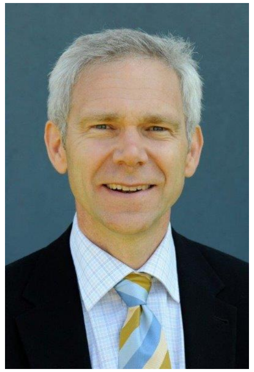
Fi360

A Broadridge® Company

CEFEX
CENTRE FOR FIDUCIARY EXCELLENCE

Fi360
A Broadridge Company

CEFEX Virtual General Meeting 2020
Welcome!
May 18 and 19, 2020



Carlos Panksep
VP, CEFEX
Carlos.Panksep@fi360.com
416-693-9733

Today's Objectives

Update on CEFEX

Sample the topics which are relevant to CEFEX certified firms

Generate questions

Offer suggestions on how to best serve end investors:

- Individuals
- Retirement plans and participants
- Non-profits: foundations, endowments and donors
- Governments and taxpayers
- Tribal Nations and beneficiaries

<u>Prudent Advice Is Essential In Uncertain Times</u>

CEFEX Services

Certification

Remote annual assessments to demonstrate adherence to a Standard of Practice

ISO-like process

Fiduciary Assessments

One-time assessments to help advisors prospect new clients

Identify opportunities for improvement at Steward

Fiduciary Training for Nonprofit Leaders

4 hour program to help advisors build relationships and stimulate fiduciary assessments

The Active Analyst Team


Roger Levy


Mark Mensack


Allan Henriques


David Vriesenga


Larry Crocker


Rob Coopman


Donny Denton


Kim St. Pierre


Scott Reed


Matt Boyle


Kate McBride


Ken Mathis


Richard Carpenter


Aaron Drew

Our Passion

Increase awareness of excellence and relevance of <u>verified</u> excellence in practices.

Our industry needs more excellence!

Lawsuits continue

Steward assessments reveal opportunities

2020 Stats

Now in 11 countries!

Investment Advisor/Manager	140
Investment Steward	27
Investment Support Services	12
ASPPA Recordkeeping	16
ASPPA Administration	51
TOTAL	246

As of January 1, 2020

A Few Updates

Corporate Change

Integration with Fi360 and Broadridge

Continued tracking of regulatory updates

DOL Fiduciary Rule to Reg BI

Increased attention to cybersecurity issues

New Investment Manager Electronic Assessment Form

CEFEX® CENTRE FOR FIDUCIARY EXCELLENCE | Fi360 A Broadridge® Company

Agenda

Monday, May 18, 2020

Time	Topic	Speaker
11:00 AM	Introduction	Carlos Panksep, VP CEFEX
11:15 AM	Marketing Update	Leslie Padilla, Director Public Relations, CEFEX
11:35 AM	Fiduciary Training for Nonprofit Leaders	Allan Henriques and Kate McBride, CEFEX Analysts
11:55 AM	Certifying the Advisor's Plan Sponsor Clients	Derek Fiorenza, COO/CIO Summit Group Retirement Planners, Inc.
12:15 PM	Adjourn	

CEFEX® CENTRE FOR FIDUCIARY EXCELLENCE | Fi360 A Broadridge® Company

CEFEX® 10 YEARS CERTIFIED

CERTIFICATE OF REGISTRATION

ISSUED TO:

The Colony Group, LLC

7100 Forest Avenue, Suite 301
Richmond, VA, 23226
United States of America

WHICH HAS DEMONSTRATED ITS CONFORMITY TO ALL PRACTICES FOR:

INVESTMENT ADVISOR CERTIFICATION

FOR THE FOLLOWING PROGRAM: **Institutional clients**

DATE OF CURRENT REGISTRATION: 2020.04.18

DATE OF INITIAL REGISTRATION: 2010.03.18

CEFEX FILE: CFX10113

CENTRE FOR FIDUCIARY EXCELLENCE

On behalf of the CEFEX Registration Committee

David Vriesenga
Chief Registration Officer

Registered by CEFEX, Centre for Fiduciary Excellence LLC, Pittsburgh, PA, United States of America
This certificate has been awarded following the successful completion of an assessment to the standard shown above. It does not address all of the products/services provided by the firm. The terms and conditions governing the issuance of this certificate are contained in the Agreement between CEFEX and the firm. This certificate is the property of CEFEX, is valid for 1 year from the Date of Current Registration shown above, and can be renewed annually.

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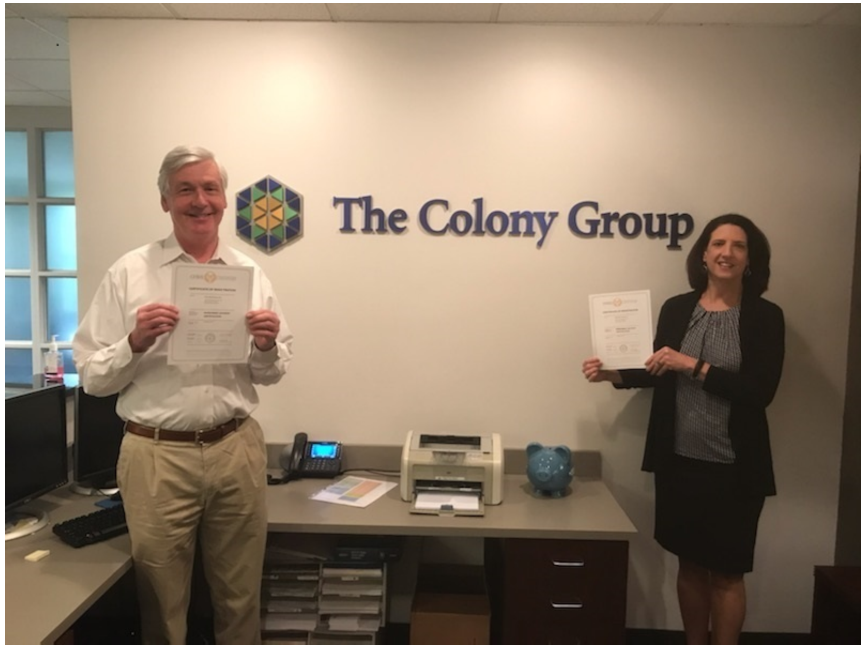
The Colony Group

www.thecolonygroup.com



J. Timothy Lester, AIF®, CAIA®
Director, Institutional Advisory Practice

Lisa C. Longest, AIF®
Senior Investment Advisor

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CEFEX 10 YEARS CERTIFIED

CERTIFICATE OF REGISTRATION

ISSUED TO:

Create Foundation, Inc.

213 Main Street
Tupelo, MS, 38804
United States of America

WHICH HAS DEMONSTRATED ITS CONFORMITY TO ALL PRACTICES FOR:

INVESTMENT STEWARD CERTIFICATION

FOR THE FOLLOWING PROGRAM:

CREATE Foundation general investment account

DATE OF CURRENT REGISTRATION: 2020.04.12

DATE OF INITIAL REGISTRATION: 2010.04.12

CEFEX FILE: CFX10112

On behalf of the CEFEX Registration Committee

David Vriesenga
Chief Registration Officer

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Congratulations!

CREATE NORTHEAST MISSISSIPPI'S COMMUNITY FOUNDATION

www.createfoundation.com

Advisor:

HARDYREED

www.hardyreed.com

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CEFEX® 10 YEARS CERTIFIED

CERTIFICATE OF REGISTRATION

ISSUED TO:

iCapital, LLC

62 Plympton Street
Boston, MA, 02118
United States of America

WHICH HAS DEMONSTRATED ITS CONFORMITY TO ALL PRACTICES FOR:

INVESTMENT ADVISOR CERTIFICATION

FOR THE FOLLOWING PROGRAM:

Participant directed retirement plans - ERISA 3(38) and 3(21) Elite Choice™ Services and Elite Wealth Management discretionary and non-discretionary asset management services

DATE OF CURRENT REGISTRATION: 2020.10.02

DATE OF INITIAL REGISTRATION: 2010.10.02

CEFEX FILE: CFX10121

CENTRE FOR FIDUCIARY EXCELLENCE

On behalf of the CEFEX Registration Committee

David Vriesenga
Chief Registration Officer

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Congratulations!

iCapital

www.icapllc.us

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CEFEX® 10 YEARS CERTIFIED

CERTIFICATE OF REGISTRATION

ISSUED TO:

Pension Solutions, Inc.

9116 North Kelley Avenue
Oklahoma City, OK, 73131
United States of America

WHICH HAS DEMONSTRATED ITS CONFORMITY TO ALL PRACTICES FOR:

ASPPA ADMINISTRATION SERVICES CERTIFICATION

FOR THE FOLLOWING PROGRAM:

Third Party Administration Services

DATE OF CURRENT REGISTRATION: *2020.06.04*

DATE OF INITIAL REGISTRATION: *2010.03.04*

CEFEX FILE: *CFX10106*

SERVICE PROVIDER EXCELLENCE ASPPA

On behalf of the CEFEX Registration Committee

David Vriesenga
Chief Registration Officer

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Congratulations!

Pension Solutions

www.pension-solutions.net

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CEFEX® 10 YEARS CERTIFIED

CERTIFICATE OF REGISTRATION

ISSUED TO:

Halbert Hargrove Global Advisors, LLC.

111 W. Ocean Boulevard
23rd Floor,
Long Beach, CA, 90802
United States of America

WHICH HAS DEMONSTRATED ITS CONFORMITY TO ALL PRACTICES FOR:

INVESTMENT ADVISOR CERTIFICATION

FOR THE FOLLOWING PROGRAM:

Fiduciary investment advisory services for high net worth individuals, foundations, endowments, and ERISA DC and DB plans under ERISA 3(38)

DATE OF CURRENT REGISTRATION: 2020.12.13

DATE OF INITIAL REGISTRATION: 2010.12.13

CEFEX FILE: CFX10125

CENTRE FOR FIDUCIARY EXCELLENCE

On behalf of the CEFEX Registration Committee

David Vriesenga
Chief Registration Officer

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Congratulations!

HALBERT HARGROVE

www.halberthargrove.com

“In the long run, excellence invariably wins”

CEFEX® CENTRE FOR FIDUCIARY EXCELLENCE | Fi360 A Broadridge® Company

Congratulations!

CEFEX® 10 YEARS CERTIFIED

CERTIFICATE OF REGISTRATION

ISSUED TO:

Whitney Benefits

145 N. Connor Street
P.O. Box 5085
Sheridan, WY, 82801
United States of America

WHICH HAS DEMONSTRATED ITS CONFORMITY TO ALL PRACTICES FOR:

INVESTMENT STEWARD CERTIFICATION

FOR THE FOLLOWING PROGRAM:

Whitney Benefits private foundation investment fiduciary activities

DATE OF CURRENT REGISTRATION: 2020.10.22

DATE OF INITIAL REGISTRATION: 2010.10.22

CEFEX FILE: CFX10129

CENTRE FOR FIDUCIARY EXCELLENCE

On behalf of the CEFEX Registration Committee

David Vriesenga
Chief Registration Officer

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www.whitneybenefits.org

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CEFEX MARKETING UPDATE

Registration and Assessment Pages

To access the General Information Pages for your firm, please **click here** .

Marketing Material

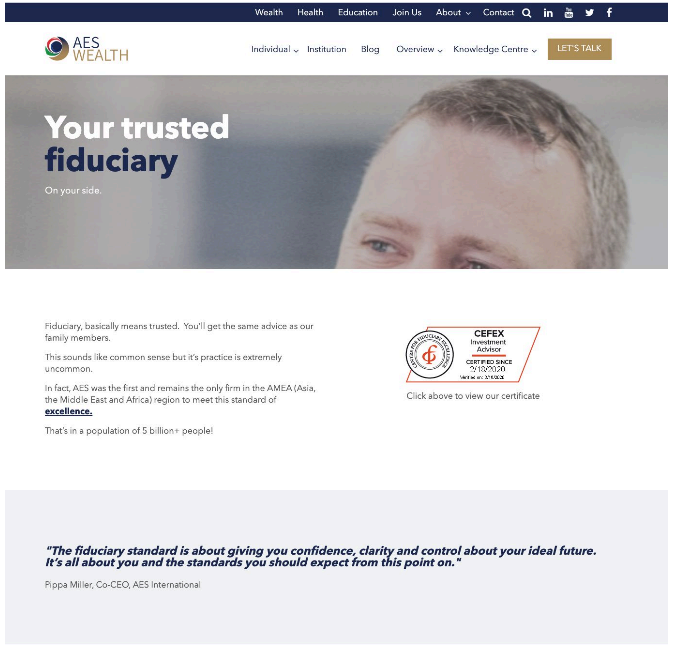
We applaud your organization's demonstrated adherence to high standards and welcome you to the eli commitment to excellence makes your organization unique and should be shared with your stakeholde Below you will find marketing materials to help your organization promote your CEFEX certification. To content into four tabs.

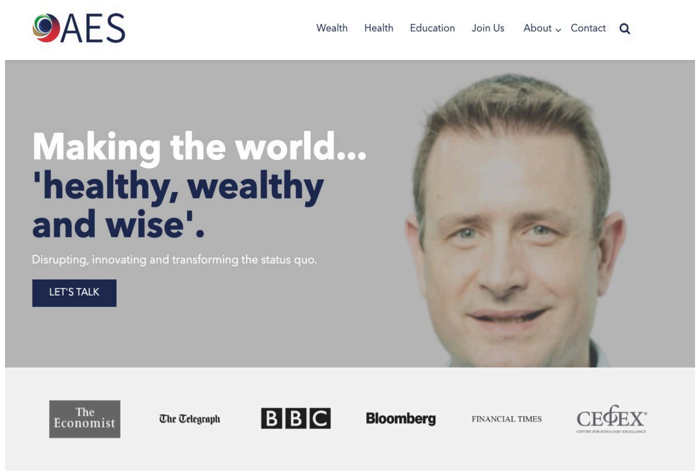
Branding includes: CEFEX logos, certified Mark, and guidelines for use
Accomplishment includes: Specific content and image for your firm
Announcement includes: Marketing templates to publicize your CEFEX certification
Ongoing includes: Marketing materials to promote and support your CEFEX certification

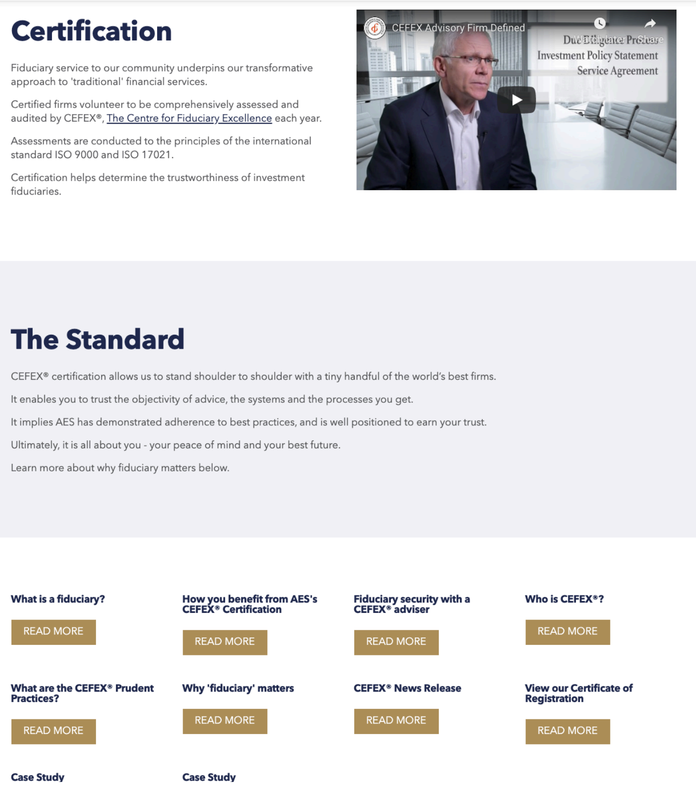
Branding | Accomplishment | Announcement | Ongoing

- CEFEX ASPPA Mark
- CEFEX ASPPA Mark EPS Format (for high resolution printing
- CEFEX ASPPA Mark PNG Format
- CEFEX Brand Guidelines
- CEFEX Logo - Medium Size
- CEFEX Logo - Medium Size .EPS format (for high resolution print material)
- CEFEX Mark - Restricted to certified firms
- CEFEX Mark EPS Format for high resolution printing
- CEFEX Mark PNG Format

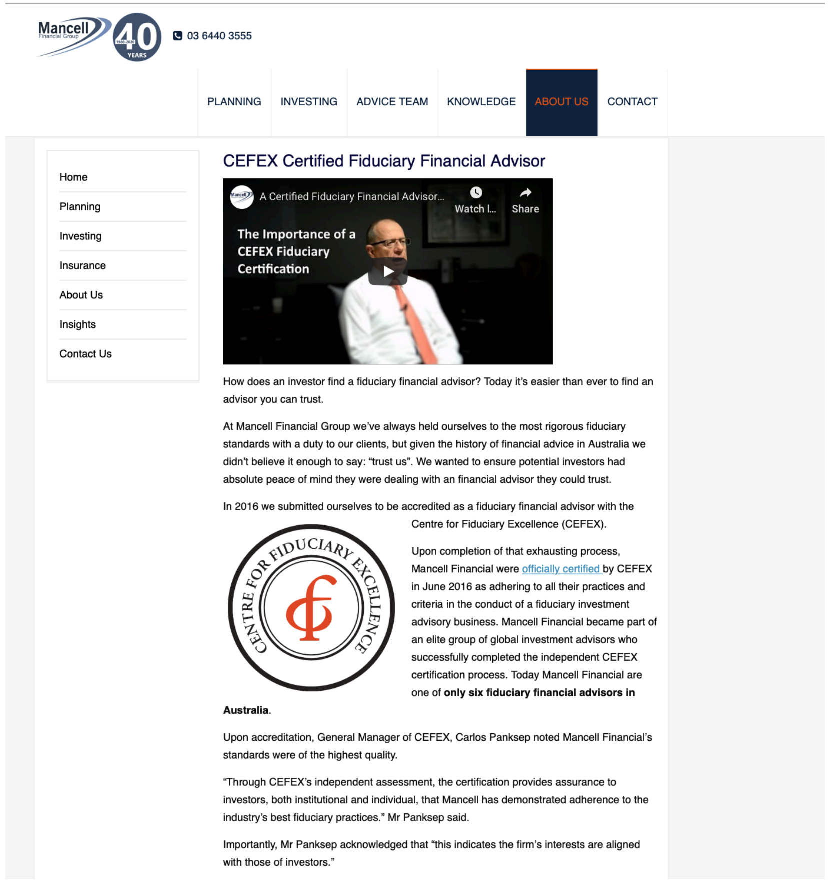
NEW CLIENT CERTIFICATION – WEB BRANDING







CEFEX VIDEOS



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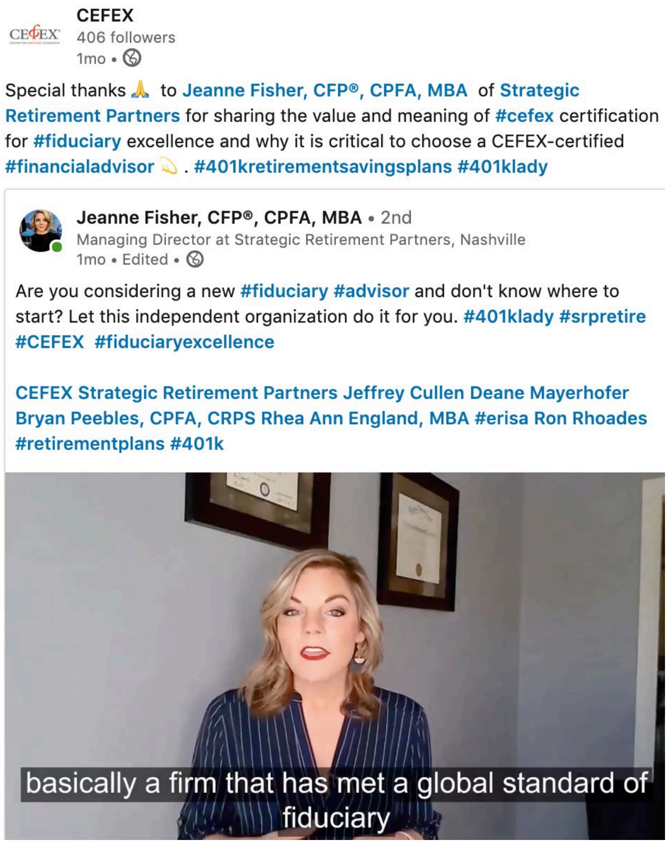
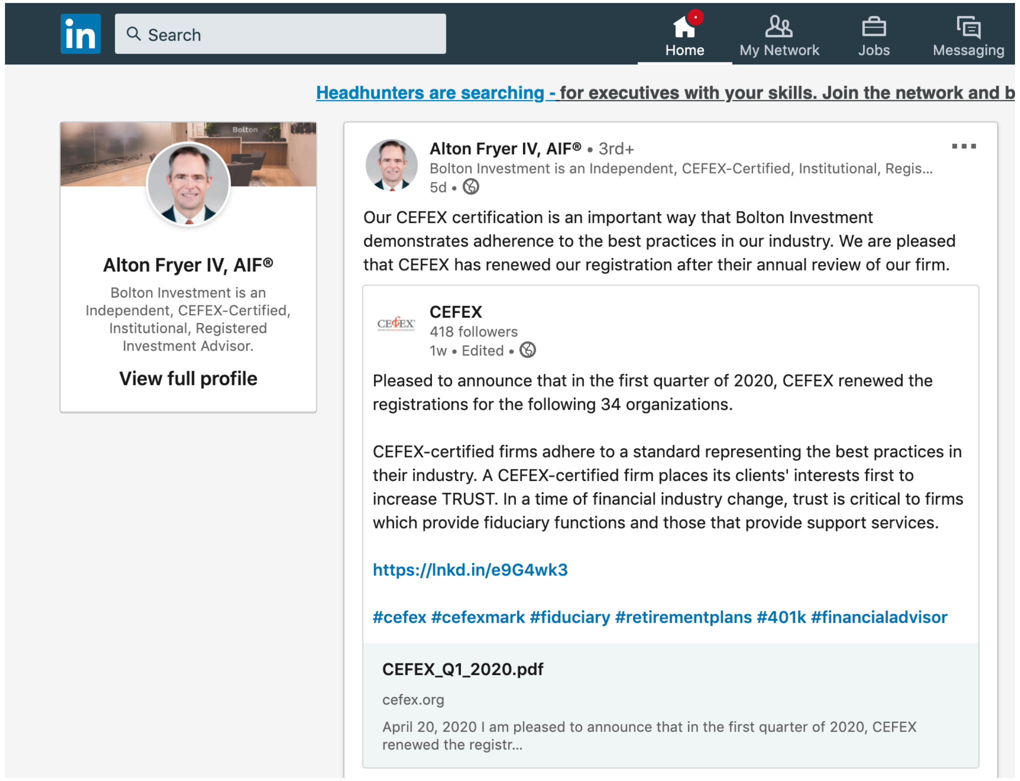
CLIENT SOCIAL MEDIA POSTS
Like, Comment and Share CEFEX Posts





BLOG POSTS

RECORDKEEPING AND ADMINISTRATION SERVICES
BLOG ARTICLE FOR CLIENTS, PROSPECTS AND STAKEHOLDER AUDIENCES

Overview

A blog is an online article. It is typically posted on your website and describes your accomplishments, thoughts and ideas. It is a helpful way to stay in front of clients, prospects and stakeholders. By having a blog and writing about important topics (such as your CEFEX certification) it can establish you as an authority in your marketplace. It also has the ability to enhance your professional reputation.

Below we have created a suggested blog template for your firm to utilize that describes your CEFEX certification process and demonstrates why your firm believes in upholding a standard of excellence.

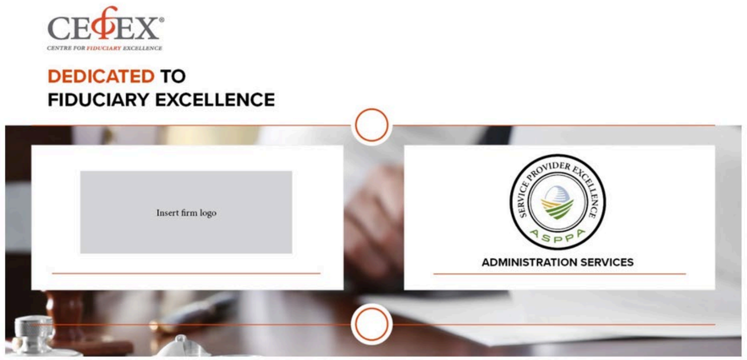
Directions

Step 1: Read and update the enclosed blog article with your firm name, registration type, quotes and appropriate information.
Step 2: If appropriate, submit to your compliance department.
Step 3: After the article is in good order, post on your website and your LinkedIn profile.

For social media support, see the provided CEFEX Social Media Announcement to help you promote your accomplishment with your clients, prospects and stakeholders on LinkedIn and Twitter.

Image Tip

CEFEX has created a custom image to help you promote your accomplishment. Go to myCEFEX and download the provided CEFEX image. The image will include your logo and earned CEFEX Mark. Save it as a .jpeg file. Post the image with your article on your website and on your LinkedIn profile. Below is a sample of the image.



PRESS RELEASES CREATE LOCAL PRESS

CEFEX certified organization celebrates National Fiduciary Day with distribution of media announcement and local press coverage

WHITNEY BENEFITS CELEBRATES NATIONAL FIDUCIARY DAY

Sheridan, Wyoming – In celebration of National Fiduciary Day, held on February 25th, Whitney Benefits would like to remind the community of the importance of fiduciary excellence. Investment fiduciaries are in a unique position to responsibly manage assets of others and thus must adhere to the highest standard of conduct. In order to ensure that Whitney Benefits acts as a reliable and competent steward of our assets, the Foundation undergoes regular assessment by third-party reviewers at the Center for Fiduciary Excellence (CEFEX). Whitney Benefits has been certified by CEFEX since 2010 with most recent recertification in the Fall of 2019. The interest-free student loan program at Whitney Benefits remains possible through this fiduciary excellence.

As an organization that is CEFEX certified, Whitney Benefits works with local investment advisors to ensure funds are handled appropriately. This allows for the foundation to grow and best serve community interest now and for years to come. Whitney Benefits is proud to stand with the Sheridan College Foundation and the Gillette College Foundation as the only three Foundations in the state of Wyoming with CEFEX certification. In the words of Whitney Benefits Board President Roy Garber, “CEFEX certification provides assurance to the community that Whitney Benefits is held accountable to best practices and can continue to fulfill our foundations’ mission for years to come.”

Additional information about Whitney Benefits can be found at www.whitneybenefits.org.

About CEFEX:
CEFEX, Centre for Fiduciary Excellence, LLC, a Fi360 company, is an independent certification organization. CEFEX works closely with industry experts to provide comprehensive assessment programs to improve the fiduciary practices of investment stewards, advisors, recordkeepers, administrators, and managers. Connect to CEFEX at www.cefex.org.

THE SHERIDAN Press

Whitney Benefits celebrates National Fiduciary Day

Home | News | Local News | Whitney Benefits celebrates National Fiduciary Day

‹ Previous Next ›

Courtesy graphic | Metro Creative Connection

SHERIDAN — In celebration of National Fiduciary Day on Feb. 25, Whitney Benefits staff and board members would like to remind the community of the importance of fiduciary excellence.

Investment fiduciaries are in a unique position to responsibly manage assets of others and thus must adhere to the highest standard of conduct.

To ensure Whitney Benefits acts as a reliable and competent steward of assets, the foundation undergoes regular assessment by third-party reviewers at the Center for Fiduciary Excellence.

CLIENT MEDIA COVERAGE
Leverage Timely News Angles

PRODUCTS | April 13, 2020

Two West Advisors Launches Virtual Consultation Service

Participants receiving an email from plan sponsors can schedule virtual meetings with a Two West financial expert to address retirement plan account questions as well as broader personal financial issues.

Reported by PLANSPONSOR STAFF

In response to the COVID-19 pandemic, Two West Advisors, an independent CEFEX-certified fiduciary adviser, has launched a virtual, private consultation service for the 30,000 retirement plan participants it serves who may have been financially impacted by the coronavirus.

The by-appointment-only service launched March 20 through a broad email outreach to employers sponsoring the retirement plans Two West services. Participants receiving the email from their sponsors can schedule 20-minute virtual meetings in one click with a Two West financial expert qualified to address individuals' retirement plan account questions as well as broader personal financial issues.

Two West President Ryan Rink says, "We've reconfigured our workforce and calendars have been cleared so that everyone's available to support this service. We don't know how long the situation will last, but people are going to need information to make good decisions about their money."

Two West Chief Executive Officer Marko Ungashick says the service is holistic, built on technology that enables individual participants to incorporate all their finances outside of their retirement plan accounts into the discussions.

"The meetings are set appointments so our financial experts can review each individual participant's information in advance and be prepared to have an informed conversation," Rink says. "We want to make sure the participants and [the financial experts] understand how their other accounts are doing to ensure they're moving in concert with one another. And for those folks who need help with even the most basic of issues, like accessing their accounts, we'll help them with that, too."

The service will be available for the foreseeable future, regardless of the impact on Two West. "As long as we have restrictions on travel and can't get to see our participants face-to-face, I don't see why we wouldn't continue making this service available. It's a volatile time and as long as there's a demand for it from our customers, we'll make it work," Rink says.

Tags coronavirus, retirement plan advisers, retirement plan participant advice

Reported by PLANSPONSOR Staff

Reprints Please contact the PLANSPONSOR Reprint Manager, Michelle Judkins.

NEWS › BUSINESS

Paskenta Nomlaki receives fiscal certification

By RED BLUFF DAILY NEWS |
PUBLISHED: November 11, 2019 at 2:45 p.m. | UPDATED: November 11, 2019 at 2:46 p.m.

On the 25th Anniversary of achieving status as a sovereign nation, the Paskenta Band of Nomlaki Indians was recognized as the first tribal government in California to receive certification from CEFEX, The Centre for Fiduciary Excellence, for investment fiduciary practices that adhere to a global standard of excellence for Investment Stewards.

The event took place Nov. 2 at Carlino's Event Center at Rolling Hills Casino where Blaine Aikin, executive chairman, awarded the tribe with a plaque of recognition. The certification represented a dramatic five-year turnaround to re-establish best fiduciary and investment practices after former predatory leadership misused the tribe to run a fraudulent scheme to extort millions of dollars.

"The tribe has worked hard, for the last five years, to build a transparent, democratic and representative tribal government that works for the benefit of all members," said Tribal Chairman Andrew Alejandre. "Sending these former officials to jail for their corruption significantly assists in that process."

INDEPENDENT ASSESSMENT REPORT – IAR
Available on CEFEX Certificate at CEFEX.org

THE NEW **INDEPENDENT ASSESSMENT REPORT**

IS THE FIRST PUBLICLY ACCESSIBLE REPORT OF ITS KIND

Home | Investment Steward | Investment Advisor | Investment Managers | Recordkeepers & TPAs | Registrations | myCEFEX

CEFEX® CENTRE FOR FIDUCIARY EXCELLENCE

Home | Registration Types | Process | Expertise | Registrations | Resources

REGISTRATION

Company: The Colony Group, LLC	Registration No: CFX10113
Address: 7100 Forest Avenue, Suite 301, Richmond, VA, 23226, United States	CENTRE FOR FIDUCIARY EXCELLENCE Investment Advisor Certification Since 3/18/2010 Validated: 4/30/2020 View Certificate
Web Site: http://www.thecolonygroup.com	
Registration Type: Investment Advisor Certification	
Program: Institutional clients.	
Current Registration Date: 04/18/2020	Initial Registration Date: 03/18/2010

Independent Assessment Reports. **Click to download and save to your fiduciary file.**

- Independent Assessment Report 2020-04-18

Registered Sites:

7100 Forest Avenue, Suite 301, Richmond, VA, 23226, United States

LPL COMPLIANCE APPROVAL

News Release; Email Announcement; What is a Fiduciary Brochure; Animated Video; Blog Template; Social Media Templates; IAR Brochures; More to come...

CEFEX CENTRE FOR FIDUCIARY EXCELLENCE

Home | Registration Types | Process | Expertise | Registrations | Resources

VIDEOS

2019.06.13	**Why Work With a CEFEX Advisor?** This animated video is intended for the clients of CEFEX-certified advisors. It describes the benefits of using a CEFEX-certified advisor. Client types are individual investors, foundations and retirement plans. Length: 2 minutes. LPL Tracking #1-770782 The attached has been given an 'Approved As Is' status by Marketing Regulatory Review. For advisors who want to use and/or customize preapproved materials, they must first review the Communications with the Public chapter of the Advisor Compliance Manual. Specifically the sections on Commonly Used Disclosures and Pre-Approved Communications. There, they will find instructions on how to use the correct Broker-Dealer disclosure, use preapproved materials, and how to meet their Books and Records requirements. Click to watch video Video location: www.youtube.com/embed/k0xtbYLQt24

MARKETING MATERIAL

2019.06.13	**Brochure - What is a Fiduciary** This one page brochure provides a basic explanation of what it means to act in a fiduciary role. LPL Approved. View Link location: http://www.cefex.org/downloads/marketing/What_is_a_Fiduciary_LPL_Approval_with_Instructions.pdf
2019.06.13	**Blog Article Template** This article can be used in a blog or similar media post. It has LPL approval. View Link location: http://www.cefex.org/downloads/marketing/Client_Blog_Article_Template_Investment_Advisor_Plan_Advisor_Compliance.docx
2019.06.13	**Email Announcement** This email template can be used in a newsletter to prospects. It has LPL approval. View Link location: http://www.cefex.org/downloads/marketing/Client_Email_Announcement_Template_Investment_Advisor_Compliance.docx
2019.06.13	**Social Media Announcement** This content can be used in Twitter, LinkedIn or other social media posts. It has LPL approval. View Link location: http://www.cefex.org/downloads/marketing/Client_Social_Media_Announcement_Template_Investment_Advisor_Compliance.docx

PRESS

VARIOUS

2019.08.01	**IAR Brochure for Plan Sponsors** This 8 page brochure, intended for plan sponsors, describes the relevance of CEFEX certification and the new Independent Assessment Report. This brochure explains why a plan sponsor should work with a CEFEX advisor. It is LPL approved. View Link location: http://www.cefex.org/downloads/marketing/CEFEX_Advisor_IAR_8pg_LPL.pdf
2019.08.01	**IAR Brochure for Advisors** This 2 page brochure describes the new Independent Assessment Report from CEFEX. It is LPL approved. View Link location: http://www.cefex.org/downloads/marketing/CEFEX_IAR_Overview_2pg_LPL.pdf

LPL Financial

(703)570-4188

LPL Financial
Christopher Rainer
Certified Plan Fiduciary Advisor
Accredited Investment Fiduciary
CEFEX achieved in combination with LPL Financial, LLC.

Home | CEFEX | About Us | Account Access | Contact

CEFEX

What it Means

Adherence to a Standard
CEFEX-certified firms adhere to a standard representing the best practices in their industry. The standards include specific criteria which have been substantiated by regulation or written in consultation with leading firms.

A successfully completed standards-based assessment results in certification. This is written assurance that the firm meets the requirements of the standard.

Verified by Annual Audits
CEFEX certified firms voluntarily undertake annual audits by independent expert analysts. This continually verifies their adherence to the applicable standard and is supplemental to oversight performed by regulators, or financial auditors.

Why it Matters

Benefits
A CEFEX-certified firm places its clients' interests first. Through structured processes, the firm will realize cost savings through improved quality, enhanced client satisfaction and increased market share. From a financial perspective, end clients will realize investment objectives sooner and achieve a better alignment of investment services to expenses.

CEFEX certification increases TRUST. In a time of financial industry change, trust is critical to firms which provide fiduciary functions and those that provide support services. Investors and Stewards of retirement plans, endowments and foundations are continually looking for proof of integrity.

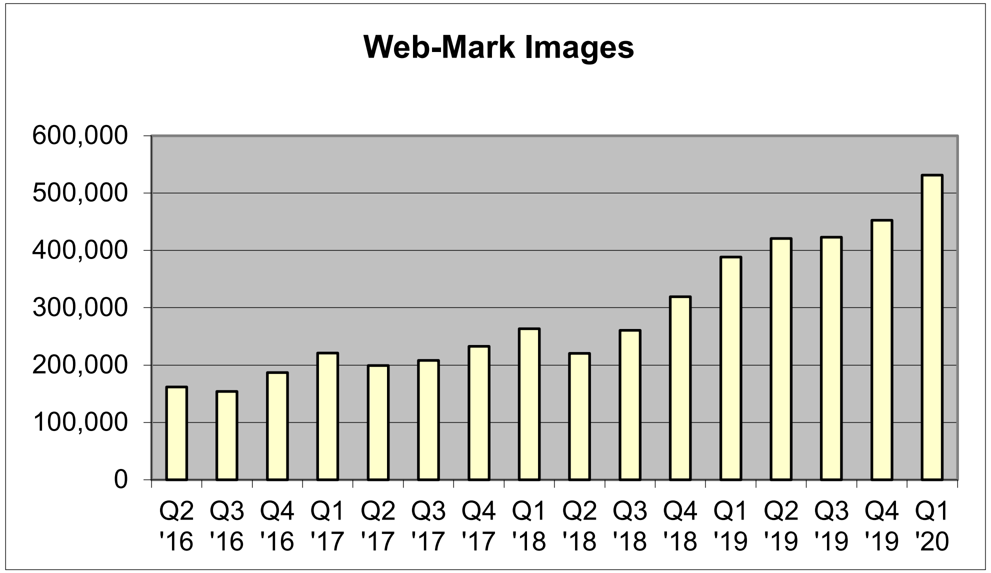
Professionalism
Annual audits maximize professionalism within the firm because management is required to keep up-to-date with best practices.
The CEFEX audit fosters a culture of continuous improvement within the firm and increases transparency and accountability of the management team.

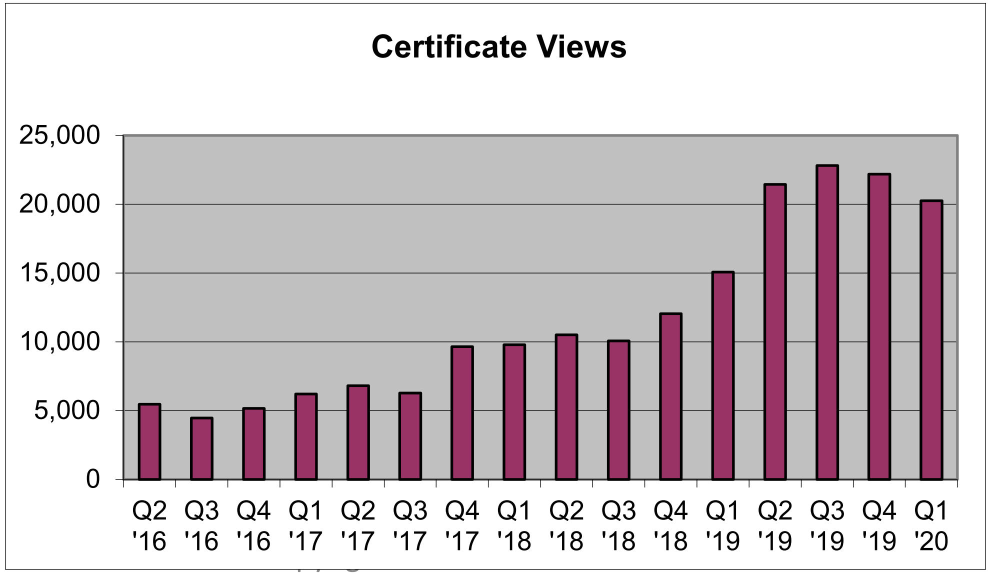
What Does it Mean For an Advisor to be CEFEX Certified?
LEARN MORE

Why Work with a CEFEX Advisor?
LEARN MORE

The Road to Fiduciary Security Begins with a CEFEX Certified Advisory Firm
LEARN MORE

DYNAMIC ONLINE MARKS & CERTIFICATES






CEFEX® CENTRE FOR FIDUCIARY EXCELLENCE

CERTIFICATE OF REGISTRATION

Issued to:

Whitney Benefits

145 N. Connor Street, P.O. Box 5085, Sheridan, WY, 82801, United States

which has demonstrated its conformity to all Practices for:

Investment Steward Certification

Click to view practices

for the following Program:

Whitney Benefits private foundation investment fiduciary activities

Date of Current Registration: 2019.10.22
Date of Initial Registration: 2010.10.22
CEFEX file: CFX10129

On behalf of the CEFEX Registration Committee

David Vriesenga
Chief Rating Officer

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WAYS TO SHARE CEFEX NEWS

- Post on LinkedIn, Twitter, Facebook
- Media Announcements
- Speaking Engagements
- Submit Articles
- "Testimonials"
- Photos

ALLAN
HENRIQUES
fiduciary consultants

Fiduciary Training for Nonprofit Leaders (FTNL)

Monday, May 18, 2020

CEFEX Analysts and CEFEX Nonprofit Marketing Council Members

Allan Henriques and Kate McBride

CEFEX Nonprofit Marketing Council

Group of CEFEX Analysts volunteering to help Advance Awareness of CEFEX and Building a Culture of Fiduciary Excellence throughout Nonprofit Communities:

- Blaine Aikin, CEFEX, Pittsburgh
- David Bromelkamp, Allodium Investment Consultants, Minneapolis
- Allan Henriques, Fiduciary Consultants, San Jose
- Ken Mathis, Hardy Reed, Tupelo
- Kate McBride, Fiduciary Path, Rumson
- Charley Meyer, Plancorp, St. Louis
- Carlos Panksep, CEFEX, Toronto
- Scott Reed, Hardy Reed, Tupelo

Review and Update of Fiduciary Essentials Training:

- Reformat into four 1-hour FTNL sections, including an introductory and overview module that can stand-alone
- Emphasize legal and practical aspects relating to nonprofits, including more relevant examples and case studies
- “More visually appealing” with graphics, photos and videos
- Qualifications Standards: CEFEX Analyst, CEFEX Certified Firm, or AIFA® with CEFEX agreement

Allan Henriques Fiduciary Consultants Marketing Plan

Tools:

- Dedicated Website: www.allanhenriques.com
- 10-minute Webinar providing overview of Fiduciary Training for Nonprofit Leaders (also posted to Website)
- Blogs for Nonprofit Leaders highlighting:
    - Current fiduciary issues
    - Language of Nonprofit Fiduciaries©
    - I'm a Fiduciary – Now What?
    - Prudent Practices
- "2-pager" promoting Fiduciary Training for Nonprofit Leaders
- Strategic attendance and speaking at targeted nonprofit leader conferences

Business Model: Fiduciary Training and Consulting to Nonprofits Only *(no investment management)*

Fast Track to Fiduciary Excellence©

1. Fiduciary Training for Nonprofit Leaders
1. Fiduciary gap analysis – fiduciary assessment
1. Independent third-party verification and CEFEX certification

PRUDENT PRACTICES FOR INVESTMENT STEWARDS

Fiduciary practices for persons who have the legal responsibility for managing investment decisions, such as trustees and investment committee members.

Outcomes To Date:

- Participated in Kansas Association of Community Foundations 2019 Conference

    - Approximately 500 attendees from 36 states representing 183 community foundations
    - Met with execs and board members who were unfamiliar with CEFEX and were interested in attending Fiduciary Training for Nonprofit Leaders
    - Developing excellent working relationship with Executive Director and discussing potential 2020 "Pre-Conference Retreat" presenting Fiduciary Training for Nonprofit Leaders

- Built targeted 1400+ (and growing) nonprofit leaders email and contact list (with help from dedicated social media assistant); utilizing Outlook, Facebook, Instagram, blogs and direct contact

Outcomes To Date *(continued)*:

- Conducted January 2020 Fiduciary Training for Nonprofit Leaders for community foundation
  - 21 participants; all passed exam
  - Preliminary discussions regarding fiduciary gap analysis and CEFEX assessment, and additional fiduciary training for other nonprofits affiliated with the community foundation

- Confirming date for fiduciary training to County Auditor-Controller, county executive staff and members of county Investment and Retirement Plan Committees with $4.2 Billion investment assets (estimated 25-30 participants)

- Discussions with California League of Community Foundations

CEFEX Plan Certification:

The Future Awaits

SUMMIT GROUP RETIREMENT PLANNERS, INC.

Investment advice offered through Summit Group Retirement Planners, Inc. A registered Investment Advisor.

CEFEX is a separate entity from Summit Group Retirement Planners, Inc.

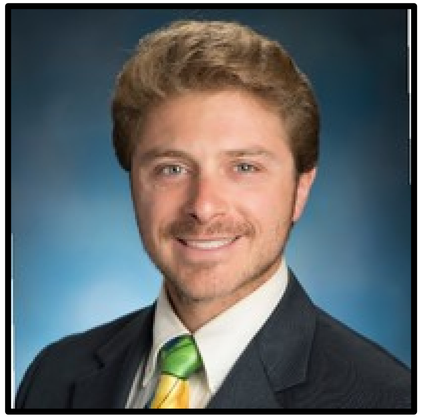
Agenda

- Background on Summit Group Retirement Planners, Inc.
- CEFEX Summary
- CEFEX Certification win-win-win (participants/plan sponsors/plan fiduciaries)
- CEFEX Certification Impact – Summit Group Retirement Planners, Inc.
- CEFEX Recognition – Summit Group Retirement Planners, Inc.
- CEFEX Benefits – Summit Group Retirement Planners, Inc.

Background on Summit Group Retirement Planners, Inc.

- **Summit Group Retirement Planners, Inc.** (SGRP) is a Registered Investment Advisory Firm (RIA) with the Securities Exchange Commission (SEC)

  - **SGRP** has been a CEFEX Certified firm since August of 2014
  - **SGRP** has been recognized as 1 of the Top 250 DC Retirement Firms by the National Association of Plan Advisors (NAPA) for 2017, 2018, and 2019
  - Anthony Fiorenza serves as the CEO and President
  - Derek Fiorenza is tasked with the duties of Chief Compliance Officer and COO
  - We believe every American deserves an opportunity to retire with dignity



CEFEX Summary

Now in 11 countries!

Investment Advisor/Manager	140
Investment Steward	27
Investment Support Services	12
ASPPA Recordkeeping	16
ASPPA Administration	51
TOTAL	246

A retirement plan with a reputation for fiduciary excellence creates a win-win-win situation!

Plan Participants Win

- **Increase job satisfaction** – A company's retirement plan is one of the top three drivers of job satisfaction (National Association of Retirement Plan Participants)
- **Improve investment performance** – Conflicted retirement investment advice reduces investment returns by 1% and costs savers $17 billion annually (Council of Economic Advisers, 2015)
- **Reduce stress** – Retirement readiness addresses the 10th most stressful life event (Holmes-Rahle Life Stress Inventory)

Plan Sponsors Win

- **Attract Talent** – As a top driver of job satisfaction, the company's retirement plan is a core part of a competitive benefits package
- **Reduce company costs** – Prudent fiduciary practices assure that plan service providers' costs are fair and reasonable; CEFEX certification can reduce the cost of fiduciary liability insurance
- **Reduce regulatory, litigation, and reputational risks and strengthen the company's reputation** – See *FIDUCIARY CONDUCT AND YOUR REPUTATION: What's Trust Worth As An Investment Steward?* A White Paper by Fi360 & CEFEX

Plan Fiduciaries Win

Enhance job performance

Five qualities leading to high job performance:*

1. Ability to master job requirements
2. Conscientiousness
3. Interpersonal skills
4. Adaptability
5. Integrity

**Source: Select International*

Help yourself by helping others

Five Intrinsic Benefits of Helping Others:**

1. Great for your heart's health
2. Less stress and tension
3. Emotional satisfaction
4. Provides a sense of purpose
5. Helping others leads to greater personal happiness

***Source: Goalcast (based upon academic evidence)*

CEFEX Certification PDF for Employees

OUR RETIREMENT PLAN IS CEFEX-CERTIFIED

CENTRE FOR FIDUCIARY EXCELLENCE

A MESSAGE TO EMPLOYEES

When it comes to your retirement plan, the CEFEX Certification Mark tells you that:

- your investment lineup has been prudently selected
- your plan is well-managed
- your money is earning a reasonable return
- your investment expenses are being controlled.

CEFEX conducts an annual review of your retirement plan. CEFEX certification

CEFEX Certification for Retirement Plans Impact

- We believe in the CEFEX Certification and place value in the process
  - Results are important, but we believe a thoughtful, prudent, and consistent process are just as important as the results
  - Pro-active approach to confronting various industry regulations imposed by Department of Labor, IRS, and ERISA
- Our clients believe in the CEFEX Certification process
  - They view the CEFEX Certification as a best practice from a fiduciary perspective in serving their employees
  - They also appreciate that the annual certification is an independent way to benchmark our services as advisors
- CEFEX Certification for Retirement Plans can be a Market differentiator
  - The retirement market is saturated with competing advisory firms
  - Becoming certified as a firm and having your plans become certified is a way to demonstrate your value

CEFEX Certification Recognition

- **CEFEX** Day recognizing clients
  - Advent
  - Keating
  - Korman
  - Soleo
  - Strata
  - Vietri
  - Heritage's
  - Delmont
  - Title
  - Capozzi
  - Choice Services
  - Summit Group Associates

CEFEX Certification Benefits

- Service Model
  - Payment
    - Company
    - Plan assets
      - *Advisor Revenue*
- Process
  - Current Plans best practice
  - New Plans incorporate
- Benefits to plan
  - Independent annual benchmark of all providers including advisor