

# 2017 SPRING CONFERENCE

Thursday, May 18, 2017  
8:00 a.m. - 12:30 p.m.

One Kearny Club  
23 Geary Street

## SPONSORED BY:



<b>7:00 a.m. – 8:00 a.m.</b>	<b>Registration and Hosted Continental Breakfast</b>
<b>8:00 a.m. – 9:00 a.m.</b>	<p><b>Engaging Across The Ages</b> Demographics have shifted—Gen X and Gen Y have joined baby boomers and the World War II generation. Learn how to meet the new needs and expectations of a four-generation marketplace.</p> <p>Learn how to not only build relationships with Generation X and Generation Y—but also fine-tune your approach toward older and younger boomers as well.</p> <p><b>Speaker:</b> Michael W. Lynch, Vice President Strategic Markets, Hartford Funds</p> <p><b>About the Speaker:</b> <b>Michael Lynch</b> is Vice President of Strategic Markets for Hartford Funds. In his current role, Mike is responsible for engaging and educating both financial advisors and their clients about current and emerging opportunities in the financial-services marketplace. These opportunities range from tactical strategies in areas such as retirement-income planning, investment planning, and charitable planning, to anticipating and preparing for long-term demographic and lifestyle changes.</p> <p>Mike joined the organization in 1993 as an annuity client service specialist. In</p>

	<p>1997, he joined the Advanced Product Marketing department, where he developed an extensive knowledge of estate and retirement planning. In 2004, Mike became a regional sales director. In 2006, he became Vice President and national director of The Hartford's Retirement and Wealth Consulting Group, which provided thought leadership and financial education focused on retirement and small-business planning. In 2012, he joined The Hartford Mutual Funds.</p> <p>Mike earned his bachelor's degree in business administration from Eastern Connecticut State University. Mike is a registered representative of Hartford Funds Distributors. He is FINRA Series 6, 63, and 26 registered and holds a life, health and variable insurance license. He currently lives in Charlotte, North Carolina, with his wife, Kim, and their children, Josh, and Em.</p>
<p><b>9:00 a.m. – 9:30 a.m.</b></p>	<p><b>Critical Conversations for Benefit and Business Success</b></p> <p>Brilliant ideas can't impact your company unless you have buy-in from the teams doing the work. And how can you as a leader get that buy-in? With honest and open conversations. The problem is that telling the truth to the boss is usually career limiting for your employees. In this session, Brian Anderson will address the critical conversations you need to have in order for your business to succeed, and how to make these conversations safe and actionable.</p> <p>Key Take-aways:</p> <ul style="list-style-type: none"> <li>• Revolutionary ways to have actionable conversations within your company</li> <li>• How to help management and employees communicate effectively</li> <li>• Targeted questions to help you crowdsource answers to your hardest questions</li> <li>• Ways to drive engagement in your company</li> </ul> <p><b>Speaker:</b> Brian Anderson, Chief Marketing Officer, POPin</p> <p><b>About the Speaker:</b> <b>Brian Anderson</b> is Chief Marketing Officer of POPin and has over 30 years of global marketing experience in technology, business-to-business and business to consumer markets. He has a proven track record of maximizing global market penetration, award-winning branding and communications, establishing product/service leadership and being seen as a progressive market visionary. Brian has a track record of five successful exits through acquisition and two publicly traded companies as well as fundraising and strategic M&amp;A. He has helped companies grow revenues from startup to</p>

	\$20M and from \$50M to \$1.8B and is also a frequent industry speaker and published author.	
9:30 a.m. – 9:45 a.m.	<b>NETWORKING BREAK</b>	
	<b>BREAKOUT 1</b>	<b>BREAKOUT II</b>
10:00 a.m. – 11:00 a.m.	<p><b>DOL Regulatory, Enforcement &amp; Legal Update</b></p> <p><b>Speakers:</b>  <b>Jean Ackerman</b>, Regional Director, US Department of Labor  <b>Ed Bernard</b>, Partner, Hanson Bridgett LLP</p> <p>Ms. Ackerman will provide the latest DOL EBSA regulatory and enforcement news as of May 2017, What areas of enforcement will EBSA be focusing on, both nationally and regionally? How will EBSA handle enforcement issues relating to the status of the DOL's final fiduciary rule and its impact on the duty to invest and monitor fees? How will DOL be handling enforcement of healthcare mandates under the new administration? We are pleased to have Ms. Ackerman, a senior official from the DOL, who has been enforcing ERISA for over 30 years, provide her perspective on these and other hot enforcement and regulatory topics.</p> <p>Mr. Bernard will provide a high level review of legal developments as of May 2017, including an update on recent litigation matters affecting</p>	<p><b>Future State of ACA - A Panel Discussion</b></p> <p><b>Speakers:</b>  <b>Bill Brusher</b>, Principal Benefits Strategy Specialist, Stanford Healthcare  <b>Mary Powell</b>, Director, Trucker Huss  <b>Nate Randall</b>, Founder &amp; President, Ursa Major Consulting</p> <p>We have assembled a panel of benefit plan experts to share their thoughts on the future state of the Affordable Care Act now that the House failed to vote on the proposed bill to repeal it. Led by Mary Powell, an ERISA attorney at Trucker Huss, the panel will include Nate Randall, a benefits consultant formerly with Tesla and Safeway and Bill Brusher of Stanford Healthcare. Some topics of discussion include, what is the likelihood that our representatives will find common ground to fix the current ACA legislation rather than roll it back? And left untouched, will the exchanges implode without bipartisan support? Please join us for a lively discussion on this important topic.</p> <p><b>About the Speakers:</b>  <b>Bill Brusher</b> serves as Principal</p>

	<p>health and retirement plans. Topics include mental health parity, issues related to the implementation of ACA coverage mandates, non-discrimination in ERISA plans, employer stock, investment fee issues, and other recent cases affecting health and retirement plans. He will also provide his insight on the status of the final Fiduciary Rule, and the impact of the Trump Administration agenda on retirement and health plans.</p> <p><b>About the Speakers:</b>  <b>Jean Ackerman</b> is the Regional Director in the U.S. Dept. of Labor, Employee Benefits Security Administration's San Francisco Regional Office. She is responsible for administering and enforcing the Employee Retirement Income Security Act of 1974 (ERISA) in Northern California, Alaska, Washington, Oregon, Idaho, Nevada and Utah. Jean has 30 years' experience in ERISA enforcement. Having worked as an investigator, supervisor, and manager in EBSA's San Francisco office, she became the Deputy Regional Director in EBSA's New York office and the Regional Director in Boston before returning to San Francisco in 2010. She has served on a number of regional and national EBSA teams, including the team that developed EBSA's Voluntary Fiduciary</p>	<p>Benefits Strategist for Stanford Health Care (SHC). Stanford is world renowned, not only as a university, but also as a leading academic medical center. The Stanford School of Medicine is ranked #2 nationally for research, and Stanford Hospital is nationally ranked in 12 specialties. Stanford University has produced 32 Nobel Prize Laureates, many in the medical sciences.</p> <p>Bill is a highly-experienced benefits professional with a strong track record in consulting, software development, and industry. Approximately 20 years of his experience have been in the healthcare industry. As a benefits director, manager, and consultant, he has been committed to developing and executing strategies that balance cost-effectiveness for employers with quality and affordability for employees.</p> <p>Before joining SHC, Bill was Director, Health &amp; Welfare Plans, and Director, Benefits Consulting &amp; Design, at Kaiser Permanente. Prior to these roles, he served as a Senior Manager and Regional Practice Lead for Deloitte Consulting, and as Product Manager, PeopleSoft Pension Administration.</p> <p>Bill's credentials include an MBA from the University of California, Berkeley (Haas School of Business), Beta</p>
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	<p>Correction Program. Jean holds a B.A. from Swarthmore College and an MBA from St. Mary's College of California.</p> <p><b>Edward M. Bernard</b> is a partner at Hanson Bridgett LLP, Ed's experience in the field of employee benefits and related issues includes more than 10 years as an attorney and more than 10 years as a consultant and plan administrator. Ed advises employers and employee benefit plans, both public and private, large and small, on all aspects of plan design, implementation, administration, and tax, regulatory, and fiduciary compliance. Ed's work as a consultant and plan administrator with a major mutual fund company, bank and insurance company before becoming a lawyer gives him unique hands-on experience administering employee benefit plans. Ed has extensive experience in qualified and non-qualified defined contribution and defined benefit plan design, implementation, administration and compliance, including designing top-hat supplemental executive retirement plans and Section 457(f) plans. His experience in the health and welfare arena includes designing, drafting and implementing cafeteria plans, retiree medical plans, and advising clients regarding ACA, HIPAA and COBRA compliance.</p>	<p>Gamma Sigma, Certified Employee Benefits Specialist, and Certified Compensation Professional.</p> <p><b>Mary Powell</b> is a Director with Trucker Huss. Currently, her main focus is assisting employers with the implementation of the Patient Protection and Affordable Care Act (ACA) and drafting executive compensation and nonqualified deferred compensation plans. She designs and drafts voluntary and involuntary severance plans. Mary assists employers with obtaining Private Letter Rulings from the IRS and she submits comments to the IRS and Department of Labor both prior to the issuance of regulations and in response to proposed guidance issued by those agencies.</p> <p>Mary has extensive experience in handling benefit plans in mergers and acquisitions. Her clients include large publicly-held companies and complex multi-entity health care organizations. Mary has lectured frequently on ACA and executive compensation topics for many clients and organizations including Western Pension and Benefits Conference, the San Francisco Bar Association and the Bay Area Chapter of the National Institute of Pension Administrators.</p> <p>For many years she was a contributing author to the ABA Labor Section's Employee Benefits Law, published by BNA. Mary is a Chambers rated lawyer.</p> <p><b>Nate Randall</b> is an accomplished leader in the evolving employee</p>
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		<p>benefits space with expertise in benefit plan analytics, compliance, design, innovation, management and strategy. Nate is passionate about engaging consumers and changing employee benefits in meaningful ways through innovation and focusing on the employee experience. Some of Nate's career highlights include:</p> <ul style="list-style-type: none"> <li>• Involvement in the drafting of several aspects of the Affordable Care Act (Health Reform)</li> <li>• Key partner and driver in early development of medical price transparency, reference-based pricing and forward-thinking health outcome initiatives</li> <li>• Architect of the Global Benefits and Employee Experience team at the revolutionary Tesla Motors supporting a four year high growth period from 900-13,000 employees expanding to</li> <li>• Named a 2014 Game Changer by Workforce Magazine</li> </ul> <p>Nate is the Founder and President of Ursa Major Consulting and is a frequent speaker, advocate, and advisor to the Human Resources industry.</p>
11:00 a.m. – 11:15 a.m.	<b>NETWORKING BREAK</b>	
11:15 a.m. – 12:30 p.m.	<p><b>Investment Perspectives</b></p> <p><i>Please join us for an insightful discussion from a slate of industry thought leaders who will discuss key considerations in selecting retirement</i></p>	<p><b>Actuarial Hot Topics: The Evolution of Pension Plan Design</b></p> <p>We'll review the different ways that pension actuaries have looked at the</p>

	<p><i>plan investments.</i></p> <p><b>Part I: Investment Evolution: A Desire for Defined Contribution Improvement:</b></p> <p><b>Speaker:</b>  <b>Marco Merz</b>, CFA, University of California</p> <p><b>Session Summary:</b>  Marco Merz is responsible for the structure and implementation of the investment products for the Defined Contribution plans of the University of California, overseeing over \$20 billion in assets. Marco will discuss the blueprint behind short and long-term investment changes and discuss how our state's University system is devising an asset-allocation framework to meet their employee needs in an ever-changing retirement environment. In the first half of this breakout session, Marco will cover:</p> <ul style="list-style-type: none"> <li>• Optimizing investments to drive improved utilization and achieve successful retirement outcomes</li> <li>• Progressive techniques, ideas, and solutions utilizing behavioral finance and a variety of investment options</li> </ul> <p><b>Part II: Critical Considerations for Target Date Series Alignment</b></p> <p><b>Session Summary:</b>  Especially as some defined contribution plans have 75-80 cents of every new dollar invested into target date funds, now more than ever it is imperative plan sponsors conduct a full evaluation and alignment of their QDIA to their employee</p>	<p>issue of "retirement adequacy," starting with the original simplistic replacement ratio concept and the improvements made to it, and finishing with today's gold standard approach of calculating a Retirement Readiness Age (RRA). RRA includes not only DC benefits, Social Security, stock, deferred comp benefits but appropriately factors in the varying tax treatment of Roth and HSA's as well as variability in longevity expectations. We'll also explore how different spend-down patterns in retirement can impact one's retirement readiness age. The impact of converting saving balances to deferred annuities, deferring social security and the impact that health status has on medical needs and retirement adequacy will be discussed.</p> <p>After we review how these concepts can be used in today's plan design discussions, we will wrap up with an overview of the most commonly "missed" design issues in pension plans that often result in compliance issues.</p> <p><b>Speaker:</b>  <b>Christine Tozzi</b>, FSA, EA, Senior Consultant, Willis Towers Watson</p> <p><b>About the Speaker:</b>  Christine Tozzi is a senior consultant and actuary in Willis Towers Watson's San Francisco office. Christine focuses on financial well-being and retirement readiness, helping employers design and implement such programs for their workforce.</p>
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	<p>demographics. In the decade since passage of the Pension Protection Act (PPA), target date funds (TDFs) have become an increasingly important part of many retirement plans, and their growing share of plan assets is drawing more attention from participants as well as regulators. Meanwhile, asset managers are working to differentiate their products and cope with changing markets, making it a challenge to monitor this important plan component.</p> <p>Topics we will cover:</p> <ul style="list-style-type: none"> <li>• What are best practices for selecting and monitoring TDFs to determine the right fit for a retirement plan's participants?</li> <li>• What parameters should you consider within target date fund glidepath construction?</li> <li>• How do TDFs address risk up to and during retirement age, and how can that affect participants' lifetime retirement outcomes?</li> <li>• How can glidepath design influence better retirement readiness?</li> </ul> <p><b>Panelists:</b>  <b>Toni Brown</b>, CFA, SVP, Senior Defined Contribution Specialist, American Funds  <b>Hal Bjornson</b>, Managing Director, J.P. Morgan  <b>Adam Brown</b>, Defined Contribution Investment Specialist, T. Rowe Price</p> <p><b>Moderator:</b>  <b>Karen Casillas</b>, AIF, CAPTRUST</p> <p><b>About the Speakers:</b>  <b>Hal Bjornson</b>, Managing Director, is</p>	<p>Christine has presented on financial well-being to employer forums and industry conferences and has led such discussions with more than 75 companies.</p> <p>Christine has over 26 years of experience with pension, defined contribution and retiree medical plans. She rejoined Willis Towers Watson after serving as the director of retirement programs for a large health care system where she was responsible for more than 40 retirement plans. Christine specializes in all aspects of retirement programs including design, financing, administrative and communication issues. She has extensive experience with spin-offs, mergers and acquisitions, helping companies integrate their benefit programs. She focuses on strategic plan design, and has helped organizations redesign and align their programs with business objectives and with a focus on retirement readiness.</p> <p>Christine's clients come from a range of sectors, including insurance, oil, manufacturing, health care, technology companies and general industry.</p>
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	<p>a client portfolio manager in the Global Multi-Asset Group, based in New York. Previously he held positions as Defined Contribution Investment Strategist and headed Investment Services for JP Morgan Retirement Plan Services. As the head of investment services, he led the firm's Investment Services Group and investment analysts. In addition, he helped determine strategy within the J.P. Morgan Asset Management organization from a defined contribution perspective. Hal joined J.P. Morgan from Sun Life Retirement Services (formerly a division of MFS) where he served as director of Investment Management Services. At Sun Life/MFS, Hal implemented and developed a team of advisors that met with clients to advise and report on the various investment vehicles within their retirement plans. Hal brings over 30 years of experience leading the efforts to counsel bundled recordkeeping clients on their investment choices and is a frequent speaker at industry conferences. He has a bachelor's degree in English (cum laude) from the University of Massachusetts and a master's degree in business administration from Boston University's School of Management. He holds series 7, 24, 3, and 63 licenses.</p>	
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**Register Early to secure your place. The cost is \$150 for WP&BC Members, \$250 for Non-members, if you register in advance. At the door, the cost is \$200 for WP&BC members, \$300 for Non-members (space permitting!). No refunds after May 10, but substitutions are permitted at any time.**

**Continuing Education** - CEUs are available for CPAs, Actuaries, Attorneys, and others. The WP&BC San Francisco Chapter is a State Bar of California approved provider.

**Easy Ways to Register:** WEBSITE - your credit card number is secure (and you can follow with a check) when you register online. If you prefer call us and we'll get you registered.

**Note:** For your security we do not maintain credit card information in the office. To pay by credit card, you must register via the website. Confirmation receipts are generated immediately. Credit card charges will appear on your statement as "Governing Board," the WP&BC Governing Board of Presidents.

**Free Passes** - Chapter Sponsors may use their free member tickets and guest passes for this meeting. Advance registration is required - email names to [info@wpbcscf.org](mailto:info@wpbcscf.org).

**Questions?** Contact our office at (415) 730-5479 or email [info@wpbcscf.org](mailto:info@wpbcscf.org).