



SIGNATURE • 2017 AWARDS

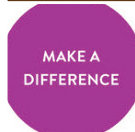
PLAN SPONSOR
COUNCIL OF AMERICA

WINNER

PSCA's Signature Awards recognizes excellence in retirement plan communications to both plan sponsors and plan participants. Effective education and communications are key in helping employees understand why saving is important, how much to save, and how to save. Campaigns that are creative and go beyond the basics of education are worthy of recognition, as the hard work of the benefits team is helping Americans become more financially secure.

Award-winning campaigns are those that engage employees and drive action, helping employees be better prepared for retirement. The winners in these pages are examples of what can work when the company values its retirement plan and its employees by striving to make the plan a best-in-class benefit for participants.

Congratulations to the 2017 winners! We commend them and all the entrants for their hard work helping their participants. This year the judges chose 36 winners in 12 categories.



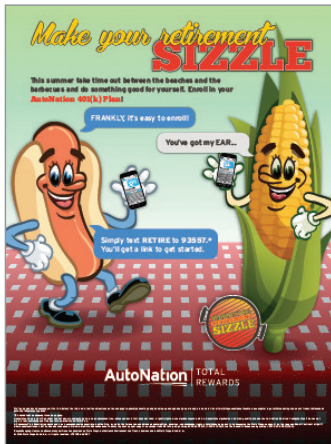
Digital Communications

Many plans today have moved away from print materials in order to lower costs and appeal to their workforce's preferred methods of communication. This category is for campaigns that are completely digital, with no print component. Entries may include media engagement and analytics, as well as the impact on retirement plan metrics. Examples of tools used in communications in this category are e-mail or web-based communications, games, apps, and tools.

1st Place

AutoNation, Inc.

with Wells Fargo Institutional Retirement and Trust



2nd Place

Nielsen Company

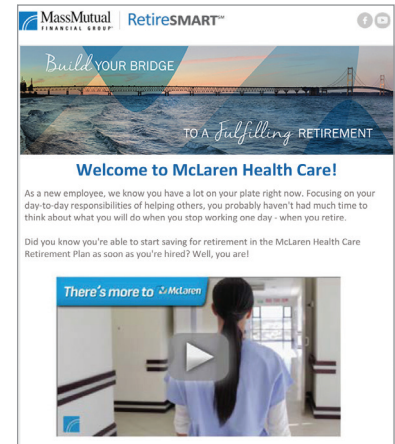
with Fidelity Investments



3rd Place

McLaren Health Care Corporation

with MassMutual Workplace Solutions



Events and Workshops

A lot of effort is required to schedule, promote, and implement successful benefits fairs, events, workshops, and employee meetings. Entries in this category include 401(k) Day events, Train-the-Trainer programs, marketing promotions, and other special events.

1st Place

Bosco's

with Wells Fargo Institutional Retirement and Trust



2nd Place

MGM Resorts International

with Prudential Retirement



3rd Place

Southern Illinois Healthcare

with Wells Fargo Institutional Retirement and Trust



Fiduciary and Plan Decision Resources

Today's retirement plan committees must consider and make decisions about a broad range of investment, plan design, and fiduciary issues. Entries in this category are communications designed to provide retirement plan committees with the information they need to act with care, skill, and prudence as they manage their retirement plans. Submissions are from both providers and plan sponsors and may include white papers, strategic research, executive and fiduciary guides, etc.

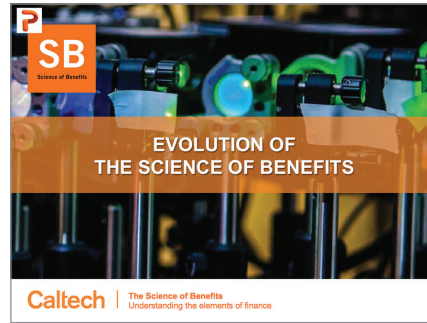
1st Place

BNY Mellon Investment Management
with Deardorff



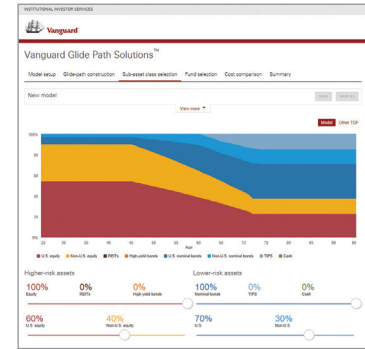
2nd Place

California Institute of Technology
with TIAA



3rd Place

Vanguard



Financial Wellness

Financial wellness programs consider all aspects of peoples' financial lives, not just investing in their retirement plans. These programs help employees deal with their everyday financial issues, including saving and debt. This category showcases complete education programs and campaigns offered by providers to a broad base of plan sponsors, or by specific plan sponsors to their participants. Campaigns may include those that provide solutions for the different needs of diverse employees groups, on-going targeted campaigns covering various participant behaviors, and other general financial education.

3rd Place (tie)

Griffith Foods Group Inc.
with Wells Fargo Institutional Retirement and Trust



1st Place

Movement Mortgage
with Financial Finesse



2nd Place

Bosco's
with Wells Fargo Institutional Retirement and Trust



3rd Place (tie)

State of New Jersey
with Prudential Retirement



Increasing Participation – Large Company

This category includes education campaigns and communications that help employees start to save, or to save more, for retirement in plans with more than 2,500 participants. Entries are complete campaigns or singular one-time communications efforts. Entries provided information on the improved participant rates, average saving rates, or increased savings rates after the campaign ended.

1st Place

Hennepin Healthcare System, Inc.

with Wells Fargo Institutional Retirement and Trust



2nd Place

Southern Illinois Healthcare

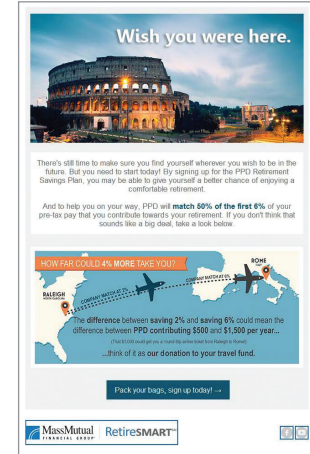
with Wells Fargo Institutional Retirement and Trust



3rd Place

PPD

with MassMutual Workplace Solutions



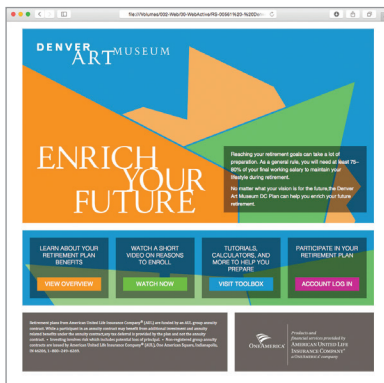
Increasing Participation – Small Company

This category includes education campaigns and communications that help employees start to save, or to save more, for retirement in plans with 2,500 or fewer participants. Entries are complete campaigns or singular one-time communications efforts. Entries provided information on the improved participant rates, average saving rates, or increased savings rates after the campaign ended.

1st Place

Denver Art Museum

with OneAmerica



2nd Place

Owens-Illinois, Inc.

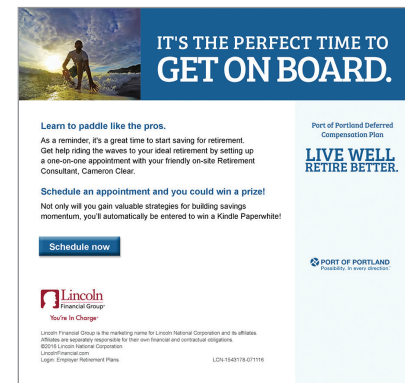
with John Hancock Retirement Plan Services



3rd Place

Port of Portland

with Lincoln Financial Group



Overcoming Obstacles

Many plan sponsors experience obstacles in reaching their participants when communicating retirement plan issues, or in changing behaviors. Some campaigns are considered a success even if only a small percent of the population takes action. This category includes any communication that was required to meet a challenge. Some challenges that may have been addressed are decreasing plan loan and hardship withdrawal usage, increasing participation among low wage earners, reaching an isolated workforce, market events that led to decreased participation, and provider changes requiring plan conversion.

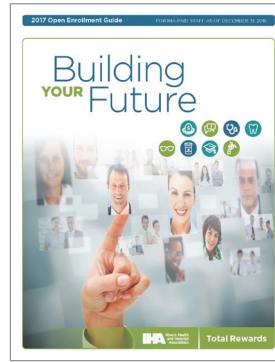
1st Place

MGM Resorts International
with Prudential Retirement



2nd Place

Illinois Health and Hospital Association
with Blue Prairie Group and
McDermott Will & Emery LLP



3rd Place

Delhaize America, LLC
with Empower Retirement

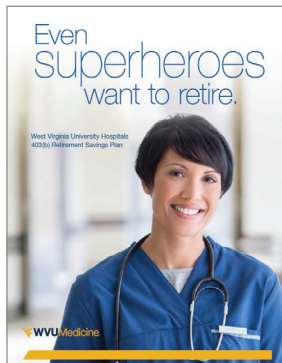


Plan Administration and Design Changes

Announcing changes in a way that is easy to understand, educational, and engaging to employees, can be challenging. These communications will explain how the change benefits the employee or effectively handle changes that may not be improvements to the participant. Plan conversions due to provider changes are now included in this category.

1st Place

WVU Medicine
with TIAA



2nd Place

The City University of New York
with TIAA



3rd Place

Albertsons Companies
with Vanguard



Plan Publications — for Participants

This category is for publications created by a provider or plan sponsor designed to educate plan participants about any aspect of retirement planning and saving. They may include newsletters, magazines, brochures, etc.

1st Place

Ingalls Health System
with MassMutual Workplace Solutions



2nd Place

J.P. Morgan Asset Management



3rd Place

City and County of San Francisco
with Prudential Retirement



Plan Publications — for Plan Sponsors or Advisors

This category is for general publications created by a provider designed to educate multiple plan sponsors and/or their advisors about any aspect of retirement planning and saving. They may include newsletters, magazines, brochures, guides, etc.

1st Place (tie)

BNY Mellon Investment Management
with Deardorff



1st Place (tie)

Dimensional Fund Advisors





We're looking forward to seeing you at
PSCA's 71st Annual National Conference

May 1–2, 2018,
The Scottsdale Resort at McCormick Ranch,
Scottsdale, AZ



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