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# Regional Education Specialist Training

Kimberly Sexton  
Vice President, Total Benefit Communications

# Agenda

- Welcome
- Introduction of subject matter experts
- Goals of training
- Topics to cover
  - Ascensus culture, people, experience and principles
  - Key alliance partnerships: Ascensus Align, BB&T, Vanguard
  - Key internal contacts
  - The participant experience during the onboarding process
  - Participant tools to manage their account
- Resources available to you

A man with grey hair and sunglasses, wearing a light blue shirt, is sitting on the deck of a sailboat. He is holding a tablet computer and looking out at the ocean. The boat's rigging and ropes are visible in the foreground. In the background, there are mountains under a clear sky.

Who is Ascensus?

# Ascensus, a partner you can trust



## Top Workplace

Voted a Philly.com Top Workplace 5 years in a row



## Top Workplace

Voted a Star Tribune Top Workplace 2 years in a row



## NQR

National Quality Review 5 star rating for service quality in 9 of the last 10 quarters



## 20 Most Promising Banking Tech. Solution Providers

Named to CIO Review's 20 Most Promising Banking Technology Solution Providers for 2016



## Top Value

Ranked among the top retirement plan providers most associated with "good value for the money" in Cogent Reports'™ 2016 Retirement Planscape®



## Inc. 5000

Ranked on the 2015 Inc. 5000 list of fastest-growing private companies in the U.S.



## 529 Program Manager

Ranked #1 in assets under Management in Strategic Insight 2016 report



## Marketing Excellence

Received 2 Silver Awards for marketing excellence in the 2016 International Summit Awards program

Received total of 6 Gold and Silver Awards for marketing excellence in the 2016 International Communicator Awards program



# Our Company Overview

- Ascensus' core businesses:
  - Plan Services Group (PSG) – Qualified retirement plan recordkeeping, administration and trust and custody/trading
  - Retirement Products & Solutions (RPS) – IRA forms and administration, qualified retirement plan documents, benefits enrollment and regulatory technical training and consulting
- Ascensus is the industry's largest, independent retirement plan record-keeper for plans in all size segments of the market and our RPS services are among the largest in their markets
- We are a “pure play” service company (we do not compete with our clients)
- 100% of our business is intermediary sold
- Retirement plan servicing is our business – not a means to an end/loss leader

# Our People, Experience and Principles

- People you can depend on
  - Leadership that champions a long-term vision and commitment to service
  - Senior executives averaging over 25 years in the retirement industry
  - More than 1,6000 highly-trained associates
  - One of the largest ERISA consulting practices in the U.S.
- Proven industry experience
  - 35+ year history
  - The largest independent record-keeper and administrator for small- to large size retirement plans
  - Supports over 40,000 retirement plans
  - Has over \$55 billion in assets under administration
  - Conduct more than 4,200 enrollment meetings annually
- Principles that matter
  - Independence an undivided focus on meeting our client's retirement plan needs
  - Flexibility: an open-architecture investment and product platform with the freedom to tailor solutions
  - Expertise: a proven industry leader, Ascensus is positioned to deliver best-in-class service for plans of all types and sizes

# Our Culture

- It all starts with our core values:
  - People Matter – Our associates are our most important resource and building strong relationships with our clients is key to our success
  - Quality First – Getting it right the first time and providing high-quality solutions help our clients meet their unique business objectives
  - Integrity Always – Doing what is right by our associates and clients will ultimately lead to engaged and loyal clients
- Our Core Values extend into our “i,Client” service culture
  - See the issue and resolution through the client’s eyes
  - Own the relationship with the client
  - Create meaningful partnerships
  - Protect the plan’s financial future with a commitment to accuracy
  - Strive to look for ways to improve our processes and policies

“Our culture is simply the reflection of Ascensus’ core values: People Matter. Quality First. Integrity Always.<sup>SM</sup>

This is what we strive to deliver to our clients every day.”

– Bob Guillocheau,  
President, Ascensus

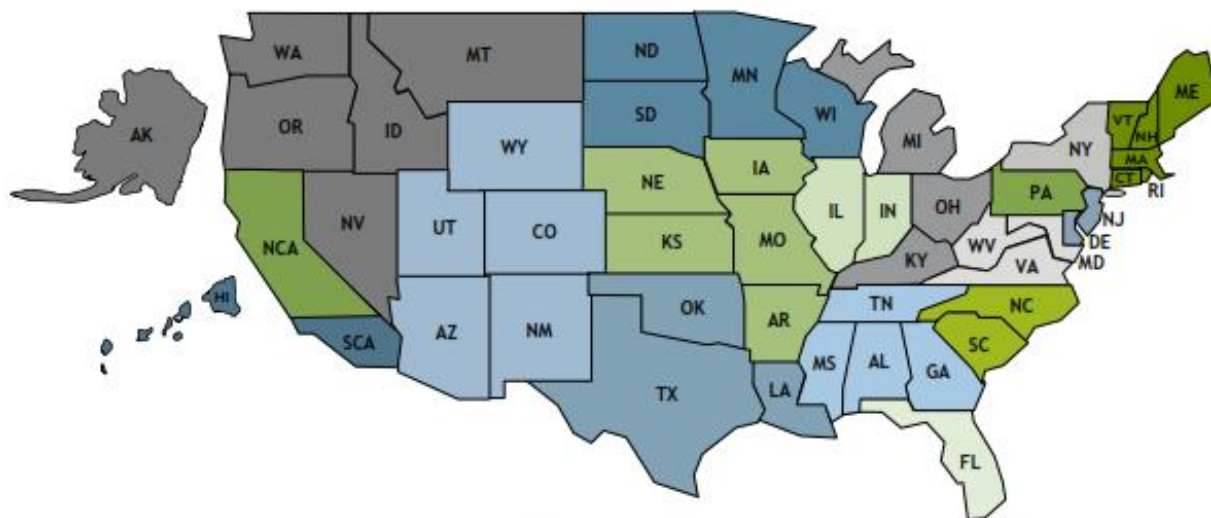


Who are key internal contacts to Regional Education Specialists?



# Ascensus Sales Team

## Ascensus Sales Team



**Mike Narkoff**  
Executive Vice President  
Sales  
215-648-5165

**Anthony Bologna**  
Vice President  
National Sales  
267-549-1057

**Karen Watt**  
Vice President  
Internal Sales Support  
215-648-5187

### Pac Northwest (AK, ID, MT, NV, OR, WA)

**Lori Zeman, Regional Vice President** 503-333-4341  
Brian Hortichuk, Internal Sales Consultant 866-360-2665

### Northern California

**Nancy Miranda, Regional Vice President** 415-745-5397  
Vincent Ireland, Internal Sales Consultant 866-477-3645

### West (So. CA, HI)

**Matt Spicer, Regional Vice President** 760-221-0198  
Daniel Sehn, Internal Sales Consultant 866-477-3651

### Rocky Mountain (AZ, CO, NM, UT, WY)

**Mark Demyanovich, Regional VP** 303-249-5926  
Robin Dearden, Internal Sales Consultant 866-591-1005

### North (MN, ND, SD, WI)

**Dean Peterson, Regional Vice President** 612-430-3605  
Sean Bailey, Internal Sales Consultant 866-578-7554

### Plains (AR, IA, KS, MO, NE)

**Jeremy Noland, Regional Vice President** 913-602-5228  
Stephen Scott, Internal Sales Consultant 866-567-0672

### Texas (TX, OK, LA)

**David Crotty, Regional Vice President** 214-707-4805  
Terry Scott, Internal Sales Consultant 866-477-3705

### Midwest (IL, IN)

**Kevin Boyles, Regional Vice President** 312-342-6338  
William (Bill) Rourke, Internal Sales Consultant 866-477-3699

### Ohio Valley (KY, MI, OH)

**Michael Demier, Regional Vice President** 216-287-0042  
Carol Dougherty, Internal Sales Consultant 866-477-3705

### South Central (AL, GA, MS, TN)

**Peter Perdomo, Regional Vice President** 423-598-2527  
Jeffrey Byrne, Internal Sales Consultant 866-547-5513

### Florida

**Karen Olsen, Regional Vice President** 904-718-9009  
Michael Reid, Internal Sales Consultant 866-477-3709

### Northeast (CT, MA, ME, NH, RI, VT)

**Kathryn Jordan, Regional Vice President** 617-913-9342  
Shayanne Howe, Internal Sales Consultant 866-477-3644

### New York

**Christopher Han, Regional Vice President** 973-508-3191  
Carol Beattie, Internal Sales Consultant 866-477-3665

### Pennsylvania

**Theodore (Ted) Smith, Regional VP** 215-779-2990  
Lauren Warchol, Internal Sales Consultant 866-477-3650

### East (DE, NJ)

**Brian Stubbs, Regional Vice President** 215-779-5077  
Mark Pirrone, Internal Sales Consultant 866-794-2953

### Mid-Atlantic (MD, VA, WV, Wash DC)

**TBD, Regional Vice President** 704-219-7304  
Karen Watt (Interim), Internal Sales Consultant 866-477-3707

### Carolinas (NC, SC)

**Chuck Stinson, Regional Vice President** 704-492-4558  
Ed Delaney, Internal Sales Consultant 866-331-7247

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# Product Overview

- Ascensus Platform direct
- BB&T
  - Private label
- Vanguard Product
  - Heavily “branded”, recordkeeping service agreement is with Vanguard not Ascensus; we are a sub-servicer
- Ascensus Align (*Merrill Lynch’s product with us*)
  - Co-branded

# Characteristics of the Base Platform

- Plans could invest in Mutual funds, ETF's and Common Collective Trusts
- Enrollment materials/content basically the same (branding nuances)
- Vanguard books do not contain fund fact sheets
- Websites are basically identical (branding nuances)
- Vanguard participant site has a link to a custom Vanguard Education Center
- All products allow the creation and use of “Asset Allocation Models” except BB & T
  - Risk based or Target date “models”
  - Models are comprised of same funds that are in the plan
  - Plan selects rebalancing frequency
  - Meant to simplify the participant experience
- Vanguard and Ascensus – “Exclusive to one model” (all or nothing)
- Ascensus Align – participants can split their money between model and fund(s)
- Self-Direct Brokerage available (not used that often)
  - All trading is done via brokerage platform (participants see a “rolled up balance” on 401(k) site)
    - Vanguard, BB&T and Ascensus – T.D. Ameritrade
    - Ascensus Align – Merrill Lynch self-direct account

# Characteristics of the Base Platform (cont'd)

- All products are sold by an “intermediary”
  - Vanguard has direct sold plans that have no advisor
- Ascensus Align and Ascensus –
  - will always have a Financial Advisor associated with plan (does not necessarily mean he/she attends education meetings)
- Vanguard has two sales models:
  - Vanguard Sold – No Advisor (asset allocation models are not permitted)
  - Advisor Sold
- BB&T is private label with BBT serving as the financial professional

# Who is Vanguard?

# Vanguard's *mission*

Markets rise and fall, investment fads come and go, but ***Vanguard's approach*** to the investment management business ***stands the test of time*** and is ***easily understood***.

## An unwavering focus on investors

- Unlike any other investment company, we are [built to create wealth](#) only for our clients—not for outside owners. That motivates us to [keep costs low](#)—currently less than one-fifth the industry average.\* This helps our fund investors to seek better earnings over time.
- As a client-focused company, we're committed to following our time-tested [investment principles](#), with the highest degree of [integrity](#).

\*Based on 2015 U.S. mutual fund industry average expense ratio of 1.01% and Vanguard's average expense ratio of 0.18%.  
Source: Lipper, a Thomson Reuters Company.

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## Who is Ascensus Align (Merrill Lynch)?

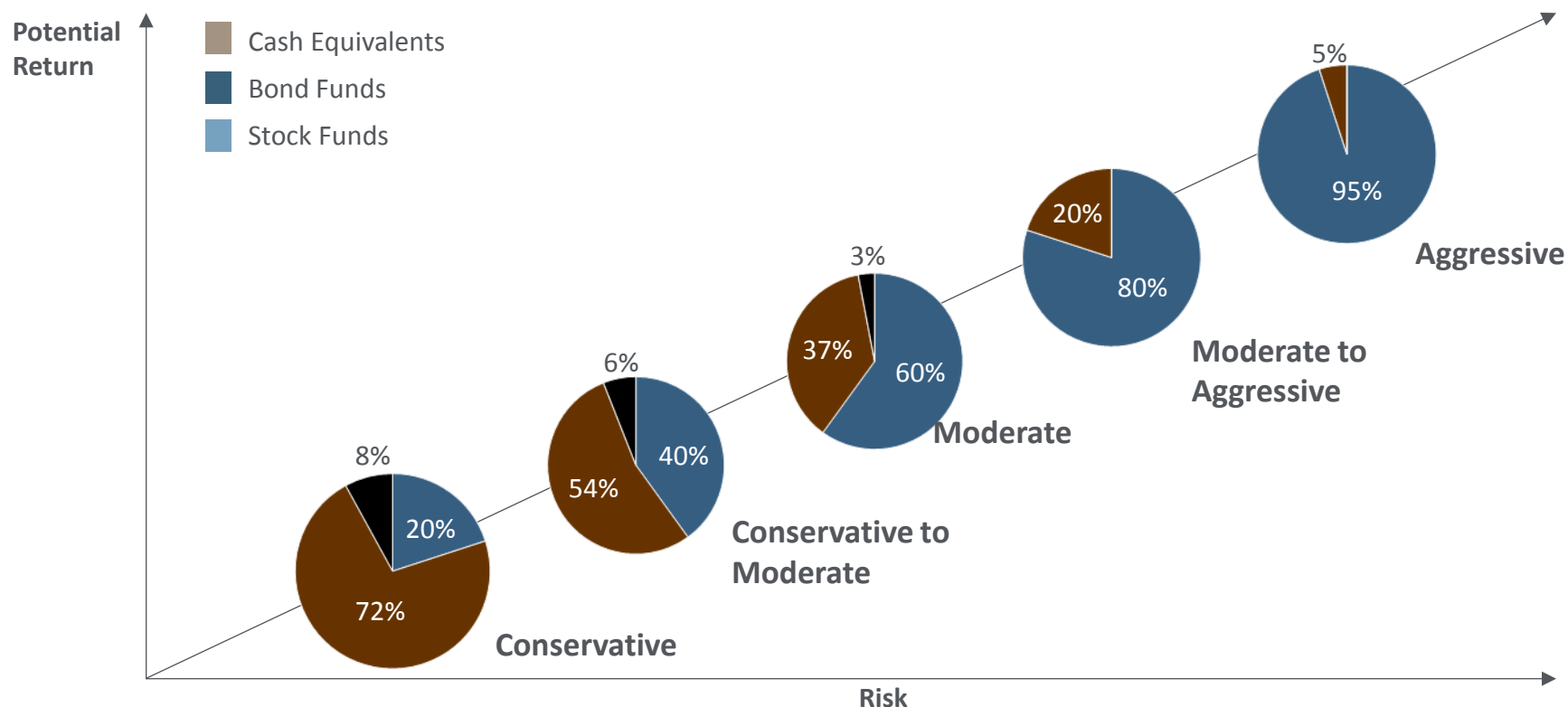
# Why Choose Ascensus Align

- Bank of America Corporation is one of the world's leading financial institutions, serving individuals, small- and middle-market businesses, large corporations, and governments with a full range of banking, investment management and other financial and risk management products and services.
- Through our Retirement Services group, we match your commitment to the financial well-being of your employees with a commitment of our own — to work with you to build and maintain an employee benefit plan designed with your specific firm in mind that helps your employees prepare for retirement with confidence.
- We understand that we play an important role as an engine of growth for millions of individuals, families and businesses of every size. As part of our mission, we seek to deliver exceptional service at all levels by providing financial management tools and programs, and retirement planning and investment guidance to help participants in your retirement plans retire according to plan.

# Goal Manager – Risk Based Portfolio Models



# Sample Risk-Based Portfolio Models



These are sample portfolio models that can be used as reference points in designing the models for your plan. Note that, as the plan sponsor, you (or a designated fiduciary) retain fiduciary responsibility for the Goal Manager models in your plan.

The purpose of the sample portfolios is to show how portfolios may be created with different risk and return characteristics to help meet a participant's goals. The allocations of the hypothetical investment are for illustration only and do not constitute investment advice.

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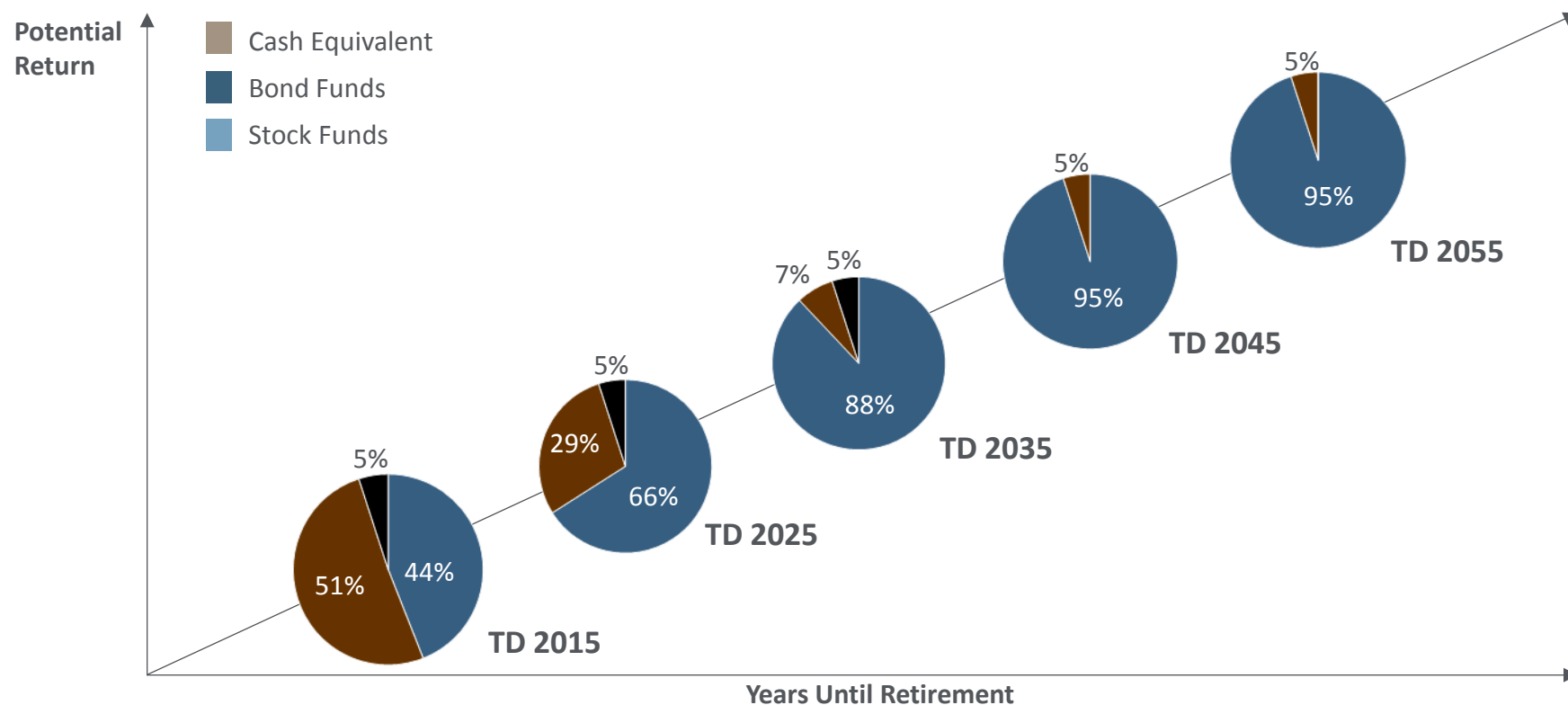
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# Goal Manager — Target Date Portfolio Models<sup>19</sup>



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# Sample Target Date Portfolio Models



As the plan sponsor, you (or a designated fiduciary) retain fiduciary responsibility for the Goal Manager models in your plan, as well as the glide path. The purpose of the sample portfolios is to show how portfolios may be created with different risk and return characteristics to help meet a participant's goals. The allocations of the hypothetical investment are for illustration only and do not constitute investment advice.

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# Who is BB&T?

# BB&T

- One of the largest financial services holding companies in the United States.
- Based in Winston-Salem, NC, they have branches and offices in 15 states and Washington D.C.
- BB&T offers retirement plans under \$3 million in assets as part of its partnership with Ascensus
- BB&T product offering includes support through a home office team N.C. in addition to the Ascensus team.

What does the onboarding experience look like for a participant?

# Onboarding Experience

Onboarding is a broad term to describe the ***entire client experience*** from Sales through the warm hand-off to Service to their first successful year end.

Plan Installation	Plan Document Execution	Payroll	Plan Conversion (Ascensus only)	“Go Live”
<ul style="list-style-type: none"><li>• Installation process and toolkit overview</li><li>• Plan Establishment Kit review</li><li>• Fee disclosure requirements</li><li>• Determine enrollment strategy</li><li>• Overview of plan document package</li></ul>	<ul style="list-style-type: none"><li>• Review document package, including signature-ready<ul style="list-style-type: none"><li>— Adoption Agreement</li><li>— Amendments</li><li>— Recordkeeping Service Agreement (RSA)</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Payroll data submission options and funding methods</li><li>• Payroll calendar</li></ul>	<ul style="list-style-type: none"><li>• <i>Weekly status calls continue through this period</i></li><li>• Blackout begins</li><li>• Receive and process conversion data and assets</li><li>• Reconcile data and assets</li></ul>	<ul style="list-style-type: none"><li>• Blackout ends</li><li>• Plan sponsor and participant websites and Interactive Voice Response (IVR) system available</li><li>• Post-installation survey</li><li>• Transition to ongoing Client Service</li></ul>

# Onboarding Experience

- Offers two clear conversion options
  - Mapping existing funds and investment elections
  - Liquidate and Re-Enroll
- Mapping
  - Reduces the complexity of the conversion for plan sponsor and employees
  - Simplifies communication to employees during the transition
  - No re-enrollment required
  - Can condense the overall timeline for the plan conversion
- Re-enrollment
  - Offers a Re-Enrollment window approximately ten days post-receipt of educational kits
  - Participants have two choices to re-enroll:
    - Online
    - Interactive Voice Response (IVR)
  - Forms (while still permitted, is considered an exception. Online enrollment is the default and best practice.)
  - If participants do not make investment elections during the Re-enrollment window, funds will default

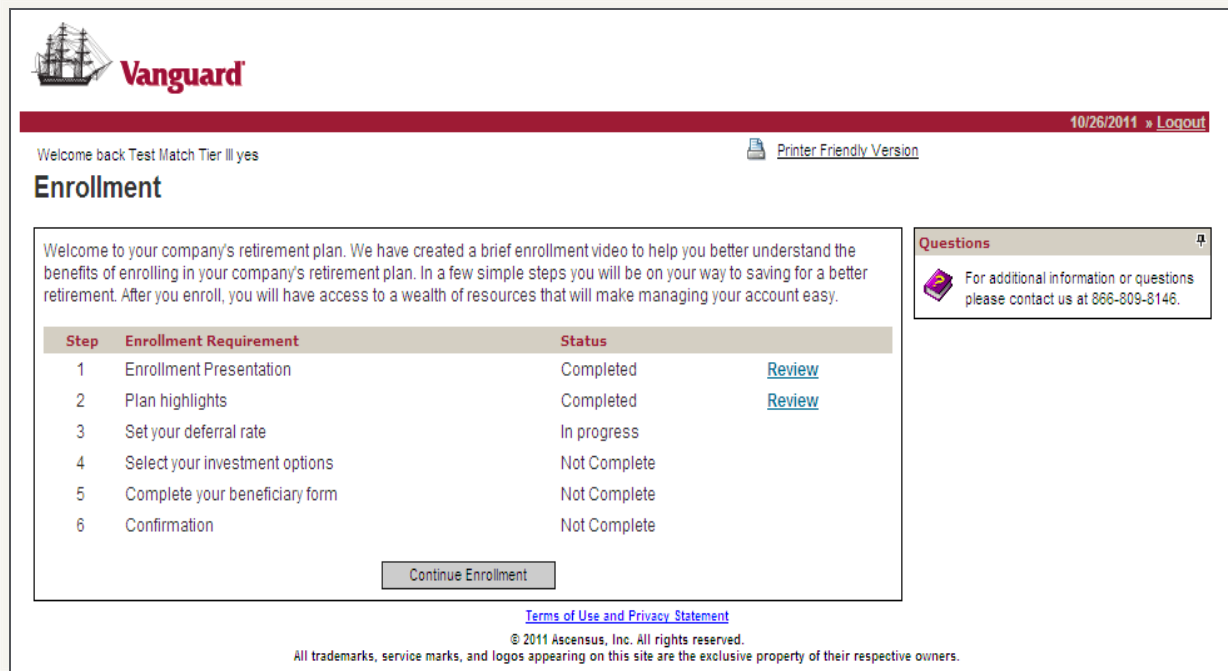
# Onboarding Experience

- Default Investment Election or Qualified Default Investment Alternative (QDIA)
- Participant communication during the on boarding process
  - Fee Disclosure
  - Sarbanes-Oxley notice (conversion plans only)
    - Includes the blackout notice and a second page listing the fund mapping or the re-enrollment window
  - Plan Document Notices – SPD, Safe Harbor notices, etc.
  - Providing 'Go-Live' notice to Plan for use with participants



# Online Enrollment

- Six easy online steps: Watch enrollment video, review plan highlights, set deferral rate, select investment options, complete beneficiary form, and review confirmation
- Optional setup flexibility – enrollment video and beneficiary form
- Ideal solution for efficient and timely enrollments during on boarding experience



The screenshot shows the Vanguard online enrollment portal. At the top left is the Vanguard logo. A red navigation bar contains the date '10/26/2011' and a 'Logout' link. Below the bar, a welcome message reads 'Welcome back Test Match Tier III yes'. To the right is a 'Printer Friendly Version' link. The main heading is 'Enrollment'. A welcome paragraph states: 'Welcome to your company's retirement plan. We have created a brief enrollment video to help you better understand the benefits of enrolling in your company's retirement plan. In a few simple steps you will be on your way to saving for a better retirement. After you enroll, you will have access to a wealth of resources that will make managing your account easy.' Below this is a table with three columns: 'Step', 'Enrollment Requirement', and 'Status'. The table lists six steps: 1. Enrollment Presentation (Completed, with a 'Review' link), 2. Plan highlights (Completed, with a 'Review' link), 3. Set your deferral rate (In progress), 4. Select your investment options (Not Complete), 5. Complete your beneficiary form (Not Complete), and 6. Confirmation (Not Complete). A 'Continue Enrollment' button is at the bottom of the table. To the right of the table is a 'Questions' box with a question mark icon and the text: 'For additional information or questions please contact us at 866-809-8146.' At the bottom of the page are links for 'Terms of Use and Privacy Statement', a copyright notice '© 2011 Ascensus, Inc. All rights reserved.', and a disclaimer: 'All trademarks, service marks, and logos appearing on this site are the exclusive property of their respective owners.'

Step	Enrollment Requirement	Status
1	Enrollment Presentation	Completed <a href="#">Review</a>
2	Plan highlights	Completed <a href="#">Review</a>
3	Set your deferral rate	In progress
4	Select your investment options	Not Complete
5	Complete your beneficiary form	Not Complete
6	Confirmation	Not Complete

# Mobile Enrollment

- Check with Installation Coordinator to find out if it is available for the plan
- Mobile experience (3-step process):
  - Deferral percentage
  - Choosing investments
  - Confirmation

# Enrollment Guide

- Enrollment Guide, Join the Plan
  - Education on why you should save and how your plan can help you accomplish that goal
  - Performance summaries
  - Investment concept overview
  - Fund objectives
  - Plan-specific
  - Appropriate forms
- Available in Spanish (excl. Vanguard)

# Auto Enrollment

- Automatic enrollment and deferral increases
  - Default minimum and maximum deferral rates
  - Annual deferral increase amount
  - Annual deferral increase date (options available)
  - Waiting period for initial automatic increase
  - Affected participants (all plan participants or new employees)
- Participant experience
  - Auto enrollment communication included in enrollment booklet
  - Annual participant notice

# Education Specialist Resources

- Installation Coordinator will provide the following material to prepare for the Enrollment Meeting
  - Enrollment Guide – PDF
  - Enrollment Presentations – PowerPoint
  - 401K Checklist – plan highlights
  - SOX Mapping Notice

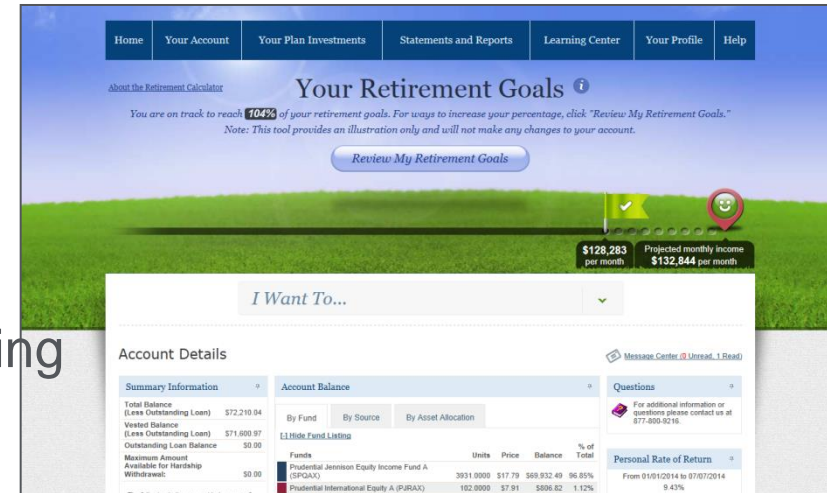
What tools are available for participants to manage their retirement plan account?



# Participant Website & IVR

Easy to use, secure and convenient

- User-friendly participant website
  - Enroll in the plan
  - Customize content layout
  - Monitor account activity
  - Setup automatic account rebalancing
  - Process transactions
  - Calculate personal rate of return
  - Access fund fact sheets and prospectuses
  - Utilize Morningstar® Retirement Manager
- Interactive Voice Response (IVR) System
  - Information on retirement account and transactions
  - Secure, toll-free phone access
  - 24 hours a day, 7 days a week



# Morningstar – Education and Advice

Partnering with Morningstar®  
*a leading provider of investment advisory services*

## Morningstar® Retirement Manager<sup>SM</sup> “Managed by Morningstar”

### Profile:

Participants looking to outsource the management of their account

### Benefits:

- Provides a recommended portfolio allocation and ongoing account management
- No cost to plan sponsor, 0.45% annually on assets to participants

## Morningstar® Retirement Manager<sup>SM</sup> “Managed by You”

### Profile:

Participants looking for guidance on portfolio decisions

### Benefits:

- Provides a recommended portfolio allocation and targeted savings rate
- No cost to plan sponsor and participants

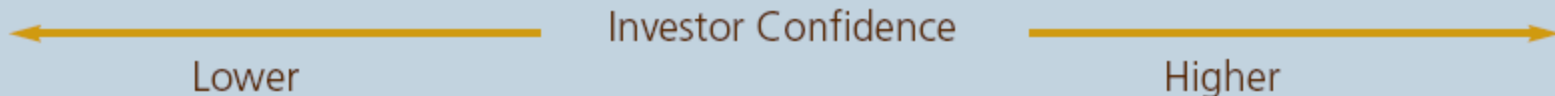
## Learning Center

### Profile:

Participants comfortable with making portfolio decisions

### Benefits:

- Suite of retirement planning resources
- Morningstar Learning Station articles, calculators and fund research



# Participant Statement

- Easy-to-understand quarterly statements, Your Retirement

- A summary of holdings and performance over recent periods
- Personal rate of return
- Information on loans
- A breakdown of different money types as applicable
- Asset allocation pie charts, showing both current and
- future allocations by asset categories
- The ability to customize a statement message

- Identical statement available online

- Over 75% of participants receive them paperless, online

- Note statement cycle frequency is based on PYE

A statement of your account for the period October 1, 2007 to December 31, 2007

# Your Retirement

#BXCTDZJH\*\*\*\*\*  
PLAN NAME  
CO PLAN ADI NOTATION  
2RD,AD I OF HRSE  
SUITE 500  
KANSAS CITY MO 64118-1204

ABC CO SURVIVOR & RETIREMENT

Eur code BBBBBBBB | BBBB  
JOHN J ISABELL  
175 AMT STREET  
SUITE 500  
ANY CITY,MO 64000-1204

PLAN ID: 063604 DATE OF PLAN ENTRY: 8/1/2006  
PARTICIPANT ID: 123-123 PRE-TAX CONTRIBUTION RATE: .3%

PLAN STATUS: ACTIVE  
DATE OF RATH: TIRALRUE  
DATE OF HIRE: 3/16/2006

## Your Account in Review

10/3/07 Balance

\$15,635.61

### Activity This Period

Contributions/Other Credits  
Investment Gains/Losses  
Distributions/Other Debits  
Other:

### Contributions By Source This Period

Salary Deferral \$73.32  
Employer Match \$58.71  
  
(\$600.00)

Net Change

\$591.36

Total

\$182.00

12/31/07 Balance

\$18,227.20

## Your Loans in Review

Loan#	Beginning Balance	Interest Payment	Principal Payment	Interest Rate	Ending Balance
Loan #1	\$1,542.36	\$116.70	\$161.03	4.375%	\$9,001.83
Loan # - New	\$0.00	\$0.00	\$0.00	4.375%	\$4000.00
<b>Total</b>	<b>\$1,542.36</b>	<b>\$116.70</b>	<b>\$161.03</b>		<b>\$9,001.83</b>

## You Vesting in Review

Source	12/31/07 Balance	Vested Percent	12/31/07 Vested Balance
S Salary Deferral	\$976.14	100%	\$976.14
P Profit Sharing	\$13,293.88	100%	\$13,293.88
E Employer Match	\$2,071.87	100%	\$2,071.87
<b>Total</b>	<b>\$16,327.31</b>		<b>\$16,327.31</b>

## Your Plan Information

This space is reserved for messaging from the Financial Institution or plan sponsor. The information provided can be general market updates, a call to action or a good-to-know message from the end user. Maximum character limits will be provided, however if necessary the message will continue on page 2 of the statement.

### May We Help You?

Please review your plan documents and give us feedback by completing our survey. Your comments are confidential and we'll use them to improve our service. If you need help, please contact your representative at 1-800-XXX-XXXX or visit our website at www.abccorp.com. Thank you!

Customer Service  
Information Line

Call toll-free 1-800-XXX-XXXX for assistance.  
Hours: Monday-Friday, 9am-5pm EST.  
Email: support@abccorp.com

Web Site  
www.abccorp.com

Visit us online for more information.  
or contact your representative at 1-800-XXX-XXXX

Insurance Professional  
Contact Us

Toll-Free 1-800-XXX-XXXX

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Thank you.  
Questions?

