

A blue-tinted photograph of the Golden Gate Bridge in San Francisco, viewed from a low angle looking up at the suspension towers and cables. The bridge spans the width of the image, with the water visible below.

Retirement Seminar Marketing Strategies and Themes – Making Your Seminars a Memorable Event

NPEA's Professional Development Committee

October 25, 2008

San Francisco, CA





Cory Wood, Utah Retirement Systems

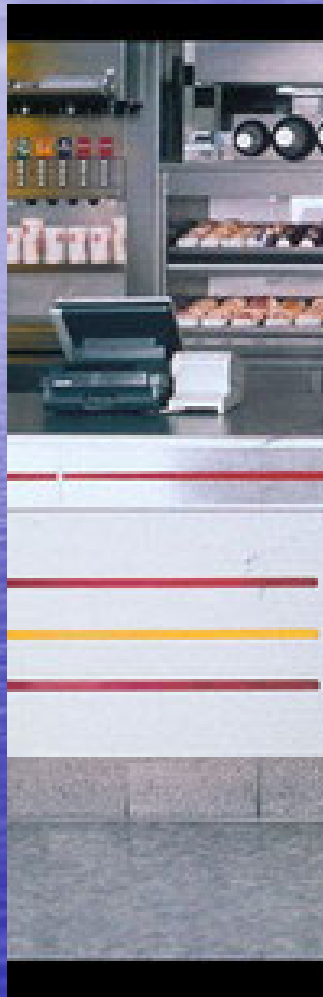


Suzanne Anderson, Duluth Teachers'
Retirement Fund Association

Your Ad Can Make or Break

- Some ads have been extremely effective, while others have been somewhat...shall we say, "down right pathetic".
- What your ad says will either make your campaign a complete success or a complete failure

Some Ca



Your Ad Campaign...

- Needs to be appropriate
- Needs to reach the right audience
- Should entice them to attend

Getting Your Message Out

- What do you want to communicate?
- Who are you trying to reach?
- When should they learn this?

What Do You Want To Communicate?

- What is the message you are trying to get across?
 - Understanding of Pension
 - How to take advantage of Savings Plans
 - How to retire
 - Insurance
 - Tax Planning
 - And more...

When Should They Learn This?

- The best time to learn about the DC plans is when they are first hired
- The best time to learn about the DB plans is when they are first hired
- The best time to learn about unemployment benefits is before they are first fired

Louisiana's On-line Videos



Get the basics about your TRSL membership, retirement eligibility, and benefits.

(4 min 16 sec)



Learn more about your TRSL membership, what you need to consider as you near the end of your career, retirement eligibility, and benefits.

(4 min 6 sec)



Find out what you'll need for the retirement process, what retirement options are available to you, your TRSL benefits, and return-to-work provisions.

(4 min 36 sec)

Louisiana's On-line Videos



Retirement Workshops
TRSL Retirement Education Department

(225) 922-2822
retire.edu@trsl.org

01 02 03 04 05 06 07 08 09 10 11 12

 **TRSL**

The image shows a video player interface with a dark background. The main content area displays the text 'Retirement Workshops' and 'TRSL Retirement Education Department' in white. Below this, the phone number '(225) 922-2822' and the email address 'retire.edu@trsl.org' are shown. At the bottom, there is a progress bar with a timeline from 01 to 12, where 11 is highlighted. The TRSL logo is in the bottom left corner.

Who Are You Trying to Reach?

- New Employees
- Mid-Career/Financial Planning
- Pre-Retirement Planning
- Retiree
- *Should the same methods be used to reach each of these Audiences?*

Who Are You Trying to Reach?

- **New Employees**
- Mid-Career/Financial Planning
- Pre-Retirement Planning
- Retiree

How do you get the new employees to show up?

- What are some techniques that you use?
 - Force them
 - Bribe them
 - Pay them
 - Make them pay you
 - Bait & Switch



Helping Your Future Grow

For Members Enrolled in the STRS Ohio
Defined Benefit Plan, Defined Contribution Plan
or Combined Plan

Utah Retirement Systems

Investing Made Easy

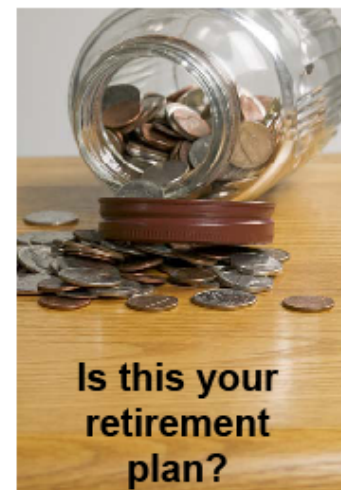
New Jersey Pensions & Benefits

The EDGE

Are you.....

- Baffled by your Benefits?
- Confused about Insurance?
- Frightened by Financial Planning?
- Put off by Estate Planning?

Be Honest.....



Is this your
retirement
plan?

If you answered yes to any of those questions you should attend an EDGE seminar. This seminar is conducted by the Division of Pensions and Benefits and will cover these topics and more.

The EDGE Seminar (For newer members of PERS/TPAF)

March 7th – Ewing

March 12th - Newark

March 12th – Lyndhurst

March 21st – Galloway

March 27th – Ewing

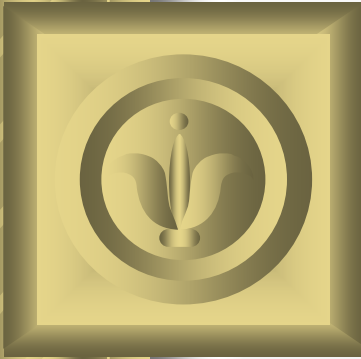
April 4th – Hamilton

For more details, a full schedule or to register please visit

www.state.nj.us/treasury/pensions

Click on "Seminars and Workshops"

Control Your Money Game...



You're Not There Yet

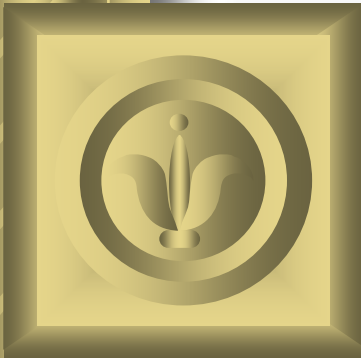
**Retirement Systems of
Alabama**



BE A “TIGER”...

- Surely everyone has heard of Tiger Woods
- Everyone knows how successful he has been in the world of golf. Whether you like him or not, you have to admit to his success.
- What are his secrets?
- **Two of his secrets: (1) Set Goals and believe in them and (2) Stay Focused.**

BE A “TIGER” FOR YOUR RETIREMENT!



- Now is when you need to *Set Your Goals for Retirement* which includes putting back as much as you can AND

- *Stay FOCUSED!*



Who Are You Trying to Reach?

- New Employees
- Mid-Career/Financial Planning
- Pre-Retirement Planning
- Retiree



Dollars & Sense Workbook

SAILING INTO THE FUTURE

Public Employees Retirement
Association of Minnesota

2008

June 2007

Caught up in the daily grind?

Why does it seem like the clock keeps grinding away and we're quickly running out of time? It's so easy to get caught up in the routine of day-to-day life that we fail to take the time to recognize steps we can take to give ourselves a brighter future.

Consider taking seven hours of your time to do just that with PERA's **Dollars & Sense** workshop. It just might be some of the best time you've ever invested.

January 2008

You can tip the odds in your favor

While life often seems like a game of chance, you can tip the long-term odds in your favor. There are steps you can take today to give yourself a brighter future, and PERA can help.

Dollars & Sense, PERA's life planning workshop, can help you better understand how the decisions you make today can have a significant impact on your financial future, including retirement.

January 2007

Life is not a timed event



It seems like the clock is always ticking and we're quickly running out of time. It's so easy to get caught up in the routine of day-to-day life that we fail to take the time to recognize steps we can take to give ourselves a brighter future.

Consider taking seven hours of your time to do just that with PERA's **Dollars & Sense** workshop. It just might be some of the best time you've ever invested.

June 2008

Seem like you're always swimming upstream?

It seems like it's a constant battle against the current just to get ahead. Rising costs, troubled markets, and an unknown future all seem to conspire to place increased demands on your income every day. It's hard to plan for the long term when the short term seems so chaotic.

Dollars & Sense, PERA's life planning workshop, can help you try to meet the demands of today while still planning for the future—including retirement.

Minnesota PERA's Dollars & Sense Program

- Mid-Career/Financial Planning Workshop
- Conduct 12 per year, in 9th year of offering program
- Strong emphasis on financial planning targeted at the needs of those in their 30's and 40's

Dollars & Sense - Topics

- Cover pension program at length
- Financial Planning – budgeting, financing college education, investment basics, taxes, and retirement
- Estate planning – for participants themselves as well as from the view of future caregivers for parents
- Social Security – emphasis on disability and survivor benefits



You are invited to a workshop on

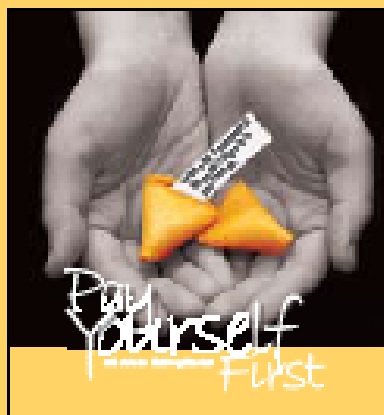
PSRS/PEERS and Personal Financial Planning

Learn how it all works together to
result in a secure retirement ...

- PSRS/PEERS Retirement Basics
- Budgeting Essentials
- Saving for College
- Managing Credit
- Insurance and Tax Planning
- Saving and Investing
- Estate Planning

**Pay
Yourself
First**
A Guide to Getting Started

R Public School & Education Employees
PSRS/PEERS
Retirement System of Illinois



Make a positive impact on your financial security by putting your savings, your future, and yourself *first*.

Join us for a practical and balanced discussion of financial and retirement planning.

Pay Yourself First, a workshop on financial planning, is scheduled as follows:

Date:

Time:

Location:

Registration is not required. Spouses and guests are welcome.

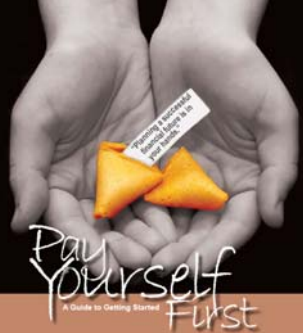
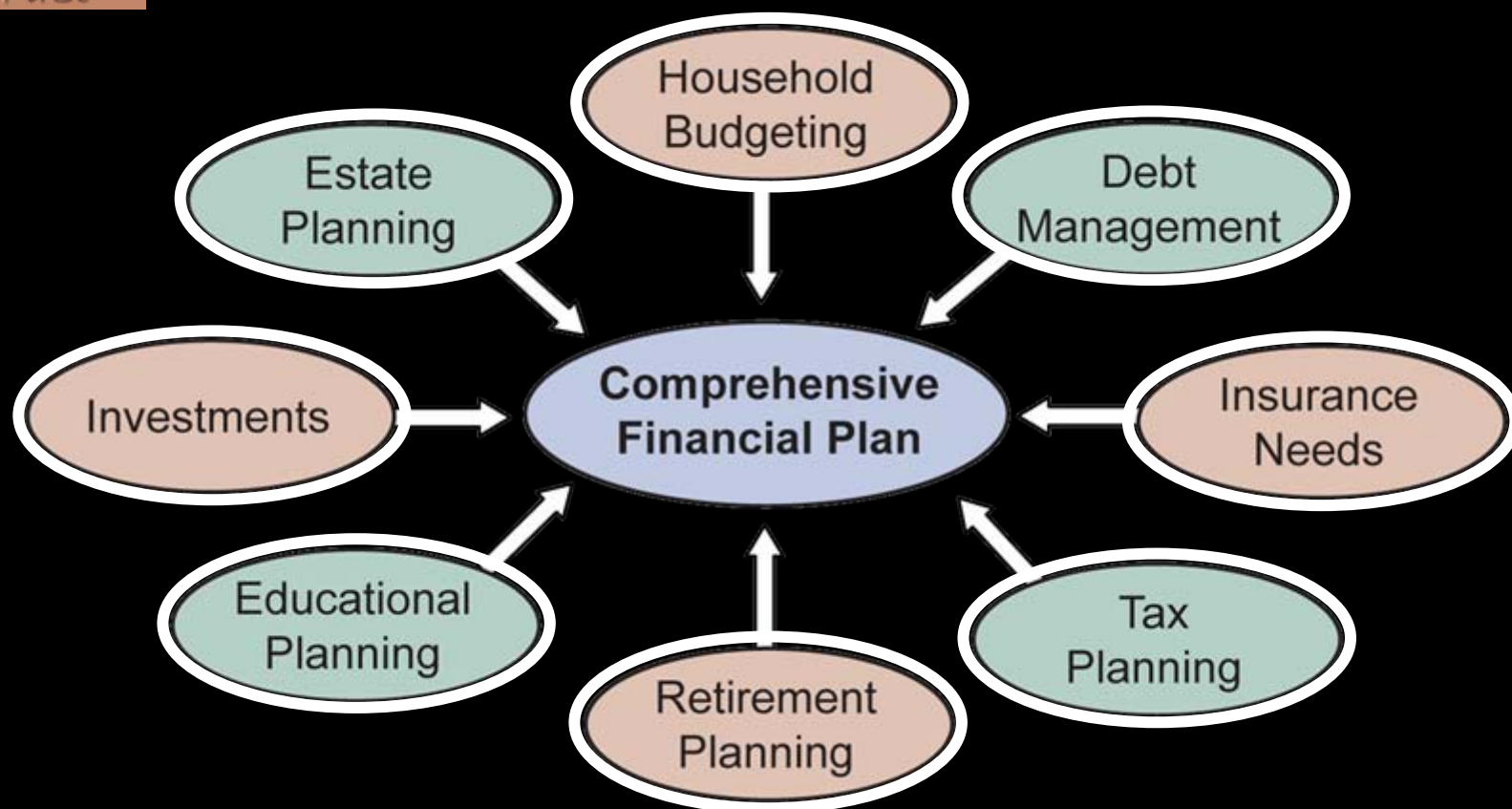
Visit www.psrs-peers.org for:

- More information on topics covered
- Easy to use maps and directions to workshops
- Helpful interactive financial calculators
- Notices regarding any cancellations due to inclement weather (or call (800) 392-6848)



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PAID
Columbia, MO
Permit No. 319

Components



Who Are You Trying to Reach?

- New Employees
- Mid-Career/Financial Planning
- Pre-Retirement Planning
- Retiree

Picture Yourself Retired



Estimate of Monthly Benefits



MA
July 1, 2009
June 21, 1953
56.0
30.0

Indication
reinstated
or purchase

Years of Credit:

Benefit

"All we want are the facts, ma'am."

Jack Webb as Joe Friday,
from Dragnet, circa 1954, NBC Television

Beneficiary's Date of Birth:

June 5, 1954

The Next Chapter

Saturday, June 7, 2008 | Taunton Holiday Inn

AGENDA

- 8:00 – 9:00 a.m. **Registration and continental breakfast**

 Introduction and welcome
 Erika M. Glaster, Deputy Executive Director
 Massachusetts Teachers' Retirement System
- 9:00 – 10:45 a.m. **The ABCs of retirement financial planning**
 Dolores Kong, CFP
 Winslow, Evans & Crocker, Inc.
- 10:45 – 11:00 a.m. **Break**
- 11:00 a.m. – 12:30 p.m. **Estate planning:**
 Issues for older adults and their families
 Margaret A. Hoag, Esq.
 Eckel, Morgan & O'Connor
- 12:30 – 1:30 p.m. **Buffet lunch**
- 1:30 – 3:15 p.m. **Your MTRS Benefits**
 Scott M. Cauley, Education Supervisor
 Richard J. Grzembski, Training Supervisor
 Massachusetts Teachers' Retirement System
- 3:15 – 3:30 p.m. **Break**
- 3:30 – 4:45 p.m. **Concurrent breakout sessions (choose one)**

 Social Security for
 the Massachusetts educator
 Jonathan Osimo, Director of Member Services
 Massachusetts Teachers' Retirement System

 General retirement counselling
 MTRS Staff
 Representatives will be available to answer your
 individual questions

Main Office
One Charles Park
Cambridge, MA 02142-1206
Phone 617-679-MTRS (6877)
Fax 617-679-1661

Western Regional Office
101 State Street, Suite 210
Springfield, MA 01103-2066
Phone 413-784-1711
Fax 413-784-1707

Online
mass.gov/mtrs

MTRS
MASSACHUSETTS TEACHERS'
RETIREMENT SYSTEM

Thank you for attending today—we're glad you're here!

Massachusetts Teacher's Retirement System

Retire . . . In the Spirit of Alaska

Alaska Public Employees' Retirement System and Teachers' Retirement System Defined Contribution Retirement Plan

RETIREMENT PLANNING GUIDE

Anchorage Great-West Seminars

The Alaska Division of Retirement and Benefits sponsors seminars in partnership with Great-West. Check the list below for the dates, times, and locations of the seminars. The seminars are held at the Alaska Division of Retirement and Benefits, 111 W. 11th Avenue, Suite 1000, Anchorage, Alaska 99501. For more information, call 907-465-4444.

You Are Invited to Attend

September 8, 2005
9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

September 9, 2005
9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

September 10, 2005
9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

September 11, 2005
9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

Juneau Great-West Seminars

You Are Invited to Attend

September 8, 2005

9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

September 9, 2005

9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

September 10, 2005

9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

September 11, 2005

9:00 a.m. - 12:00 p.m.
111 W. 11th Avenue, Suite 1000
Anchorage, Alaska 99501

Jim Robinson will also be offering individual counseling appointments on Thursday, September 8 from 1:00 - 4:00, and Friday, September 9 from 9:00 - 10:00. To schedule an appointment call 907-465-4444.

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These seminars are designed to help you learn about stocks, bonds, and cash and cash equivalents. You will learn about the advantages and disadvantages of each investment option. You will also learn about the importance of diversification and the role of a professional investment manager. For more information, call 907-465-4444.

Click the Register Now star to the right to reserve your seat! To see a full listing of our seminar offerings, visit our website: www.alaska.gov/retirement

Questions? Call 907-465-4444 or 1-800-465-4444. For more information, visit our website: www.alaska.gov/retirement

Published by the Alaska Division of Retirement and Benefits August 11, 2005

Alaska's Retirement Seminars

State of Alaska Deferred Compensation Plan INCREASING YOUR CONTRIBUTION

State of Alaska Deferred Compensation Plan THE POWER OF TIME AND MONEY

State of Alaska Deferred Compensation Plan A FACT-BASED PERSPECTIVE ON YOUR RETIREMENT PLAN

Grow Your Retirement Savings from the Ground Up

Many employees put off enrolling in their retirement plan or choose not to enroll at all. Unfortunately, sometimes their decision is based on half-truths, poor advice or fear. Or maybe they simply haven't gotten around to enrolling. What's holding you back? Whatever it might be, you should have the facts so you can make an informed decision on this important issue, which will have a direct impact on your future. Here are four common myths about retirement plans that keep people from taking advantage of this great opportunity.

For more information, please call the Alaska Division of Retirement and Benefits at (907) 465-2255, ext. 1789 or (800) 465-4444 from Alaska.

In the Spirit of Alaska!

Experience Your Dreams Join a Winning Team

Highlights of Alaska's PERS/TRS Defined Contribution Retirement (DCR) Plan

- Portable** - As mobile as you! Your tax-sheltered savings account can go with you if you move to a new job.
- Member-directed** - You decide your long-term financial goals and invest accordingly.
- Combined plan** - Savings + major medical health plan for eligible retirees + medical expense reimbursement account.

www.state.ak.us/drbr

Look for a link to the DCR Plan information

Division of Retirement and Benefits, P.O. Box 110201, Juneau, AK 99811-0201
800-821-2251, ext. 5700, alaskadcrplan@admr.state.ak.us

In the Spirit of Alaska!

Experience Your Dreams Join a Winning Team

Division of Retirement and Benefits, www.state.ak.us/drbr, 800-821-2251, alaskadcrplan@admr.state.ak.us

On the Road to Retirement ?

Don't Lose Your Way

Seminars are available for members of TPAF and PERS at all stages of their careers.

The more you know about your benefits, the smoother the road will be.

For more details, the full schedule or to register please visit

www.state.nj.us/treasury/pensions

Click on "Seminars and Workshops"

New Jersey Pensions & Benefits

New Jersey Pensions & Benefits

Gaining on Retirement?

If retirement is right around the corner, the Division of Pensions and Benefits is there to help you make the transition.



Evening Retirement Workshops – Fall 2007

9/4 - Ewing	9/18 - Forked River	10/22 - Forked River
9/5 - Lyndhurst	9/27 - Sewell	10/22 - Randolph
9/10 - Randolph	10/3 - Sewell	10/22 - Freehold
9/11 - Freehold	10/9 - Mt. Laurel	10/31- Lyndhurst
9/11 - Mt. Laurel	10/10 - Whippany	11/1 - Ewing
9/12 - Whippany	10/17 - Lyndhurst	11/7 - Sewell
9/12 - Lyndhurst	10/18 - Ewing	11/21 - Whippany
9/13 - Galloway	10/22 - Forked River	11/26 - Freehold

Workshops run from 4:00 P.M. to 7:00 P.M.

For a complete schedule or to register please visit our Internet Site at

www.state.nj.us/treasury/pensions/seminars.htm

Planning Retirement?

Pre-Retirement Seminars are available from the Division of Pensions and Benefits

March 5th – Hamilton

March 9th – Lacey

March 14th – Hamilton

March 16th – West Windsor

March 23rd – Andover

March 28th – Hamilton

April 3rd – Randolph

April 5th – Sewell

For more details, a full schedule or to register please visit

www.state.nj.us/treasury/pensions

Click on “Seminars and Workshops”

Who Are You Trying to Reach?

- New Employees
- Mid-Career/Financial Planning
- Pre-Retirement Planning
- Retiree

Massachusetts Teacher's Retirement System



Main Office
One Charles Park
Cambridge, MA 02142-1206
Phone 617-679-MTRS (6877)
Fax 617-679-1661

Western Regional Office
101 State Street, Suite 210
Springfield, MA 01103-2066
Phone 413-784-1711
Fax 413-784-1707

Online
mass.gov/mtrs

MTRS
MASSACHUSETTS TEACHERS'
RETIREMENT SYSTEM



Strategies and Opportunities
for a Rewarding Future

Agenda

- | | |
|--------------------|--|
| 8:00 – 8:20 a.m. | Registration and continental breakfast |
| 8:20 – 8:30 a.m. | Introduction and welcome
Erika M. Glaster, Deputy Executive Director
<i>Massachusetts Teachers' Retirement System</i> |
| 8:30 – 9:15 a.m. | Winning the retirement game
Peter C. Hapgood, President
<i>Public Pensions, Inc.</i> |
| 9:15 – 10:15 a.m. | Being a smart financial consumer in retirement
Dolores Kong, CFP
<i>Winslow, Evans & Crocker, Inc.</i> |
| 10:15 – 10:30 a.m. | Break |
| 10:30 – 11:15 a.m. | Maintaining a healthy mind and memory loss prevention
Sean Caulfield
<i>Co-founder and Creative Director, Artists for Alzheimer's (ARTZ), Hearthstone Alzheimer's Association</i> |
| 11:15 – Noon | Elder law issues
Margaret A. Hoag, Esq.
<i>Eckel, Morgan & O'Connor</i> |

WINTER 2007

- ☐ Holyoke, Log Cabin Banquet and Meeting House; December 4
- ☐ Wakefield, Sheraton Colonial Hotel and Golf Club; December 5

Social Security

Social Security benefits may be reduced under federal law.



Wi

ion (WEP): A Pension from
Work Not Covered
by Social Security

n receive a reduced benefit.
r Social Security benefit to \$0.

Go

t (GPO): A Law That Affects

fits

GPO usually eli
you may be

Robert Hayes as Ted Striker:
"Surely you can't be serious."

Leslie Nielsen as Dr. Rumack:
"I am serious, and don't call me Shirley."

From Airplane!,
1980, Paramount

Holyoke Retirement Board

Themes:

Health and Happiness in Retirement

World War II Veterans

Presidential Election



Seminar Themes

- Themes should be:
- Appropriate
- Somewhat Generalized
- Directed to the Right Market



With Your Model-T You can Reach Your Destination Faster

Target

Time Horizon

Tolerance For Bumps In The Road

Strategies to Avoid Becoming a Curmudgeon -or- How I Learned to Love Retirement Planning



Great-West
RETIREMENT SERVICES®

The Power of PartneringSM





Dollars & Sense Workbook

SAILING INTO THE FUTURE

*Public Employees Retirement
Association of Minnesota*

2008

June 2007

Caught up in the daily grind?

Why does it seem like the clock keeps grinding away and we're quickly running out of time? It's so easy to get caught up in the routine of day-to-day life that we fail to take the time to recognize steps we can take to give ourselves a brighter future.

Consider taking seven hours of your time to do just that with PERA's **Dollars & Sense** workshop. It just might be some of the best time you've ever invested.

January 2008

You can tip the odds in your favor

While life often seems like a game of chance, you can tip the long-term odds in your favor. There are steps you can take today to give yourself a brighter future, and PERA can help.

Dollars & Sense, PERA's life planning workshop, can help you better understand how the decisions you make today can have a significant impact on your future, including retirement.

January 2007

Life is not a timed event



It seems like the clock is always ticking and we're quickly running out of time. It's so easy to get caught up in the routine of day-to-day life that we fail to take the time to recognize steps we can take to give ourselves a brighter future.

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Dollars & Sense, PERA's life planning workshop, can help you try to meet the demands of today while still planning for the future—including retirement.

Idaho's PERSI plans

Cruisin to the Beach





PERSI workshop

Planning for the Beach

**Start your more comfortable
future NOW!!**

***Tues, Sep 16, 2008
4 - 5:30 p.m.***

**Jefferson School
District Office**

Rigby

Learn About --

- **PERSI Base Plan**

Retirement, Disability, Death & Separation Benefits,
& More

- **PERSI Choice 401(k) Plan**

Eliminate Debt, Eligibility, Gain Sharing, Investment Options

- **Investment Education**

Risk tolerance, Asset Allocation, Future projections & Much more

Fun & Easy to Understand



PERSI workshop

Cruisin' to the Beach

Retire more comfortably!!

Tues, Sep 16, 2008
4 - 5:30 p.m.

**Jefferson School
District Office**

Rigby

Learn About --

- **Getting Started**

Mapping your route, Risk tolerance, & Taxes

- **Investment Vehicles**

401(k), 457, 403(b), Roth IRAs, Differences, Choices within each

- **Financial Basics**

Strategies, Fees, Investment Styles, Historical returns

- **Asset Allocation**

Removing the mystery, Getting it right for you, Hands on

Packaging Your Product

- Your invitations have to grab their attention
- They should be concise
- They need to be pertinent

Utah's Seminar Flyer

2008 Schedule

Personal Planning Seminars

Seminars begin at 9:00 a.m. and end at 1:00 p.m.

Ogden Friday, April 25
Salt Lake City — Central Friday, June 13
Provo Friday, October 3

Pre-Retirement Seminars

Seminars begin at 9:00 a.m. and end at 4:00 p.m.

Salt Lake City — Central Friday, April 11
Provo Friday, April 18
Salt Lake City — Central Friday, May 30
West Valley City Friday, June 20
Farmington Friday, June 27
Price Friday, July 11
Cedar City Tuesday, July 22
Farmington Friday, August 1
Salt Lake City — Central Friday, August 8
Ogden Friday, September 12
Salt Lake City — North Friday, September 19

Seminar Locations

Cedar City

Southern Utah University
Sharwan Smith Center
602 W. 100 S.
Starlight Room

Farmington

Davis School District Offices
70 E. 100 N.
Kendell Building
2nd Floor

Ogden

Weber County Building
2380 Washington Blvd.
Commission Chambers

Price

College of Eastern Utah
300 E. 500 N.
Jennifer Leavitt Building
Alumni Room

Provo

Provo City Offices
351 West Center
City Council Room



Salt Lake City — Central

Salt Lake County
Government Center
2001 S. State
Commission Chambers
Room N1100

Salt Lake City — North

State Office Building
(Behind the Capitol)
Auditorium, First Floor

West Valley City

Utah Cultural Celebration Center
1355 W. 3100 S.
Studio A&B



Utah Retirement Systems

560 East 200 South • Salt Lake City, UT 84102
Phone (801) 366-7750 or (800) 753-7750 • Fax (801) 366-7769

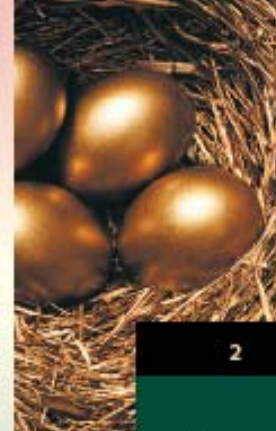
www.urs.org

2 0 0 8

*Something
for
Everyone!*

*Putting You
in Control of Your
Financial Future:*

**Personal
Planning Seminars
Pre-Retirement
Seminars**



Something for Everyone!

YOU CHOOSE EITHER

Personal Planning Seminars



These seminars are for members at the **beginning or middle of their careers**. The sooner you take advantage of these programs, the greater your financial security can be. The Personal Planning Seminar is a half-day seminar starting at 9:00 a.m. and ending at 1:00 p.m. The following topics will be addressed:

- ☒ **Retirement Income/Pension** — Learn how to calculate and maximize your pension benefit.
- ☒ **401(k)/457 Plans and IRAs** — We'll discuss asset allocation, performance, and contributions to tax deferred plans. Which is the best plan for your stage in life?
- ☒ **College Savings** — Learn about the tax advantages of saving early for a child or grandchild's college education through a 529 College Savings Plan.
- ☒ **Legal & Estate Planning** — The significance of wills and trusts will be discussed. Learn the importance of keeping your beneficiaries updated.

These seminars are general in nature. For any specific questions you have regarding your account, contact our office or visit us on the web. WWW.URS.ORG

OR

Pre-Retirement Seminars



If you are **within five years of retirement** this seminar is for you.

The Pre-Retirement Seminar is an all-day seminar starting at 9:00 a.m. and ending at 4:00 p.m. This seminar will address the following topics:

- ☒ **Retirement Income/Pension** — Learn how your pension benefit is calculated, what options are available, and how inflation will impact you.
- ☒ **401(k)/457 Plans and IRAs** — Will you receive a lump-sum payout from your employer at retirement? Don't lose it all to taxes. We will also discuss asset allocation, performance, and withdrawal options.
- ☒ **Social Security/Medicare** — Learn about the many types of Social Security benefits. Discover how Medicare and Medicare Supplements work to provide you with health care in your retirement years.
- ☒ **Legal & Estate Planning** — The significance of wills and trusts will be discussed. Know the importance of living wills and personal property letters.

Call Today and Reserve Your Spot

1 Decide which one to attend. Remember, the **Personal Planning Seminars** are for members who are **at the beginning or middle of their careers**, while the **Pre-Retirement Seminars** are geared toward those employees who are **within five years of retirement**.

2 Choose a location. Members of the Utah Retirement Systems and their spouses are invited to attend any of the seminars available.

When you call be sure to include the following information:

- Name
- Social Security Number
- Work Phone Number
- Name of Employer
- Date of Seminar
- If Your Spouse is Attending

3 Call to reserve your spot. RSVP by calling URS at (801) 366-7750 or (800) 753-7750. You can also fax your registration to (801) 366-7769.

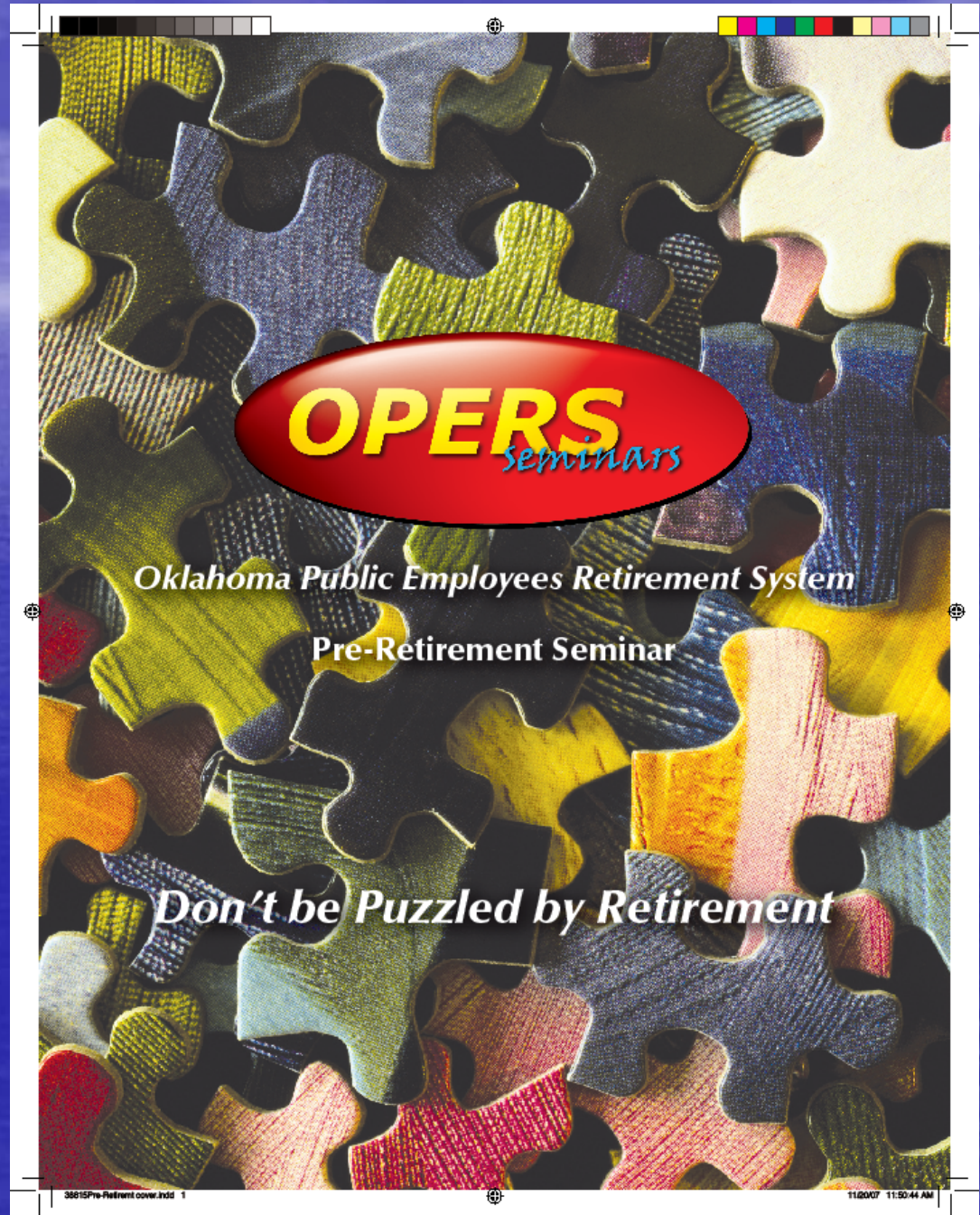
4 Receive letter of confirmation. Confirmation of your registration will be mailed within 2-3 days after receipt of your registration. An additional reminder will be sent approximately 10 days before your seminar. If you cannot attend, please call to cancel your reservation.



Register Early

Seminars fill up quickly. RSVP at (801) 366-7750 or (800) 753-7750.

Oklahoma's Seminar Cover





The Retirement Boom: Good News and Bad News for Boomers Nearing Retirement Age

The Baby Boom

Millions of these ...



... are becoming millions of these



Content has to be worth their time

- It's best if it pertains to them now.
 - Later in your career...



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Video Clips

The video clips that were shared during this presentation in San Francisco are not included here for copyright and technical reasons. If you are interested in obtaining them, please contact Suzanne Anderson at sanderson@dtfa.org

A blue-tinted photograph of the Golden Gate Bridge in San Francisco, viewed from a low angle looking up at the bridge's structure and cables.

Retirement Seminar Marketing Strategies and Themes – Making Your Seminars a Memorable Event

NPEA's Professional Development Committee

October 25, 2008

San Francisco, CA

