

2011 Conference Agenda

Wednesday, December 7, 2011

Start Time	End Time	Session, Speaker & Description
4:00 PM	6:00 PM	ATTENDEE SIGN-IN AND EXHIBIT HALL OPEN TO MEET SPONSORS
6:30 PM	8:30 PM	WELCOME RECEPTION AND COOKOUT ON BREAKERS RESORT OCEAN-SIDE LAWN Sponsored by MassMutual (Weather Permitting)

Thursday, December 8, 2011

Start Time	End Time	Session, Speaker & Description
7:45 AM	8:45 AM	BREAKFAST WITH SPONSORS IN EXHIBIT HALL Sponsored by Prudential Investments
8:45 AM	9:15 AM	OPENING REMARKS <i>Marcus Chandler, DCPI VP Business Development</i> <i>Keynote Speaker Introduction: Steve Forss, Vice President, Pioneer Investments</i>
9:15 AM	10:15 AM	BEATING THE ODDS <i>Christopher Gardner, CEO, Gardner Rich, LLC</i> Few stories are as inspiring and moving as motivational speaker Christopher Gardner's. Gardner rose from homelessness to become the owner and CEO of Gardner Rich, LLC. Author of the autobiography, <i>The Pursuit of Happyness (misspelled intentionally)</i> , a <i>New York Times</i> and <i>Washington Post</i> #1 best-seller, he is also the inspiration for the acclaimed movie <i>The Pursuit of Happyness</i> , for which Will Smith, starring as Gardner, received Golden Globe, Screen Actors Guild, and Academy Award nominations. His newest book, <i>Start Where You Are: Life Lessons in Getting From Where You Are to Where You Want to Be</i> was released in 2009 and instantly hit the <i>New York Times</i> Best-Seller List.
10:15 AM	11:15 AM	PLAN DESIGN OPTIMIZATION & PARTICIPANT OUTCOMES <i>Tom Kmak, CEO, Fiduciary Benchmarks</i> Historically, the effort to improve participant outcomes has been placed on the shoulders of the education component of the retirement industry. After years of less than optimal results, more and more service providers are turning to plan design to improve those participant success measures that have a direct impact on participant outcomes. This session will discuss the various issues associated with plan design optimization which basically answers the following question: for the amount of money my client can afford, how do I provide the most retirement readiness for the least amount of risk?
11:15 AM	11:45 AM	BEVERAGE BREAK WITH SPONSORS IN EXHIBIT HALL Sponsored by Columbia Management
11:45 AM	12:45 PM	VALUE & COMPENSATION IN A POST FEE DISCLOSURE ENVIRONMENT <i>Moderator: Mark Dence, Vice President National Sales Manager, Columbia Management</i> <i>Panelists: Bill Chetney, CEO, LPL Financial Retirement Partners</i> <i>Pat Oberlander, Head of Corporate Plans, UBS Financial Services</i> <i>Jim Williams, President, Financial Telesis, Inc.</i> <i>Dorann Cafaro, President, Dorann Cafaro LLC</i> 408(b)(2) fee disclosure and other changing regulations are likely to put downward pressure on advisor compensation while increasing accountability. What can retirement plan advisors do to prepare, express their value proposition and get paid what they are worth? What challenges and opportunities do these regulations present, and how can advisors and supporting organizations capitalize on these and other trends sweeping our industry?
12:45 PM	2:00 PM	PICK UP BOX LUNCHES SERVED IN BREAKOUT ROOMS Sponsored by 401kExchange

2011 Conference Agenda

Breakouts (Group 1 - Choose One)

1:10 PM	2:00 PM	Investments
		<p>STABLE VALUE - YOUR VALUE <i>Brian Haendiges, Head of Strategic Market Development, MassMutual</i> <i>Robert Cunningham, 2nd Vice President, MassMutual</i></p> <p>Stable value represents over a half trillion dollars in defined contribution plan assets, and almost every DC plan has a stable value option. While stable value is often regarded as highly complex, this presentation will:</p> <ul style="list-style-type: none"> • Cut through the complications and get to the key considerations in evaluating stable value. • Provide an update on the dramatic changes taking place in stable value. • Demonstrate how this asset class should be looked at in today's environment. • Help you stand out as a knowledgeable advisor and as a specialist in a category that's important to plan sponsors. <p>This presentation is designed to give you what you need to make a complete assessment of any stable value opportunity or existing situation.</p>
		Building a Practice
		<p>MOVING UP MARKET <i>Moderator: Adrian Hodge, Senior Vice President, Retirement Sales, Fidelity Investments</i> <i>Panelists: Timothy Rice, Lakeside Wealth Management</i> <i>Edward Lynch, Jr., Managing Director and Chief Retirement Officer, Dietz & Lynch</i></p> <p>Learn what skill sets, products and value-ads will prepare you to be competitive and help you successfully navigate your migration upstream in the retirement plan market.</p>
		Building a Practice
		<p>THE SMALL MARKET PRACTICE OPPORTUNITY <i>Allen L. Cairns, Ph.D., QPA, AVP, Senior Relationship Manager, John Hancock Retirement Plan Services</i> <i>Michael Coelho, SageView Advisory Group</i> <i>Jason Roberts, Founder and CEO, Pension Resource Institute</i></p> <p>Approximately 80% of defined contribution plans are in the small market (< 5 million in assets). The opportunity to differentiate your practice and acquire new plan business in the small market has never been better, but economies of scale can be a challenge. This session explores how advisors can position themselves as small market superstars, deliver real value, and build a dedicated and thriving retirement plan practice.</p>

Breakouts (Group 2 - Choose One)

2:10 PM	3:00 PM	Participant Outcomes
		<p>SUCCESSFULLY EMPLOYING BEHAVIORAL FINANCE STRATEGIES <i>Ginger Brennan, Senior Vice President, Head of Distribution at ING Retirement Plans</i></p> <p>An interactive session about behavioral finance and participant psychology, giving you insights about how to increase participation results in your client's plans. ING Retirement Research Institute information will demonstrate how the dynamics of comparing participants to their peers can help improve plan investment behavior -- and, by extension -- satisfaction with the plan for both the employer and employees.</p>
		Investments
		<p>TARGET DATE FUNDS: RISK & OPPORTUNITY <i>Bruce Harrington, Director of Sales Strategy, John Hancock Financial Network</i> <i>Panelist: Joseph Lee, Director/Head of Advisor-Sold DC Distribution, BlackRock</i> <i>Heidi Walsh, VP of Defined Contribution Investment Solutions, JP Morgan Asset Management</i> <i>Steven Geisert, Vice President, Defined Contribution, PIMCO</i></p>
		Business Development
		<p>THE MYTHS AND REALITY OF MULTIPLE EMPLOYER PLANS (MEPs) <i>Panelists: Terrance Power, President, American Pension Services, LLC</i> <i>W. Michael Montgomery, Managing Principal, Montgomery Retirement Plan Advisors, Inc.</i></p> <p>Open Multiple Employer Plans (MEPs) are poised to become more popular than ever, as few 401(k) innovations received as much advisor attention during 2011. Even as some raised questions about the MEP model, established industry thought leaders such as Robert Toth and Fred Reish released white papers explaining its historical and legal foundation. Learn how you can capitalize on this trend while avoiding potential pitfalls.</p>

2011 Conference Agenda

Start Time	End Time	Session, Speaker & Description
3:00 PM	3:30 PM	DESSERT/BEVERAGE BREAK WITH SPONSORS IN EXHIBIT HALL Sponsored by T Rowe Price
3:30 PM	4:45 PM	BEST SALES PRACTICES: PROSPECTING, PRESENTING & CLOSING <i>Moderator: Vince Giordano, VP Sales at Securian Financial Group</i> <i>Panelist: Steff Chalk, CEO, Fiduciary Consulting Group, Inc.</i> <i>Panelist: Joe Brummel, Director Retirement Plan Consulting, Wealth Enhancement Group</i> <i>Panelist: Don Faller, Managing Partner, Fiduciary First</i> Each year the extended-time “Best Sales Practices” session is one of our most popular. Join a lively “open forum” discussion where attendees can expand on concepts presented by the panelist, or ask questions at any time during the presentation. This unique format encourages a free flow of ideas and sometimes debate for the benefit of all attendees.
6:30 PM	7:30 PM	RECEPTION WITH SPONSORS IN EXHIBIT HALL Sponsored by Franklin Templeton
7:30 PM	9:30 PM	DINNER WITH SPONSORS (Business Attire) STORIES FROM THE TRENCHES (and What We Can Learn from Them) <i>Charlie Epstein, 401kCoach</i>

Friday, December 9, 2011

Start Time	End Time	Session	Speaker
8:00 AM	9:00 AM	BREAKFAST WITH SPONSORS IN EXHIBIT HALL Sponsored by Oppenheimer	
9:00 AM	10:00 AM	WASHINGTON REGULATORY UPDATE & INTRODUCTION OF NAPA (National Association of Plan Advisors) <i>Brian Graff, CEO, ASPPA</i> Brian Graff discusses recent and pending regulations impacting the retirement plan advisor and introduces NAPA, the National Association of Plan Advisors. Learn about the mission and objectives of NAPA and how and why you should get involved.	
10:00 AM	10:30 AM	BEVERAGE BREAK WITH SPONSORS IN EXHIBIT HALL Sponsored by Matrix	
10:30 AM	11:30 AM	THE CONSULTATIVE SELLING MINDSET <i>Marcus Chandler, VP of Business Development, DCPI & Owner, Sell401k</i> Expanding on the March 2011 article in the DCPI Newsletter of the same title, explore the psychology behind the 401(k) plan sponsor selling process. What prospecting techniques will get you in the door and why? What can you do in first-time meetings to motivate sponsors to make a positive change and how to keep your prospect pipeline full!	
11:30 AM		CONFERENCE ENDS	