP

Breakout D3 **Large Company Roundtable (10,000+ Employees)**
Tom Gordon
Diane Morgenthaler, Partner, McDermott Will & Emery LLP

5:30 p.m. – 7:00 p.m. **Reception with Exhibitors**

WEDNESDAY, MAY 2

ALL MORNING GENERAL SESSIONS WILL BE HELD IN GRAND CORONADO

7:30 a.m. – 8:00 a.m. **Continental Breakfast with Exhibitors**

8:00 a.m. – 8:10 a.m. **Welcome and Announcements**
Ken Raskin, Partner, King & Spalding and Chair of the PSCA Board of Directors

8:10 a.m. – 9:05 a.m. **Regulation, Litigation, and Your Reputation – Where's Your Focus?**
Blaine F. Aikin, AIFA®, CFA, CFP®, Executive Chairman, Fi360
Compliance is a matter of diligently following the rules. Establishing a great reputation – being recognized as trustworthy – is a matter of following defined principles and practices that are credible, reliable, and participant-centric. Fiduciary principles and practices provide the formula for a great reputation; they also hold the keys to compliance. This session will take a fresh look at how to manage regulatory and litigation risks, taking the perspective that risk-management is an important collateral benefit of doing what it takes to earn a great reputation. Your reputation is the dog, compliance is the tail – tend to your reputation as a trustworthy plan sponsor and compliance will necessarily follow. The following topics will be covered:

- Reputation as your most valuable, and fragile, asset
- Evaluating today's regulatory and litigation risks and uncertainties in the proper context
- The Trust Equation, understanding the factors driving trust and your ability to manage them
- 8 Core principles and a checklist of prudent practices to achieve fiduciary excellence and become recognized as a plan sponsor worthy of trust and confidence

9:05 a.m. – 10:00 a.m. **Washington Update – A Look to the Midterms**
David Levine, Principal, Groom Law Group Chartered
Brigen Winters, Principal, Groom Law Group Chartered
The 2018 elections are six months away. Where will the political power be in Washington in the next two years? This session will focus on the legislative and regulatory outlook for the end of 2018 and beyond and will highlight PSCA's 2018 legislative and regulatory priorities.

10:00 a.m. – 10:30 a.m. **Networking Break**

10:30 a.m. – 11:20 a.m. **Known: How to Create a Great 401(k)**
Laraine McKinnon, CEO, LMC17
Behavioral finance and investment theory have shown how to design 401(k) plans that deliver on retirement readiness. But how do plan sponsors and their advisors use what's known to drive the decisions that create a great 401(k)?

11:30 a.m. – 1:00 p.m. **Lunch and raffle**

1:00 p.m. – 1:50 p.m. **BREAKOUT WORKSHOPS**

- Breakout E1 **What to Expect from an EBSA Retirement Plan Investigation**
James Goldstein, Senior Investigator, U.S. Department of Labor, Employee Benefits Security Administration
 This presentation will review EBSA’s enforcement jurisdiction, the investigative process, correcting violations, and will review some sources for compliance assistance. Session continues at 2:00 p.m.
- Breakout E2 **Why behavioral finance is key to delivering better participant outcomes**
Neil Lloyd, Partner, Head US DC & Financial Wellness Research, Mercer
Warren Cormier, Executive Director, DCIIA Retirement Research Center
 Behavioral finance is not a new topic, Nobel Prizes have been won by behavioral finance pioneers Daniel Kahnemann, Robert Shiller and last year Richard Thaler. The fact that individuals are not rational in their decision-making is pretty much accepted and practices such as auto-enrollment, auto-escalation, using target date funds as default investments all have their grounding in behavioral finance. In this session Warren Cormier and Neil Lloyd will focus on additional practical applications of behavioral finance and explain why behavioral finance is the key to DC plans delivering better participant outcome. BUT that means moving beyond simple defaults.
- Breakout E3 **A New Sheriff In Town (The Tax Cuts & Jobs Act and NQDC)**
E. Matthew Maier, Managing Director – Executive Benefits, SageView Advisory Group
Bruce J. McNeil, Partner, The Wagner Law Group
R. Lee Nunn, Senior Vice President, Aon Hewitt
 The Tax Cuts and Jobs Act has several provisions that could impact the structure of nonqualified deferred compensation. This session will highlight some of those provisions, such as new section 83(i) and changes to section 162(m) of the Internal Revenue Code.
- Breakout E4 **Different Ways to Implement a Retirement Income Program for DC Plans**
Moderator: Jody Strakosch, Principal, Strakosch Retirement Strategies, LLC
Kevin Hanney, United Technologies
Elizabeth Heffernan, Managing Director, Business Development, Hueler Companies
Steve Vernon, Research Scholar, Stanford Center on Longevity
 Defined contribution plan withdrawal strategies and solutions are critical in enabling plan participants to achieve dignified retirement outcomes. This panel will discuss a variety of different strategies that can be utilized to create reliable income streams in retirement and some simple steps that sponsors can take today. Importantly, we will hear from a plan sponsor and hear about the process they went through in constructing a retirement income program for their participants.
- 2:00 p.m. – 2:50 p.m. **BREAKOUT WORKSHOPS**
- Breakout F1 **What to Expect from an EBSA Retirement Plan Investigation – Part 2**
James Goldstein, Senior Investigator, U.S. Department of Labor, Employee Benefits Security Administration
 Continuation from 1:00 p.m. session
- Breakout F2 **The CHRO & CFO—A Dynamic Duo When Using Data, Analytics & Insights—Changing the Organization in an Amazon World**
Rocke D. Blair, MBA, CEBS®, Senior Consultant
 A discussion of a unique process to measure retirement readiness at the employer level for understanding key plan designs to assure participants “off-board” on time on their terms. Retirement plan professionals will come away with an understanding of the energy they have within their department to influence organizational strategy by using data, analytics and insights to optimize organizational wage and benefit spend.

This will drive a customization of retirement plans and other benefit programs to fit the needs of their employees and improve the organization's income statement and balance sheet. This disruption impacts the human capital within the organization for improved staff performance and organizational operation. We are now living in an Amazon world where data is the currency that allows us to change the cost of human capital into a strategic asset that produces an ROI to the institution.

Breakout F3

Retirement Plan Exchange for 403b

Brodie Wood, SVP HealthCare, Education, and NFP Markets, Transamerica

We will discuss a new innovative 403(b) MEP solution specifically designed for not-for-profit organizations. MEPs allow organizations that share a common interest to reduce costs through pooling of assets as well as simplify administration. The session will provide a thoughtful discussion on the benefits and considerations of this new innovative solution.

Breakout F4

Managed Account Solutions: A Plan Sponsor's Buyers Guide

Constantine Mulligan, Chief Investment Officer, Blue Prairie Group, LLC

As managed account solutions increase in popularity and complexity amongst defined contribution retirement plans, plan sponsors are often left with more questions than answers. This session features a discussion around what a plan sponsor should know before adopting a managed account solution. We will also explore key questions a sponsor should ask an investment manager and/or service provider when conducting due diligence.

2:50 p.m. – 3:00 p.m.

Networking Break

3:00 p.m. – 3:45 p.m.

FINAL SESSION GRAND CORONADO

PSCA Retirement Game Night

Don't go home yet! The closing event is something not to be missed. Our two distinguished hosts will entertain you as your fellow attendees play our version of America's favorite game show. Sitting on the most comfortable couches (or in this case, hotel chairs), watch as two teams battle in 4 retirement games with prizes and most importantly – bragging rights at stake! Who will win is anyone's guess but the PSCA signature cocktail will help everyone to get through this fun and entertaining event. Finish the conference with laughter at the PSCA Retirement Game Night!

3:45 p.m.

Conference Adjourns