

President's Page



PSCA expands *Defined Contribution Insights*

Enhanced magazine is the first implementation of PSCA's new Strategic Plan.

By David Wray

There is one constant: it is the constancy of change. This reality requires continued renewal by both individuals and organizations. PSCA is no exception and has been constantly renewing itself for the more than 60 years of its existence.

Looking to the future, over the last year PSCA conducted focus groups, surveys, and interviews with individual members and non-members. PSCA also studied the defined contribution industry, especially its not-for-profit service providers, and national trade associations generally. Based on what was learned, and especially what was learned from you, the members of PSCA, a plan for change was developed and approved by the PSCA Board of Directors at its May 2010 meeting.

Specifically, the Board approved a widening of PSCA's scope and an expansion and augmentation of the

services PSCA provides its members. PSCA will be implementing these changes over the next 18 months. The planned changes will be announced at PSCA's 63rd Annual National Conference on September 21–24, 2010 at the Ritz-Carlton in Amelia Island, Florida.

One change being implemented immediately is an expansion of *Defined Contribution Insights*. You told us that *Insights* is one of the most used and highly rated of PSCA's member services. You will notice that this issue is four pages larger. We are expanding the format by adding one article and two columns in addition to the ones by Ian Kopelman and me. Columns from both Ed Ferrigno and Bob Benish will now appear in every issue of *Defined Contribution Insights*.

PSCA is fortunate to have these two highly respected and nationally recognized defined contribution thought leaders on

its staff. Ed Ferrigno, PSCA's Vice-President, Washington Affairs, has extensive experience in human resources management and government relations in both the corporate and association environment. He represents PSCA member interests in Washington and his expertise is sought after by legislative and regulatory staff as well as those in other organizations. He prepares the monthly PSCA *Executive Report*, which is sent via e-mail to members

Robert Benish, Chief Operating Officer and Vice President — Membership, is responsible for day-to-day operations at PSCA including membership, conferences, and communications services. He is also an expert in plan communications. Bob has been called in the media the "Dean of Retirement Education" and has spent 25 years building effective and award-winning participant and plan sponsor communication programs. He speaks on the increased need for financial literacy, as well as communication trends and how to best help employees get the most out of their 401(k).

Enhancing *Insights* will not only make it more valuable to you, it will make it attractive as a subscription service to colleges and libraries. However, we are never finished improving; please feel free at anytime to send your comments or suggestions.

David Wray is PSCA's president.

