

Looking for a speaker that can deliver real-world, practical knowledge and content for retirement plan advisors?

Review the list of available topics attached
and contact me for more information.

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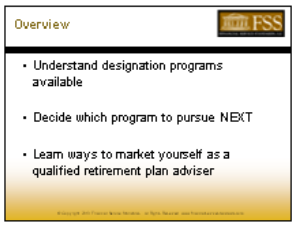
Topics already developed for delivery

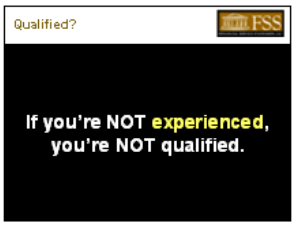
NOT ALL ADVISERS ARE CREATED EQUAL: MAKING THE MOST OF YOUR DESIGNATIONS TO BECOME A TRUSTED ADVISER

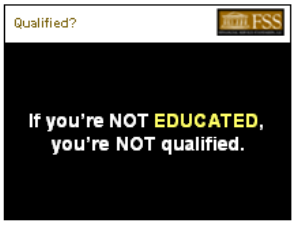
With few government regulations, anyone can market themselves as financial advisers/planners. How can you distinguish yourself from the crowd? Utilizing your designations is a great way to convey professionalism, authority, credibility and expertise, while demonstrating a commitment to the industry and on-going education.

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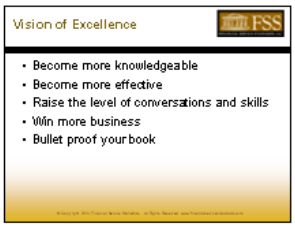


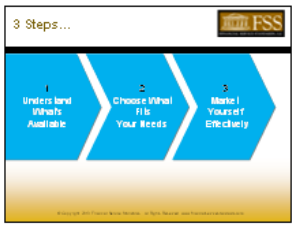














401k Practice Management: A Step-by-Step Approach after the Initial Client Engagement

Challenges abound in winning new business and implementing a solid service model from the start. This session will share some initial meeting successes and failures and will give you a list of do's and don'ts that will increase your chance of success in getting in the door, then will share an on-boarding process for what your new client meeting and first year relationship should look like.

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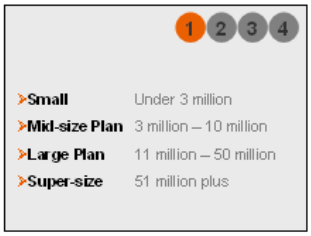


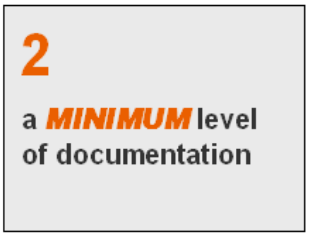




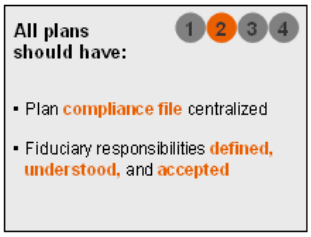












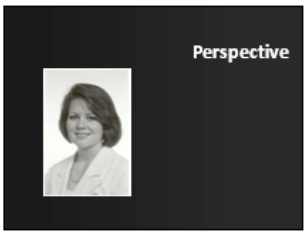
Documenting Compliance in the Age of Retirement Reform: Five Areas 401k Advisors Can Help Plan Sponsors Demonstrate Prudence

The evolution of the retirement market into a distinct and specialized industry has caused a shift in what is needed and expected from the advisor community. To compete in today's regulatory environment, successful 401k advisors must evolve their business model to include five key issues. This presentation discusses the new role retirement plan advisors should play in helping plan sponsors navigate the changing landscape and five areas of compliance where retirement plan advisors can add tremendous value.

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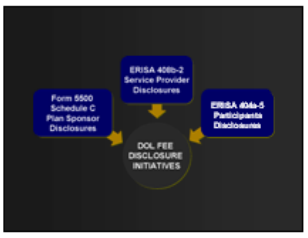
















Aggressive Approaches To Marketing Your Business

With increased awareness on the part of plan sponsors, heightened competition and limited new plan formations, differentiation has become increasingly difficult. Join us as we share the results of our Marketing Effectiveness Survey and provide important insight into marketing strategies that are actually working. In addition to discussing the most successful marketing strategies, you will also hear about three case studies that have yielded consistently successful results with different marketing initiatives.

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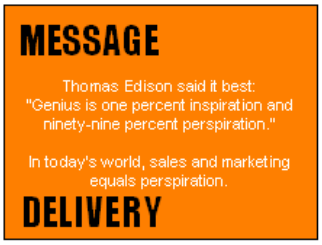


















Prudent Practices Applied

Description: What are the current industries 'best practices' for investment committees? What are most advisors doing from a service standpoint to add value? How do these services match up with prevailing standards? This session will shed light on the challenges and solutions to implementing best practices by reviewing the results of the Prudent Practices Research Study conducted by Financial Service Standards. Find out how advisors are applying practical solutions to implement processes that demonstrate all key practices are being met. Review three case studies where various solutions have been implemented into a retirement plan service model to meet the challenges.

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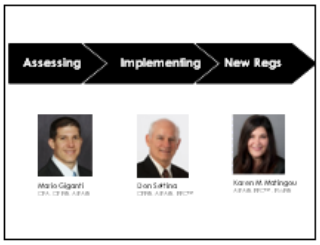










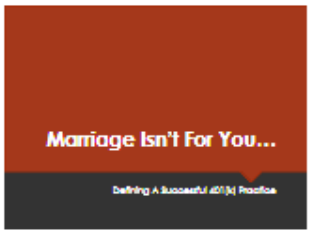


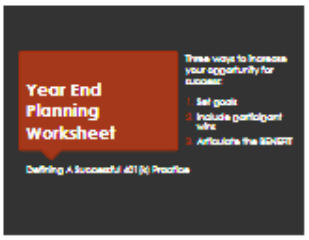
Defining Success

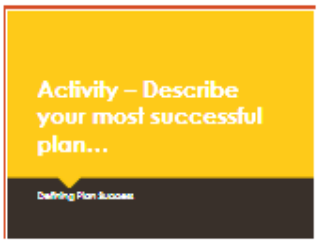
Description: How do you position your practice for success? In this hands-on workshop, Sharon discusses year end planning considerations, implementing prudent practices to protect your practice, and provides you with the tools to create a Business Success Calendar.

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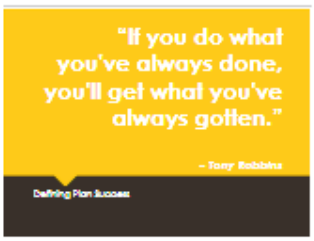


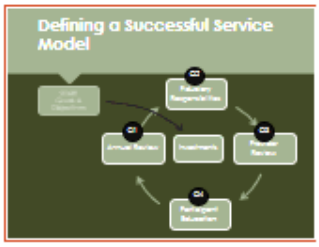
















Additional topics available:

1. **The 5 Biggest Mistakes Investment Committees Make-** ***and How to Avoid Them***
   Most investment committees have great intentions but ignorance is not a viable defense in a court of law. Learn what the biggest mistakes investment committees make are, and the simple steps that can be taken to avoid them. Each participant will receive an Investment Committee Do's and Don'ts Checklist.

2. **401(k) Triple Threat**
   3 Types of Plan Audits and the 3 Most Common Mistakes Found During Each
   Retirement plans are subject to possible scrutiny by several sources including a formal CPA plan audit (plans with more than 100 participants), an IRS Audit of operational procedures, and a Fiduciary Audit of internal plan management procedures. Learn what the most common shortfalls are found at each audit, and how to help plan sponsors run a compliant plan and avoid the common mistakes. Each participant will receive a Resource Pack with three pre-audit checklists to help plan sponsors prepare for any audit and head-off any possible shortfalls.

3. **Risk Management 101**
   How a Documented Process Reduces Liability for Plan Sponsors and Helps Bullet-Proof Your Book
   The best way a plan sponsor can demonstrate prudence is to document the decisions made and the reasons behind those decisions - in all areas of plan management. Learn how to help plan sponsors build a solid fiduciary risk management file, what items should be included, and what resources can help them understand and meet their fiduciary responsibilities. Each participant will receive a sample Fiduciary Risk Management File Checklist.

4. **Fiduciary Responsibility vs. Industry Best Practices**
   Helping Plan Sponsors Understand the Difference and Meet Both
   Sometimes there seems to be a grey line between what is required and what is recommended. Learn what ERISA stipulates a fiduciary MUST do, and review the industry practices that leading retirement advisors are using to build a solid and sticky book of business. Each participant will receive a 5x5 Best Practice Guide - covering 5 areas and detailing 5 best practices in each area.

5. **Differentiating your value-added proposition**
   How a documented process can elevate your expertise and value to the plans you service.

6. **Identifying shortfalls in a plan**
   Discussions that drive sales.