



Dates: April 18 – 20, 2012

Hotel: Avia Savannah, 14 Barnard Street, Savannah, GA 31401; (912) 233-2116

Day 1: Expertise – Expanding Your Knowledge

Wednesday, April 18, 2012

8:00 – 8:30am Registration and Breakfast

8:30 – 9:50 Current Developments (Sal Tripodi)

9:50 – 10:00 Beverage break <Brief message from Lincoln Financial Group>

10:00 – 11: 20 Current Developments (Sal Tripodi)

11:20 – 11:30 Beverage Break <Brief message from Pension Pro Workflow>

11:30am – 1:00pm Current Developments (Sal Tripodi)

1:00pm Lunch on your own

3:00 – 5:00pm Optional Sponsor sessions

3:00 – 3:45pm Optional Sponsor session – Lincoln Financial

4:00 – 4:45pm Optional Sponsor session – Pension Pro Workflow

5:30 – 7:00pm Cocktail Reception



Day 2: Insight – Exploring Industry Best Practices

Thursday, April 19, 2011

8:00 – 8:30am Breakfast

8:30 – 9:50 Retirement Services Best Practices (Chris Stroud)

9:50 – 10:00 Beverage break <Brief message from Wolters Kluwer>

10:00 – 11:20 Marketing Strategies That Won't Break the Bank (Sarah Simoneaux)

11:20 – 11:30 Beverage Break <Brief message from Fiduciary Benchmarks>

11:30am – 1:00pm Communication Tips to Build Stronger Relationships (Chris Stroud & Sarah Simoneaux)

1:00pm Lunch on your own

3:00 – 5:00pm Optional Sponsor sessions

3:00 – 3:45pm Optional Sponsor session – Wolters Kluwer

4:00 – 4:45pm Optional Sponsor session – Fiduciary Benchmarks



Day 3: Implementation – Combining Expertise and Insight for Real World Application (Case Studies)

Friday, April 20, 2011

8:00 – 8:30am Breakfast

8:30 – 10:10 Ethics & Professionalism in Retirement Plan Practice
(Sal, Chris and Sarah)

10:10 – 10:20 Beverage break

10:20 – 11:35 Compliance Workshop (Sal, Chris and Sarah)

11:35 – 11:45 Beverage Break

11:45am – 1:00pm Compliance Workshop (Sal, Chris and Sarah)

1:00 – 1:15pm Closing remarks



Session Descriptions

Day 1: Expertise – Expand Your Knowledge

Current Developments Update – Sal Tripodi, Esq.

(5 ASPPA CPE credits; 5 ERPA CPE credits: ERPA Program #UE6UJ-Q-00007-12-I)

We will spend the entire first day's session on a technical review of all the important current developments affecting retirement plans. Attendees are provided a reference booklet in advance with summaries of key developments affecting qualified plans and/or ERISA plans that have been released within the last 12-18 months. The topics include legislation, Treasury and IRS regulations, DOL regulations, PBGC regulations, court cases, formal IRS guidance, formal DOL and PBGC guidance, private letter rulings, EBSA Advisory Opinions and, where appropriate miscellaneous guidance (e.g., SEC, FINCEN, FINra). Case studies accompany several of the topics, depending on which ones lend themselves to this type of teaching format.

Day 2: Insight – Review Industry Best Practices (5 ASPPA CPE credits)

Retirement Services Best Practices – Chris Stroud, MSPA, MAAA, EA

As Ken Blanchard warned, "This is the first time in the history of business that you can be great at what you do today and be out of business tomorrow." Hear about how successful retirement service providers are running their businesses. This session will review various aspects of business operations, personnel and business strategies. Real world case studies of best practices employed by service providers will be featured to show how firms are adapting to today's rapidly changing business and retirement industry environment.

Marketing Strategies That Won't Break the Bank – Sarah Simoneaux, CPC

Discover how successful retirement service providers are using free (or cheap) technologies to market their firms and stay ahead of the competition in an increasingly commoditized business. Learn how you can use social networking tools to help you brand your firm and showcase your firm's industry expertise. Walk away from this session with a new appreciation for the value of a strategic marketing plan.

Communication Tips to Build Stronger Relationships – Chris Stroud & Sarah Simoneaux

Now more than ever, communication and building strong relationships at all levels are the keys to success for retirement service providers. Discover new ways to help you communicate your firm's value. Review techniques to improve internal and external communication, including fee disclosure communications, while learning more about what some of your competitors are doing to build stronger relationships.



Day 3: Implementation – Combining Expertise and Insight for Real World Applications – *Sal, Sarah and Chris*

Ethics & Professionalism in Retirement Plan Practice

(2 ASPPA Ethics credits; 2 ERPA Ethics credits: ERPA Program #UE6UJ-E-00005-12-1)

This session examines the Circular 230 requirements, as well as other ethical and professionalism codes that might apply to retirement plan practitioners. We also discuss compliance standards and how to resolve ethical dilemmas and qualification violations. The session relies heavily on case studies (typically 4-10) to focus better on the issues at hand.

Compliance Workshop

(3 ASPPA CPE credits; 3 ERPA CPE credits: ERPA Program #UE6UJ-Q-00010-12-1)

This program primarily relies on the case studies to address compliance issues relating to plan administration and operation. The case studies can deal with any of the myriad requirements under the tax code and ERISA, including related employer issues, nondiscrimination testing, reporting & disclosure, employer securities, plan loans, distribution rules, document compliance, prohibited transactions, and fiduciary responsibility. Case studies are developed by the presenter from actual cases encountered in practice as well as from scenarios communicated by attendees prior to the meeting. Usually 20-30 minutes of the program is reserved to provide attendees to present scenarios to the group that were unable to be incorporated prior to the session. When analyzing each case study, the group will discuss correction options, penalties and sanctions (if applicable), and professional standards and best business practices in addressing the situation.

Continuing Professional Education Credits:

Attending the three-day workshop provides:

15 hours of ASPPA CPE, including 2 hours of Ethics
10 hours of ERPA CPE, including 2 hours of Ethics

If you have questions about the workshop or would like more information, please email:
[**Powerof3workshop@gmail.com**](mailto:Powerof3workshop@gmail.com)