

NPEA Options

National Pension Education Association

VOLUME 23

SUMMER 2008

ISSUE 1

From the President's Desk ...



Terry O'Connor

For over 25 years, NPEA has helped professionals responsible for delivering retirement education develop better methods to teach public employees about their retirements.

Now, almost half of American workers report that they have estimated what it will take them to have a secure retirement; considerably more have done that than just 15 years ago. And of those who have completed that exercise, about half have either begun saving more for retirement or changed their retirement plans. What is disturbing however, is that a significant number have likely underestimated their true retirement needs. Delaying retirement, or working through it, is becoming more common.

One important conclusion of the 2008 Retirement Confidence Survey was that a key to increasing the financial security of our members

during retirement is not only enhanced savings programs, but also workplace educational and counseling programs.

Motivating our members to determine a realistic idea of what they'll need in retirement is our first challenge; motivating them to prepare adequate resources is the second; helping them make good choices is the next. Through their education initiatives, NPEA member systems have increased the retirement income security for our public employee participants across the county.

NPEA is Growing

Recognizing the important role of member education is one reason more systems have joined NPEA. Our annual conference last year in Santa Fe was the largest conference in NPEA history. More systems add to the value of your membership: additional resources, talent, expertise and experience to share.

San Francisco Conference

Join us and industry experts this year in San Francisco as we examine issues relevant to our industry and learn new methods for expanding and improving member education and communication programs. Take advantage of the opportunities to exchange ideas and best practices with other retirement planning educators and communication professionals.

Renowned for the world's best cuisines, Condé Nast Traveler voted San Francisco as *The City with the "World's Best Restaurants,"* and readers of *Bon Appétit* magazine have named it their top city for dining out. You'll get a "taste" of the city aboard a cable car as we tour San Francisco's most famous sites.

With these popular tourist attractions and its eclectic neighborhoods, San Francisco is a world class destination. Spanning the entrance to San Francisco Bay from the Pacific Ocean, you'll find the Golden Gate Bridge is truly an inspiring sight. Fisherman's Wharf bustles with the sounds of barking seals and brims with seafood restaurants; North Beach's Italian neighborhood sits next to exotic Chinatown; Union Square and the Haight Ashbury district attract visitors with world-class and diverse shopping. One of the top attractions in San Francisco is the infamous Alcatraz Island, known not only for its history, but also for its view of the entire San Francisco Bay. Just outside San Francisco, the beautiful Napa and Sonoma wine country beckons with rolling vineyards and award-winning wineries.

While the NPEA board is busy making final arrangements for the annual conference, we're reminded of one of the comments we hear at the conclusion of each conference: "The last one will be

hard to top." With this year's line-up of communication and retirement experts, we are confident that we will.

Board News

NPEA is happy to welcome its newest board member, Dearld Snider.

Dearld is the Director of Member Services for the Public School and Education Employee Retirement Systems of Missouri (PSRS/PEERS). He is responsible for overseeing the six sections within Member Services which include: Benefits, Information Center, Member Education, Records Management, Withdrawal/Death, and Communications. Before that, he was with the Missouri State Employees' Retirement System (MOSERS) and has been an active member of NPEA since 1999. He brings to the board many years of experience in member benefits, services, and education.

Dearld replaced Matt Ferron on the board. Matt served on the NPEA Board of Directors from 2003 until September 2007, when he resigned from the board to become Assistant Superintendent of the Weymouth

Public School System, one of the largest in Massachusetts. The board would like to acknowledge the many contributions by Matt to NPEA. We'll all miss Matt and we wish him the best of luck.

This October, a position on the board will become available as Barbara Baird ends her term. Barb is the Division Manager of the Chicago Office of the State Retirement Systems (SRS) of Illinois and has served on the NPEA Board for 10 years, including terms as both president and secretary. If you are interested in becoming a member of the board, please send a brief letter explaining your interest and qualifications to me or one of the other board members. An ideal candidate works for a system that supports NPEA and its mission, will allow time off for you to attend board meetings, and pay for travel expenses. As a board member, you must be willing to devote your own time and share in board duties. Our strong working board is the key to our continuing success. ■

NPEA Board of Directors

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2008 CONFERENCE PREVIEW



Hyatt Fisherman's
Wharf Hotel
October 25-28, 2008

WHAT'S INSIDE:

- Conference Preview
- Conference Agenda
- How to Deal with Multiple Generations
- San Francisco Facts
- Rave Reviews from the 2007 NPEA Conference

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National Pension Education Association

NPEA Annual Conference Preview - October 25-28, 2008



Meagan Johnson, "Zap the Gap: How to Deal with Multiple Generations"

Meagan, also known as the Generational Humorist, will give us tools we can use immediately to improve the way we think and communicate with all generations.

Marc Freedman, "In Search of a Purpose"

Marc is the founder and CEO of Civic Ventures, and author of *Encore: Finding Work That Matters in the Second Half of Life*; and *Prime Time: How Baby Boomers Will Revolutionize Retirement and Transform America*. Marc will discuss how society and boomers can benefit from their need to continue to work and develop productive relationships in retirement.



Teena Kennedy, "The Write Way to Reach Our Members"

Teena is a consultant with Write Words: American Writing Services. She'll take us through detailed guidelines using plain talk to more effectively communicate to our members the information they need to make the right decisions about retirement.



John Nelson, "Retirement Well-Being Model"

John Nelson is creator of the Retirement Well-Being Model, which integrates emerging concepts from economics, medicine, psychology and other fields. It's been selected to provide a structure for the retirement education program for the federal workforce, the employees of AARP, and other organizations. He is a lecturer at the University of Wisconsin, where he is earning a Ph.D. focusing on retirement planning education. He is a Fellow of the California Institute of Finance, and a Certified Retirement Counselor. John is coauthor of *What Color Is Your Parachute? FOR RETIREMENT*.

Robert Klausner, "Pension Legislation, Litigation and Liability"

Robert Klausner, Esq., who specializes in representing public pension funds and consulting state and local government entities on retirement issues, will bring us up to date on the major legal issues facing public pension funds at the local, state and national levels.



Beth Almeida, "Update on Educational Programs & Research"

Beth Almeida, Executive Director of the National Institute on Retirement Security, will update us on the coalition's efforts to conduct research and educational programs on the national level to foster a better understanding of traditional pension systems in the United States.

Plus ...

- A panel of consultants discuss managing technology implementations
- Systems Roll Call where we share what's happening at the state and local levels
- Round table discussions of today's relevant topics affecting the way we communicate with our members
- A variety of networking opportunities with our counterparts throughout the country to better prepare us to meet the changing needs of our members

InFRE Workshops

The International Foundation for Retirement Education (InFRE) will offer continuing education courses:

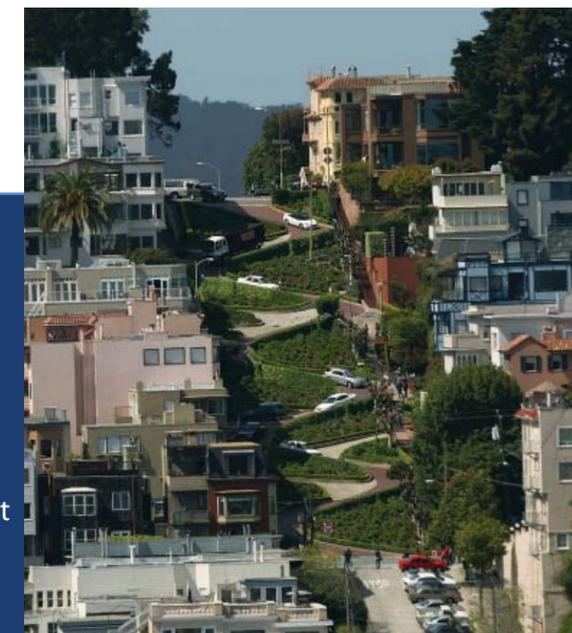
- **Ethics - Level II** – Knowing the ethical thing to do and actually doing it can be very difficult. This advanced ethics course will provide practical examples that can help bridge the gap between knowing the InFRE Code of Ethics and doing the right thing when faced with an ethical dilemma. A brief review of the Code of Ethics will be followed by examples, case studies and discussion to explore the practical side of ethical decision making. This course fulfills the continuing education requirement for renewing the Certified Retirement Counselor and Certified Retirement Administrator certifications.
- **Retirement Preparation – For the Organization!** – Employees are preparing for retirement, but what about their employers? Sometimes regarded as a savings to the organization when an older worker leaves the work force, the exodus of these workers may leave many organizations in a bind. Learn how your organization can prepare itself for the retirement of its key employees.

WHO SHOULD ATTEND

- Retirement Benefit Counselors
- Communications/Education Staff
- Seminar Presenters
- System Trustees and Directors
- Staff new in the benefit areas
- Staff contemplating or in the process of developing retirement education programs

WHY YOU SHOULD ATTEND

- Network with your colleagues from other systems.
- Find out what other systems are doing in retirement education.
- Display the latest educational materials from your system.
- Hear what the experts are saying about the issues and hot topics that will affect the retirement of your members.
- Receive continuing education credits for your International Foundation of Retirement Education (InFRE) certification.
- Return home reenergized and retooled to better meet the needs of your members.



Conference Agenda

San Francisco, CA • October 25-28, 2008

Saturday, October 25

- 10:00-11:30 a.m. Board Meeting
- 1:00-4:00 p.m. Conference Registration
- 3:30-4:30 p.m. **Pre-Conference Workshop**
"Pre-Retirement Seminar Marketing Strategies and Themes - Making Your Seminars a Memorable Event"
NPEA Professional Development Committee
- 5:00-7:00 p.m. Welcome Reception
(Dinner on your own)

Sunday, October 26

- 7:45-8:15 a.m. **Beat the Actuarial Tables 3-Mile Run or 2-Mile Walk**
If you would like a little exercise to start your day, join your fellow NPEA participants for a very light run or walk. Led by Dearld Snider and Ronda Peterson, Public School and Education Employee Retirement Systems of Missouri
- 10:00 a.m.-4:00 p.m. Conference Registration
- 9:00-11:00 a.m. **InFRE Course on Ethics - Level II**
Diane C. Savage, CFP, CRC
- 11:00 a.m.-12:00 p.m. **InFRE Workshop**
"Retirement Preparation - For the Organization"
Diane C. Savage, CFP, CRC
- 1:30-4:30 p.m. Cable Car Tour of San Francisco
- 5:00-6:30 p.m. **Special Event: Beach Blanket Babylon**
Steve Silver's Beach Blanket Babylon, the longest running musical revue in theatre history, is a zany musical spoof of pop culture with extravagant costumes and outrageously huge hats. Now in its 34th year of sold-out performances, Beach Blanket Babylon is an internationally acclaimed San Francisco institution.
- After 6:30 p.m. (Dinner on your own)

Monday, October 27

- 7:00-8:00 a.m. Breakfast Buffet
- 8:00 a.m.-4:00 p.m. System and Vendor Exhibits
- 8:00-8:15 a.m. **Conference Welcome**
Terry O'Connor, NPEA President
- 8:15-9:45 a.m. **Zap the Gap: How to Deal with Multiple Generations**
Meagan Johnson
- 9:45-10:00 a.m. Break
- 10:00-11:00 a.m. **In Search of a Purpose**
Mark Friedman, Founder and CEO, Civic Ventures, and author of *Encore: Finding Work That Matters in the Second Half of Life*; and *Prime Time: How Baby Boomers Will Revolutionize Retirement and Transform America*
- 11:00 a.m.-12:00 p.m. **Retirement Well-Being Model**
John Nelson, Ph.D. candidate at the University of Wisconsin, creator of the Retirement Well-Being Model, and coauthor of *What Color is Your Parachute? FOR RETIREMENT*
- 12:00-1:00 p.m. Lunch (Provided)
- 1:15-2:15 p.m. **Consultant Panel: Managing Technology Implementations**
- 2:15-2:30 p.m. Break
- 2:30-4:00 p.m. **State of the Systems, NPEA Systems Roll Call, What's Happening around the Nation**
(Dinner on your own)

Tuesday, October 28

- 7:00-8:00 a.m. Continental Breakfast
- 8:30 a.m.-4:30 p.m. System and Vendor Exhibits
- 8:15-9:45 a.m. **"The Write Way to Reach Our Members"**
Teena Kennedy, Consultant with Write Words: American Writing Services
- 9:45-10:00 a.m. Break
- 10:00-11:00 a.m. **"Pension Legislation, Litigation and Liability"**
Robert Klausner, Esq., Klausner and Kaufmann, P.A.

- 11:00 a.m.-12:00 p.m. **National Institute on Retirement Security "Update on Educational Programs & Research"**
Beth Almeida, Executive Director of the National Institute on Retirement Security

12:00-1:00 p.m. Lunch (Provided)

- 1:15-2:15 p.m. **"Public Sector Retirement Plans - Considerations and Constraints"**
Ice Miller, LLP

Concurrent Breakout Sessions:

1. Threats, Vulnerabilities, & Solutions - Protecting You & Your Member's Information, Mark McChesney, Information Security Officer, Kentucky Retirement Systems
2. Call Centers - Enabling Technology to Enhance Customer Service. Dearld Snider, Director of Member Services, Public School and Education Employee Retirement Systems of Missouri
3. Practical Implementation of the Retirement Well-Being Model - A hands-on workshop for using the Model as a member education tool. John Nelson, Ph.D. candidate at the University of Wisconsin, creator of the Retirement Well-Being Model, and coauthor of *What Color is Your Parachute? FOR RETIREMENT*

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4:30-5:00 p.m. Annual Business Meeting

6:00-8:30 p.m. Dinner at McCormick & Kuleto's Seafood Restaurant

TO REGISTER You can register for the conference online at www.npea.com.

You can also make your Hyatt Hotel reservation online at www.npea.com or by calling (415) 563-1234.

Zap the gap!

How to Deal with Multiple Generations

By: Meagan Johnson

The members and employees you interact with may not be motivated in quite the same way that you are. How do you cope with the variety of generations in your professional life today, and their strengths and weaknesses, and still do an effective job?

“Why are you quitting?” asked Jane. “Is it for more money?”

“No,” the soon-to-be-long-gone employee answered. “I get to do cooler stuff at the other company.”

Jane had been a manager for 15 years. She had dealt with difficult employees in the past, but nothing had prepared her for the employees she had today. What made it so difficult was that it wasn't just one employee but many she could not figure out.

She remembered when she graduated from college. Her father told her to get a good job with a company like IBM and stay employed forever. Now keeping good young employees seemed impossible. To make things even more challenging, Jane just had a new employee added to her team – someone who is twice her age. How was she supposed to work successfully with someone who was re-entering the workforce after retirement?

In the past it seemed easier: People worked for a paycheck. Now, after a number of years of record low unemployment, people have grown accustomed to having a variety of choices in the workplace and are looking for something more than a paycheck. How could she work smoothly with all of them?

Today, the people we encounter on the job come in at least four generational flavors:

- **Traditional** – raised in the Great Depression, listening to “Fred Allen”
- **Baby Boomer** – raised during Vietnam, watching “Ozzie and Harriet”
- **Gen X** – raised in single-parent homes, imitating “Beavis & Butthead”
- **New Millennium** – raised on the Internet, living in “South Park”

Each generation brings to the workplace a different set of signposts. Signposts are the key set of experiences that shape our values and attitudes. Some signposts are personal, such as a lesson learned from a parent. Some signposts are generational, or unique to the cohort of a particular time period. Each generation has a set of signposts that influences their thoughts and actions. How could Jane adapt her approach to each generation of employees with these signposts in mind?

Traditionals

More than any generation in the past, the Traditional Generation has come out of retirement and is returning to work. The people of this generation like to feel that they are part of a team. If an employer can show the traditional employee that he or she is making a difference, no matter how small a difference, they will retain a loyal and productive employee. Wal Mart is an

example of a company that taps into this wealthy resource of employees.

Boomers

The Baby Boomer generation is reaching an age when retirement may not be tomorrow but is closer than it was 10 or 15 years ago. Many Baby Boomers are looking for a way to make a difference. And “difference” to a Boomer does not mean only a difference in their company’s bottom line, but also a difference in their community. Companies that look for ways their employees can make an impact while at work will be successful with Baby Boomer employees. For

example, every year Xerox selects a handful of employees to take a year off and work with the charities of their choice.

Gen Xers

After watching the fallout of the recession of the late ‘80s and early ‘90s, Generation X is not looking for the lifetime employment opportunity that their Baby Boomer parents were told to look for. Companies that look at what they give Gen Xers besides a paycheck will be successful with this age group of employees. Many Gen Xers are looking for an experience that will help them in their next job endeavor. As a manager, ask yourself, “What does my company offer an employee that our competitor does not?”

New Millennium

After postponing children for many years, many Baby Boomers began to have children. This birthing boom, which started in the mid-1970s, produced what we call the New Millennium Generation. It is the second largest generation, exceeded in number only by the Baby Boomer generation. This generation has had the benefit of having experiences like travel and education that are “beyond their years.” They are computer savvy and often do not have to work. Companies that look for ways to create structured learning that is fun will maintain this generation’s interest.

When a company takes into account the different signposts each generation brings into the workforce, four generations can work successfully as one. ■

Meagan Johnson will be presenting a session entitled, “Zap the Gap: How to Deal with Multiple Generations” at the 2008 NPEA Conference in San Francisco, on Monday, October 27 from 8:15 to 9:45 a.m.

Johnson is a professional speaker who combines humor with content to challenge her audiences to think differently and act decisively. Her work with clients like Harley-Davidson Motor Company, Bubba Gump Shrimp Company Restaurants and Chase Manhattan Credit Card Services gives her the outsider’s perspective on how business relationships can be dramatically improved.

Generational Signposts

Traditional Generation Signposts

- Great Depression
- WWII

Baby Boomer Signposts

- Largest generation
- First generation to have a recognized childhood
- Vietnam
- Question authority

Gen X Signposts

- Television (as an entertainment source)
- Both parents worked
- “Latchkey” kids
- The recession of the late ‘80s through the early ‘90s

New Millennium Signposts

- Born with the Internet
- Older parents
- Experiences “beyond their years”

Conference Fees

Attendee.....	\$695
Spouse/Guest.....	\$249
Vendor.....	\$1,500
Vendor Staff.....	\$695

Cancellation Policy: Cancellations up to one month prior will receive a full refund. Cancellations from one month prior to one week prior will receive a 50% refund. No refunds are available for cancellations within one week of the conference.

You can register for the conference online at www.npea.com.



Hotel Information: This year’s conference will be held at the Hyatt at Fisherman’s Wharf, San Francisco, California

Making a Reservation: You can reserve rooms by calling (415) 563-1234, or online at the NPEA web site: www.npea.com.

To guarantee a room at the conference rate of \$199/night single or double occupancy, you must make your reservations by October 3, 2008. Reservations confirmed with a credit card will be charged one night room and tax deposit by the hotel, which is refundable up to 48 hours prior to date of arrival.

NPEA

National Pension
Education Association

San Francisco Facts

Conference Dates

Saturday, October 25, 2008 to
Tuesday, October 28, 2008



Location

October 25-28, 2008
Hyatt at Fisherman's Wharf
San Francisco, California



This Fisherman's Wharf hotel offers deluxe amenities to pamper every guest, in an ideal setting – just minutes from downtown. Conference attendees will stay in the heart of San Francisco's most

famous sights. Stroll along Pier 39, sample delicious fare at Ghirardelli Square, or hop on a cable car across the street from the hotel. Reserve your room online at the NPEA web site: www.npea.com. You can call the hotel at (415) 563-1234. Room Rate \$199.

What to Wear

Pack business casual for the conference and a jacket or sweater for the cool evenings. We will be taking a cable car trolley tour through San Francisco Sunday afternoon, so remember to dress comfortably, as well.

Weather

San Francisco in October is generally sunny and warm, with an average high of 68° degrees Fahrenheit and cool evenings.



Don't Forget Your Name Tag ...

Name tags are your access to all meals, presentations, and events. We ask that all attendees and guest wear a name tag during these times.

Rave Reviews from the 2007 NPEA Conference ...

My congratulations to all of those who made the 2007 NPEA conference in Santa Fe an outstanding event. As a first time attendee, I was very impressed with the organization of the conference as well as the content of the conference. Every thing about the conference was "top drawer" from the location of the meeting, to the entertaining and informative speakers, to the friendliness of the members. It was extremely helpful to meet and exchange information with the members and I look forward to maintaining the network of members I developed at the conference. I would strongly encourage the NPEA members to attend and take advantage of this annual conference.

Bob Crowe, Field Representative
Alabama RSA Field Services

As a first-time participant of the NPEA Annual Conference, I can say with confidence that I took more away from this conference than I ever anticipated. I've attended several pension-related conferences and this was by far the most thorough and targeted programming. I would recommend it to professionals in this field. The presentations were relevant, timely, and energizing. I left with a store of new ideas and resources. The conference also provided a priceless opportunity to network with communicators from around the country who shared wonderful ideas and useful tools. I look forward to future NPEA conferences and extend my sincerest thanks to those who coordinated such an efficient, educational and beneficial event.

Scarlett Consalvi, Director of Communications
Kentucky Retirement Systems

NPEA

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Education Association

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