



SPONSOR WORKSHOP SCHEDULE*

Sunday, March 22, 2009

	Madeleine AB	Madeleine CD	Mohsen AB	Del Mar AB	Edward AB	Edward CD	Ford
8:00 a.m. to 8:50 a.m.		Reish, Luftman, Reicher & Cohen "Latest Development in Service Provider Compensation Disclosure Description"					
9:00 a.m. to 9:50 a.m.	Alliance Bernstein "Great Conversations Create Great Outcomes"		DWS "Improve Close Rates & The Use of Alternatives in a DC Plan"	ING "Cash Balance Plans For Beginners"	John Hancock "Cash Balance Plans: The Pension Plan of the Future?***"	JP Morgan "Determining Your Target Date Type - Helping Sponsors Align Goals with Desired Participant Outcomes"	Nationwide "Retirement Fee Disclosure and how our program, Nationwide Retirement Clear Advantage SM , can help"
10:00 a.m. to 10:50 a.m.	Matrix "How to Succeed with Open Architecture"	Morningstar "Building Better Line-Ups"		UNIFI "Cash Balance-A Proven Strategy for the Micro and Small Markets"	John Hancock "Assessing Plan Health and Retirement Plan Readiness"	Wealth Management Systems, Inc. (WMSI) "Issues, Trends and Best Practices for Capturing Rollovers"	American Funds "Engaging Plan Sponsors - Ideas and Resources from American Funds"
11:00 a.m. to 11:50 a.m.	Lipper "Targeting Risk- Lipper Optimal Indices"	ASPPA "Learn how ASPPA's Recordkeeper Certification Program Can Build Business for You!"	RSM McGladley "The Power of Plan Design"	The Standard "Getting to Know You: Using Social Media in Your Marketing Mix"	Unified Trust, NA "Improving Participant Outcomes through Fiduciary Intervention"		

Room Locations

Edward ABCD – Second Level
 Del Mar AB – Third Level
 Ford – Third Level
 Madeleine ABCD - Third Level
 Mohsen AB – Third Level

*Times and Forum topics are subject to change.

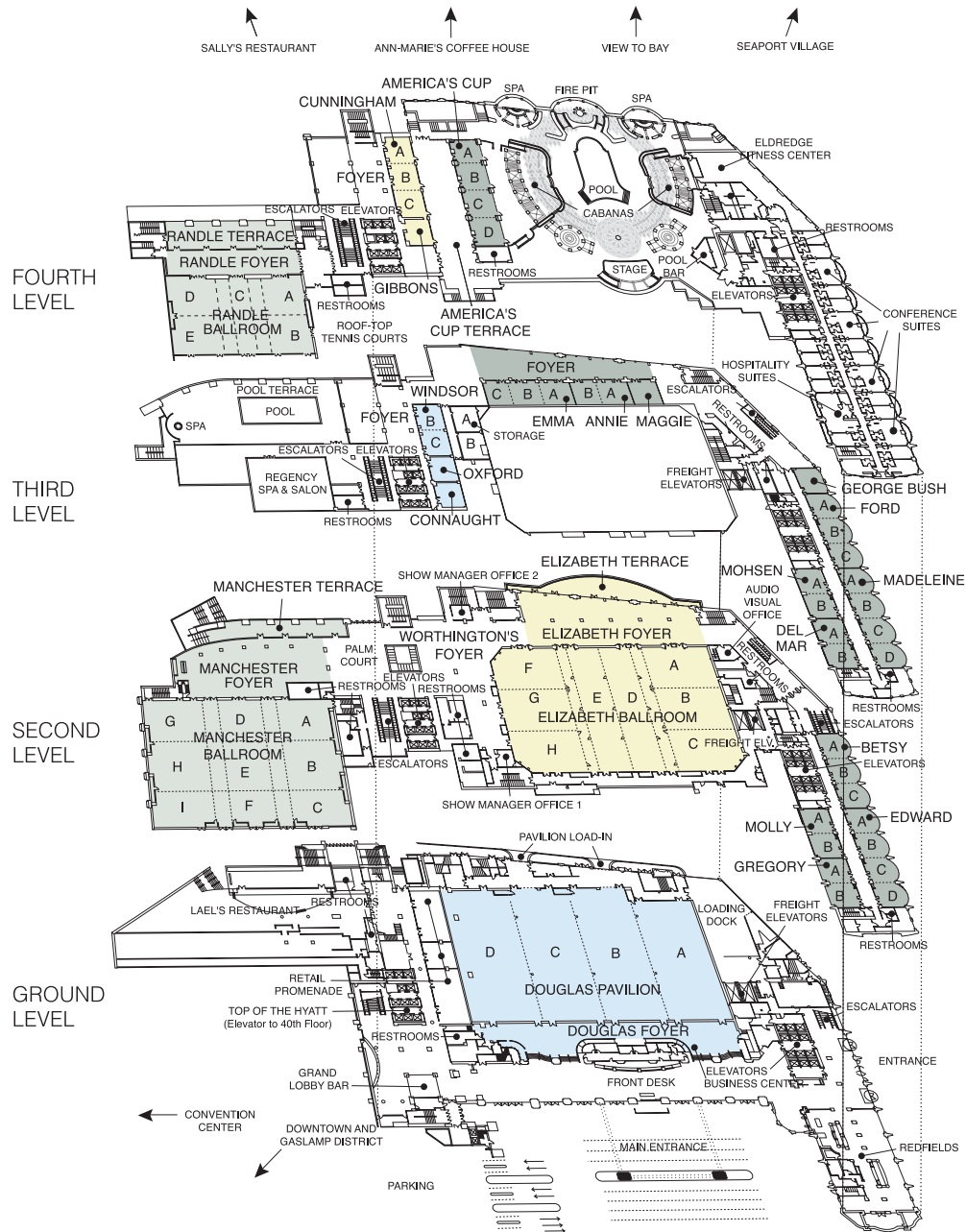
**This session qualifies for additional CE credits, see full schedule for more details.



Manchester Grand Hyatt San Diego

DIRECTIONS

From San Diego Int'l Airport (Lindbergh Field) approx. 3 mi. Exiting the terminals, follow the signs to Downtown San Diego and Interstate 5. Stay in the right lane and this will lead you onto North Harbor Dr. Continue south on North Harbor Dr. approx. 3 mi. along the waterfront. Go one block past the Seaport Village entrance (Kettner Blvd.). Turn right at Market Place into the hotel's main entrance.





SPONSOR WORKSHOP DESCRIPTIONS

CONCURRENT FORUMS | 8:00 a.m.—8:50 a.m.

Latest Developments in Service Provider Compensation Disclosure Description

Madeleine CD

DOL has withdrawn the proposed regulations requiring disclosure of service provider compensation. Disclosure of indirect compensation on Schedule C is under GAO study. We have a new Administration and a new Congress. So what now? What disclosures do service providers have to make? And why? Fred Reish and Bruce Ashton will discuss the latest developments and provide their thinking on how to best protect yourself and serve your clients.

*Fred Reish, Reish Luftman Reicher & Cohen, Partner
Bruce Ashton, Reish Luftman Reicher & Cohen, Partner*

CONCURRENT FORUMS | 9:00 a.m.—9:50 a.m.

Great Conversations Create Great Outcomes

Madeleine AB

PPA ... QDIA. The defined contribution landscape has changed dramatically, and plan sponsors are looking at their plans with renewed scrutiny. They're also looking to financial advisors for help. During this session, AllianceBernstein in will share its consultative approach to selling and servicing retirement plans—Great Conversations.SM It's easy to implement and comprehensive: it provides everything you need to connect with plan sponsors. Great ConversationsSM will help you uncover their biggest concerns, evaluate their plans and understand how best practices can make them better. You'll offer solutions that can create better outcomes for their plans—and plan participants.

Matthew P. Mintzer, AllianceBernstein Defined Contribution Investments, Head, US Advisory Sales

Improve Close Rates & The Use of Alternatives in DC Plans

Mohsen AB

Today's changing marketplace demands a shift in thinking. The risks that investors face have changed. Join us for this two-topic session and (1) learn more about alternative investments and how they may help reshape retirement investing and (2) discover ways to differentiate yourself and potentially win more business.

*Christine Johnson, CFA, DWS Investments, Director of Alternative Strategy and Platform Development and
Richard Merson, DWS Investments*

Cash Balance Plans for Beginners

Del Mar AB

We are seeing increased interest by small companies for Defined Benefit Plans, including Cash Balance plans. This session will provide an overview of these types of plans. You will begin to learn which of your clients or prospects would be appropriate candidates for this type of qualified retirement plan. You cannot afford to miss this opportunity to learn how to expand your retirement plan business.

*Robert M. Kaplan, CFP, CPC, QPA, APA
ING, Vice President, National Training Consultant*

Cash Balance Plans: The Pension Plan of the Future?*

Edward AB

Provides an overview and explanation of our Defined Benefit Program including Cash Balance plan basics and how to create value for DB clients.

Gretchen Peveich, John Hancock Retirement Plan Services, AVP, Key Accounts

**** PLEASE NOTE: CPA and CFP Continuing Education credit is available for this topic for the following states: AK, AL, AR, AZ, CA, CO, CT, DE, IA, ID, IL, KS, KY, MD, ME, MI, NY, OH, OR, PA, SC, SD, TN, VA, VT, WA, WI, WV**



Determining Your Target Date Type - Helping Sponsors Align Goals with Desired Participant Outcomes

Edward CD

The stark differences in equity allocation and asset class diversification in target date funds have come under scrutiny during the current market downturn. Minimizing risk in the crucial period leading up to retirement is crucial to helping as many participants as possible cross the retirement "finish line."

To accomplish that, sponsors need to ensure they define their plans' goals and select funds well suited to participant saving behaviors and demographics. Advisors have a unique opportunity to guide sponsors through a process to identify these factors and ensure appropriate target date fund selection. JPMorgan proposes a framework that advisors can use with plan sponsors to determine which target date strategies, or "Types" are the most appropriate fit. This process can help fiduciaries fulfill their legal responsibilities for target date fund selection and allow them to meet ERISA obligations.

Glenn Dial, JPMorgan Asset Management, Vice President, IODC-Retirement National Sales Manager

Retirement Plan Fee Disclosure and How Our Program, Nationwide Retirement Clear AdvantageSM, Can Help

Ford

- Fee disclosure may not be the law, but it's the right thing to do
 - What does this mean for plan sponsors and participants?
 - What does this mean for your business?
 - How we can help: Clear AdvantageSM
 - Full fee disclosure
 - Numerous features and options like Fund Window and Self-Directed Brokerage
 - Highly competitive for plans
 - Introducing ClearCreditSM — help reduce fees for participants because funds chosen in the plan may offer a repayment
- Chad Brown, Nationwide Financial, Regional Vice President*

CONCURRENT FORUMS | 10:00 a.m.—10:50 a.m.

How to Succeed with Open Architecture

Madeleine AB

If you are seeking to capitalize on the ever-expanding retirement market you must employ new state-of-the-art sales marketing approaches. Properly implemented these strategies and techniques will enable you to substantially increase your income and grow your retirement business exponentially. This dynamic presentation will provide retirement specialists with a clear step-by-step plan for growing new business opportunities.

Paul Karasik, The Wholesaler Institute, President

Building Better Line-Ups

Madeleine CD

In this workshop, you will receive an overview of Morningstar's capabilities for researching, comparing, and monitoring DC line-ups. The discussion will include explanations of how leading advisors use style count, style drift, stock intersection, correlation, and other analytic components to win new business and ensure existing clients are well served.

*Tony Xie, Morningstar, Inc., Product Development Manager
Michael Wilson, Morningstar, Inc., Marketing Director*

Cash Balance – A Proven Strategy for the Micro and Small Markets

Del Mar AB

No doubt you've heard about the effectiveness of cash balance plans by now. Hear how and why this plan design works for companies with as many as 100 employees as well as for companies with on a single employee. A UNIFI representative will present ideas on how to penetrate the professional market and give you an overview of how to get started.

Michael H. Manning, UNIFI Companies Retirement Plans, Field Vice President – Retirement Plans Distribution



Assessing Plan Health and Retirement Plan Readiness

Edward AB

Explains how to identify the income adequacy deficiencies in a plan and individually for the plan sponsor. In addition, it examines the plan design techniques available to solve potential target replacement percentage shortfalls. Finally, it aides the financial representative with creating sales opportunities in the protection and portability of assets.

Gretchen Peveich, John Hancock Retirement Plan Services, AVP, Key Accounts

Issues, Trends and Best Practices for Capturing Rollovers

Edward CD

The IRA rollover marketplace is truly significant with over \$2 trillion dollars expected to shift out of retirement plans and into IRAs over the next 5 years. As the rollover marketplace continues to heat up, clearly rollovers are attracting everyone's attention particularly the servicing tools, platforms and strategies designed to capture and maximize rollover results. In this session, Wealth Management Systems Inc. (WMSI), the leading provider of technology based rollover products and services within the financial services industry, will discuss their outlook for the rollover market, review best practices for capturing and retaining rollover accounts, and field questions from the audience.

Tom Loch, Wealth Management Systems Inc. (WMSI), President

*and
Jacqueline Rynn, Wealth Management Systems Inc. (WMSI)
VP, Marketing & Product Development*

Engaging Plan Sponsors - Ideas and Resources from American Funds

Ford

Getting the attention of plan sponsors can be challenging, particularly in a difficult economic environment. Despite the distractions, a number of topics are effective conversation

starters. We'll discuss these and preview supporting resources available from American Funds.

Tom Warren, American Funds, Sr. VP, National Speaker - Workplace Retirement Plans

CONCURRENT FORUMS | 11:00 a.m.—11:50 a.m.

Targeting Risk- Lipper Optimal Indices

Madeleine AB

Lipper Optimal Target Risk Indices are a set of five, asset allocation-oriented indices designed to assess the trade-off between risk and return in diversified portfolios. The five Target Risk Optimal Indices: Aggressive Growth, Growth, Moderate, Conservative and Very Conservative are "optimized" and build on modern portfolio theory to depict the best investment outcome for various levels of risk.

Gaining an understanding of the correlation between risk and return is critical for all investors, particularly those who are planning for retirement.

Andrew Clark, Lipper, A Thomson Reuters Company, Chief Index Strategist

Learn How ASPPA's Recordkeeper Certification Program Can Build Business for You!

Madeleine CD

The recordkeeper certification program sponsored by ASPPA is proving to be a valuable business building tool not only for those certified firms but for advisors doing business with them. Join us for a review of actual case study material of how the ASPPA Recordkeeper Certification is being used to retain existing clients and win new business in the current market, one that demands accountability and differentiation.

Ron E. Hagan, Roland/Criss, President



The Power of Plan Design

Mohsen AB

Today owners of small and midsized organizations face a dilemma as they prepare for retirement. They need to find a way to make larger contributions to their tax-qualified retirement plan to fund their future once they retire. This session will help retirement plan advisors understand the ways that tax-qualified plans can use customized provisions to maximize contributions, tax deductions, and benefits for owners while controlling the cost of covering other eligible employees. During this session we will discuss plan designs such as DB/DC combo plans, cash balance plans, class based profit sharing plans, and more.

Daniel Long, RSM McGladrey, National Director of Sales

Getting to Know You: Using Social Media in Your Marketing Mix

Del Mar AB

Twitter, LinkedIn, Facebook and Blogs -- Oh My! Social media provides an additional avenue for advisors to reach prospective clients and centers of influence. This session will provide a high-level overview of this uncharted territory and provide some ideas on building a social media mix into your sales and marketing efforts.

Sheri Fitts, The Standard, Director Communications

Improving Participant Outcomes through Active Fiduciary Intervention

Edward AB

Today many policymakers are wondering if the 401(k) was a "failed experiment". In the future 401(k) plans will be judged by whether or not the plan participant receives an adequate retirement benefit. The fiduciary must produce a reliable "best practices" environment so that most plan participants receive an adequate benefit. This discussion will cover the implementation of active fiduciary intervention to improve outcomes.

Gregory W. Kasten, MD, MBA, CFP®, CPC, AIFA®, Unified Trust Company, NA, President/CEO