ASPPA

Making Retirement Plans Work

Part of the American Retirement Association

WOMEN BUSINESS LEADERS FORUM

DENVER, CO • BROWN PALACE HOTEL

JUNE 5-8

2017

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The Women Business Leaders Forum will focus on HR issues, business development, leadership and ethics. It will be a mix of general sessions and roundtables with plenty of time to network with your peers.

CONFERENCE COMMITTEE

Co-Chairs

Shannon M. Edwards, QPA, QKA
TriStar Pension Consulting

Craig P. Hoffman, Esq., APM
American Retirement Association

Leigh A. Lewis, QPA, QKA
Metro Benefits, Inc.

Committee

Sheri L. Alsguth, MSPA, CPC, QPFC
Pinnacle Plan Design, LLC

Megan C. Crawford
Williams Benefit Consulting

Jodie A. Dailey, QPA
CBC Retirement Partners

CONFERENCE AGENDA

MONDAY, JUNE 5, 2017

6:00 p.m. – 7:30 p.m.

Informal Mixer

Location: Ballroom A

7:00 p.m. – 9:00 p.m.

Optional Activity: Historical Ladies of the Brown and Ghost Tour

The tour will depart from Ballroom A Foyer at 7:00 p.m. and 8:00 p.m. Each tour will last approximately an hour. Additional fee applies.

TUESDAY, JUNE 6, 2017

8:00 a.m. – 5:00 p.m.

Conference Registration

Location: Ballroom A Foyer

8:00 a.m. – 8:30 a.m.

Breakfast with Sponsors

Location: Ballroom A Foyer

8:30 a.m. – 8:40 a.m.

Welcome

Location: Ballroom A

Shannon M. Edwards, QPA, QKA, President, TriStar Pension Consulting, Oklahoma City, OK, Conference Co-chair

8:40 a.m. – 8:50 a.m.

Sponsor Briefs

Location: Ballroom A

8:50 a.m. – 10:05 a.m.

General Session 1: Leadership Speaking & Development: Avoiding the Quit & Stay Phenomenon

Location: Ballroom A

CE Credit: ASPPA

Walk by your employees' desks and see them surfing the internet? The bad news: They're not researching how to improve the company's results. They're playing fantasy football or shopping for shoes. The good news: You can incent performance and raise morale. And you don't have to spend any money. When turnover is low, employees still quit – they just don't leave the building. Quit and stay is the phenomenon of employees becoming disengaged and less productive while waiting for other roles to become available. Quit and stay is an unfortunate but avoidable phenomena. Session learning objectives include:

- Bring the fun and camaraderie back to work. Make work a place people want to be.
- Recognize performance without spending money.
- Find out why your employees stay with your organization and what would make them leave.
- Develop a loyal and committed workforce.
- Get the best from employees.

Shari Harley, Founder & President, Candid Culture

10:05 a.m. – 10:30 a.m.

Break with Sponsors

Location: Ballroom A Foyer

10:30 a.m. – 11:45 a.m.

ROUNDTABLE DISCUSSION 1

Location: Ballroom A

CE Credit: ASPPA

This roundtable discussion will take place in the general session room with all conference attendees.

11:45 a.m. – 1:00 p.m.

Lunch with Sponsors

Location: Ballroom A Foyer

1:00 p.m. – 1:50 p.m.

Session 1: Washington Update and Late-Breaking Regulatory Developments

Location: Ballroom A

CE Credit: ASPPA, ERPA, JBEA non-core, JBEA Formal

With a new administration and a new Congress, there is no doubt that developments in Washington will have a significant impact on qualified retirement plans. Once again, tax reform is front and center with the potential to dramatically reduce tax incentives for qualified plans. Other legislative proposals are sure to be woven into the fabric of a comprehensive tax bill, including bipartisan efforts to encourage the use of MEPs. Recent regulatory initiatives, such as the conflicted advice regulation, are sure to be up for review as a result of new leadership taking office at the relevant federal agencies. After attending this session, attendees will be able to:

- Understand how tax reform proposals will impact qualified retirement plans;
- Identify how MEPs will be encouraged under new legislative proposals;
- Prepare for forthcoming changes in the regulatory landscape.

Craig P. Hoffman, Esq., APM, General Counsel, American Retirement Association

1:50 p.m. – 2:00 p.m.
Sponsor Briefs
Location: Ballroom A

2:00 p.m. – 3:15 p.m.
General Session 2: The Power of Ethics – Why Hiring for Character and Competence Matters
Location: Ballroom A

CE Credit: ASPPA

At the heart of every great company is the ability to attract and retain great people. Through this inspiring presentation, Dr. Nathan Mellor provides unique insight into how to build a culture of consistency by hiring for character and competence. A noted storyteller with "behind the scenes" access to a broad range of companies, Dr. Mellor provides specific takeaways that help equip leaders to hire with greater effectiveness through the intentional development of a positive workplace culture.

Dr. Nathan Mellor, President, Strata Leadership

3:15 p.m. – 3:45 p.m.
Break with Sponsors
Location: Ballroom A Foyer

3:45 p.m. – 5:00 p.m.
ROUNDTABLE DISCUSSION 2
Location: Leadville – Red
Silverplume – Orange
Georgetown – Blue
Tabor – Yellow
Stratton – Green

CE Credit: ASPPA

6:30 p.m. – 9:00 p.m.
Sponsor Dinner
Join fellow conference attendees and sponsors for dinner and networking at Palettes Restaurant inside the Denver Art Museum. The restaurant is a short walk from the hotel and the group will depart at 6:15 p.m. from the hotel lobby.

WEDNESDAY, JUNE 7, 2017
8:00 a.m. – 4:45 p.m.
Conference Registration
Location: Ballroom A Foyer

8:00 a.m. – 8:30 a.m.
Breakfast with Sponsors
Location: Ballroom A Foyer

8:30 a.m. – 8:40 a.m.
Sponsor Briefs
Location: Ballroom A

8:40 a.m. – 9:55 a.m.
General Session 3: If Disney Ran Your Business What Would it Look Like? Secrets to Create a Customer Experience that is Magical and Build Customer Loyalty For Life!
Location: Ballroom A

CE Credit: ASPPA

Have you ever wondered how the Disney Company continues to produce a dynamic model on Business Excellence, Customer Focused Environment and Customer Experience? It is not about service. It's all about creating a Customer Experience that is memorable, talked about and will differentiate your business from your competition today! Learn Disney success strategies to attract more customers, build brand loyalty for life, beat out your competition and transform your business into a Disney-like culture Today! A must program if you are serious about having a successful business and survive in today's challenging economy! If Disney can do it, why can't you? Session learning objectives include:

- How to capture the hearts and minds of your customers and clients.
- Secrets to what your customers really want and how to give it to them.
- The magic is created by your people. Learn the one secret Disney uses to have their staff create magical experiences.
- It is "Show Time." How to create a Disney-like five star presence in your business today!
- Making relationships magical. How to Instantly Connect With Your Customers and Build Lasting Relationships in Your Business.
- Secrets to "Wow" Your Customers and Clients and to be the Top of Mind Awareness in Your Industry.
- The Keys to Blow Away Your Competition, never have to rely on discounts and Get Paid What You or Your Product is Worth.
- And Much More!

John Formica, Founder & President, John Formica Enterprises, LLC

10:00 a.m. – 10:30 a.m.

Break with Sponsors

Location: Ballroom A Foyer

10:30 a.m. – 11:45 a.m.

ROUNDTABLE DISCUSSION 3

Location: Ballroom A

CE Credit: ASPPA

This roundtable discussion will take place in the general session room with all conference attendees.

11:45 a.m. – 12:20 p.m.

Lunch with Sponsors

Location: Ballroom A Foyer

12:20 p.m. – 1:30 p.m.

Session 2: You and the DOL Regs: How the TPA Biz Is Changed … Or Has It?

Location: Ballroom A

CE Credit: ASPPA, ERPA, JBEA non-core, JBEA Formal

This session will examine the effect of the DOL Conflict of interest regulations and later guidance issued by the DOL on TPA practices under myriad models.

The following questions will be addressed:

- What business activities cause a TPA to become an advice fiduciary?
- What are the ramifications of being an advice fiduciary with regard to isolated recommendations?
- If I am an advice fiduciary, what does that really mean on a practical basis?
- Are there services I should avoid providing?
- What service contract provisions should be added or modified to protect me?

Ilene H. Ferenczy, JD, CPC, APA, Managing Partner, Ferenczy Benefits Law Center, LLP

1:35 p.m. – 1:45 p.m.

Break with Sponsors

Location: Ballroom A Foyer

1:45 p.m. – 3:00 p.m.

General Session 4: The Cyber Blacklist: Top Security Threats & Countermeasures

Location: Ballroom A

CE Credit: ASPPA

The heart of most data theft is lax cyber security: a broad term that will cease to intimidate you after this presentation. Technology evolves so quickly that people fall behind the digital curve and feel overwhelmed by the prospect of protecting the very data that underlies their wealth. In this state, decision makers tend to freeze, make excuses and assume that there is no reasonable, cost-effective way to protect their data. That assumption is both wrong and dangerous. This crash course forges a high-level, non-technical path through the sometimes confusing web of computer security, mobile technology, Internet connectivity, online privacy and cloud computing. When it comes to cyber security, you don't have to do everything, just the right things. By the end of this highly-interactive presentation, you will have a highly applicable and actionable Blacklist of next steps necessary to protect your data, your devices and your wealth.

In the Hacker's Blacklist, you will learn:

- How to combat the weakest link in security: the human element
- Leadership lessons from breach disasters like Sony and Anthem
- Mobile device security at a personal and SMB level
- Defeating phishing, malware, ransomware and password crackers
- 5 Steps every SMB should take immediately to thwart hackers
- How to change your security training to greatly increase results

John Sileo, CSP, CEO, The Sileo Group

3:00 p.m. – 3:30 p.m.

Break with Sponsors

Location: Ballroom A Foyer

3:30 p.m. – 4:45 p.m.

ROUNDTABLE DISCUSSION 4

Location: Leadville – Red
Silverplume – Orange
Georgetown – Blue
Tabor – Yellow
Stratton – Green

CE Credit: ASPPA

6:00 p.m. – 9:00 p.m.

Group Activity: Escape Works Denver and Reception at the Corner Office Restaurant

Join fellow conference attendees for a private, interactive experience as they try to solve the puzzles, clues, and codes that must be deciphered in order to unlock the room.

Share your tales of Escape and cheer on fellow attendees at the Corner Office Restaurant, located a block away from Escape Works for networking reception. The group will depart at 6:00 p.m. from the hotel lobby.

THURSDAY, JUNE 8, 2017

8:00 a.m. – 11:30 a.m.

Conference Registration

Location: Ballroom A Foyer

8:00 a.m. – 8:30 a.m.

Breakfast with Sponsors

Location: Ballroom A Foyer

8:20 a.m. – 8:30 a.m.

Closing Remarks

Location: Ballroom A

Leigh A. Lewis, QPA, QKA, Metro Benefits, Inc., Pittsburgh, PA, Conference Co-chair

8:30 a.m. – 9:45 a.m.

General Session 5: The Yin and Yang of Remote Employees

Location: Ballroom A

CE Credit: ASPPA

Whether it's technology or generational differences or other factors, today's workforce is very different than it was even a few short years ago. That includes all types of remote work arrangements, and that trend doesn't show signs of slowing down any time soon. Join our panel for a discussion about what that means not only for our current day-to-day realities but also as we look to how our businesses should plan for growth over time. Topics will include:

- Yin & Yang – the positives and negatives of remote workers.
- Identifying the traits of an effective remote worker.
- Finding, interviewing and hiring qualified candidates.
- Training, managing and mentoring.
- Creating a collaborative environment.
- Maximizing technology without losing the human element.
- Taking action when things just aren't working.

Our panel includes:

Sheri L. Alsguth, EA, MSPA, CPC, QPFC, Consulting Actuary, Pinnacle Plan Design, LLC

Norman Levinrad, EA, FSPA, MAAA, CPC, President, Summit Benefit & Actuarial Services, Inc.

Adam C. Pozek, QPA, QKA, CPFA, Partner- Compliance & Consulting, DWC ERISA Consultants, LLC

9:45 a.m. – 10:00 a.m.

Break with Sponsors

Location: Ballroom A Foyer

10:00 a.m. – 11:15 a.m.

ROUNDTABLE DISCUSSION 5

Location: Ballroom A

CE Credit: ASPPA

This roundtable discussion will take place in the general session room with all conference attendees.

11:15 a.m.

Conference Adjourns

CE INFORMATION

Please Note CE Texting Now Available!

Conference attendees are now able to send a text from their cell phones for CE verification after each session attended at the conference. At the close of each session, a PowerPoint slide will display that session's unique ID number and step-by-step texting instructions. To receive CE credit:

1. Open the text message application on your phone.

2. In the "To" field, enter the number 22333 – you'll be sending the text message to this number.

3. In the body of the text message, enter the session ID displayed on the PowerPoint slide, followed by a space, followed by your attendee ID (found on your conference badge).

4. Click "Send" and you will receive a confirmation notification within 10-15 seconds.

Submissions must be received within 30 minutes of the close of the session. Please stop by the registration desk onsite with any questions or technical difficulties!

ASPPA Members

The Women Business Leaders Forum offers up to 17 hours of ASPPA continuing education credit.

All sessions qualify for ASPPA CE. To receive CE credit, attendees must text their attendance verification. Attendance verification must be submitted at the end of each session.

Thank you to our Speakers

Sheri L. Alsguth, MSPA, CPC, QPFC
Pinnacle Plan Design, LLC Houston, TX

Sheri focuses on the design, implementation and ongoing administration of defined benefit plans. As an Enrolled Actuary, Sheri specializes in actuarial consulting and third-party administration of defined benefit retirement plans. Her 29 years of retirement plan experience make her a valuable asset to the Pinnacle team. She, along with her fellow actuaries at Pinnacle Plan Design, co-authored the 2017 Defined Benefit Answer Book, published by Wolters Kluwer.

Ilene H. Ferenczy, Esq., CPC, APA
Ferenczy Benefits Law Center, LLP Atlanta, GA

Ilene H. Ferenczy is the managing partner of Ferenczy Benefits Law Center, an employee benefits law firm in Atlanta, GA. Ms. Ferenczy advises clients on all types of employee benefit plans, particularly focusing her practice on qualified retirement plans, benefits issues in mergers and acquisitions, and advising third-party administrators of employee benefit programs on technical and practice issues. Having become an attorney after more than ten years as a third-party administrator, she brings a unique and practical approach to her advice. She is a member of the State Bars of Georgia and California, and holds designations as a Certified Pension Consultant from the American Society of Pension Professionals and Actuaries (ASPPA) and Accredited Pension Administrator from the National Institute of Pension Administrators.

John Formica
John Formica Enterprises, LLC Charlotte, NC

John, the "Ex-Disney Guy", is a highly sought after internationally known speaker and author of the top selling book, "Making the Customer Experience Magical Now!-How to Succeed in Business and Beat Out Your Competition Today". He is "America's Best Customer Experience Coach" and leading authority in the service industry, business culture growth and team environments. He has successfully coached hundreds of small businesses, cities, tourism communities, franchises, healthcare professionals and teams to build customer loyalty for life, attract and keep more customers and create "Whistle While You Work" Team Environments.

Shari Harley, MA and CSP
Candid Culture Denver, CO

Shari is the founder and president of Candid Culture, an international training and consulting firm bringing candor back to the workplace, making it easier to tell the truth at work. Before launching her business Shari led leadership training for OppenheimerFunds, conducted customer service training for American Century Investments, and facilitated for Dale Carnegie Training. She has a master's degree in Applied Communication and taught leadership development at the University of Denver.

Craig P. Hoffman, Esq., APM
American Retirement Association Arlington, VA

Craig is the General Counsel for the American Retirement Association (ARA). Craig has previously served ARA as President of its predecessor, the American Society of Pension Professionals & Actuaries, Co-chair of the Government Affairs Committee and Co-chair of the Political Action Committee. Prior to joining ARA,
Craig served as General Counsel for SunGard Relius LLC, and before that, was in private practice, specializing in the areas of taxation, ERISA, and employee benefits.

Norman Levinrad, EA, FSPA, MAAA, CPC
Summit Benefit & Actuarial Services, Inc. Eugene, OR

Norman is President of Summit Benefit & Actuarial Services. He is an EA, a CPC, an FSPA and a MAAA. He is a regular speaker at actuarial conferences on plan design and other actuarial issues, and has published many articles on various pension topics.

Dr. Nathan Mellor
Strata Leadership Oklahoma City, OK

Dr. Nathan Mellor serves as the CEO of C3 Brands (Mosaic Personnel and Strata Leadership) and the President of Strata Leadership, LLC based in Oklahoma City, Oklahoma. Nathan holds the Bachelor of Arts and the Master of Science in Education degrees from Harding University. He earned the Master of Dispute Resolution degree from the Straus Institute for Dispute Resolution at Pepperdine University School of Law and the Doctor of Education in Organizational Leadership degree from Pepperdine University. He has consulted, trained, and lectured throughout America and abroad, a sampling of recent clients include: AAR Corporation, American Airlines, ArcBest Corporation, CoorsTek, Direct Energy, Kansas Aviation, Kimray Inc., Locke Supply and SandRidge Energy.

Adam C. Pozek, ERPA, QPA, CPFA
DWC ERISA Consultants, LLC Beverly, MA

Adam is a partner and consultant at DWC ERISA Consultants, LLC. As a 25-year plus veteran of the retirement plan industry, he has worked with employers of all shapes and sizes on every aspect of qualified plans from design to ongoing compliance to plan corrections to termination. Adam is frequent speaker and writer. He is President-Elect of ASPPA's Leadership Council and chair of the Government Affairs IRS Q&A subcommittee.

John Sileo, CSP
The Sileo Group Denver, CO

John's identity was stolen by a business insider and used to embezzle $300,000 from his clients. The exposure destroyed John's company and consumed two precious years as he fought to stay out of jail. Combining real-world experience with years of study, John became an award-winning author, trusted advisor and leading speaker on managing privacy and reputation in an economy plagued by digital overexposure. John leverages his story of transforming risk into reward and the emotional connections it creates to evoke the skills of instinct, inquiry, and initiative that empower his clients to take control of their data exposure before it's too late. John is the CEO of The Sileo Group, which advises clients on balancing risk, defending privacy and multiplying profits by building a culture of deep trus

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Since 1931, American Funds has helped investors pursue long-term investment success. Our consistent approach, in combination with The Capital System, has resulted in a proven long-term track record.

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Colonial is a different kind of insurance company. We don't just issue ERISA-related products to you and your plan sponsors - we simplified the 5500 process.

John Hancock Retirement Plan Services

John Hancock Retirement Plan Services works with you to help build the right retirement plan program for every client. One that does what a retirement plan is supposed to do—put the needs of participants first and help employees achieve financial security.

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