

## Project Summary and Justification

In 2017, Monroe County's Deferred Compensation Committee set a goal to more actively engage and support an important segment of their 457 Deferred Compensation Plan: participants age 50 and older who were no longer working for the County. The County decided to plan an event specifically targeting the unique interests and needs of this participant group, equipping them with resources and tools to help them successfully navigate their retirement.

The event and supporting retiree education was designed to make participants aware that their retirement plan benefits including support from their on-site retirement education team would continue throughout their retirement. The County sought to retain these important participant accounts within the plan and also encourage consolidation of outside assets into the 457 Plan.

The County partnered with ICMA-RC, the third-party record keeper for the County's 457 Deferred Compensation Plan, to plan and promote the event, named the VIP Retirement Reception. The one-night event included a cocktail hour, RealizeRetirement® Tour activities, formal dinner, and presentations from local, featured speakers. Participants were encouraged to enjoy the experience with a guest.

The VIP Retirement Reception attendees had the opportunity to interact with the Deferred Compensation Committee, Plan Investment Consultant, ICMA-RC, and 457 Plan Education Team. Participants gained a better understanding of the dedicated oversight and value the Committee provides and were given opportunities to discuss their individual goals and retirement needs.

The RealizeRetirement Tour was also on-site to offer attendees an opportunity to experience ICMA-RC's mobile retirement adventure which includes a personalized animation app, a public-sector virtual reality exhibit, a giant selfie station, and a digital prize wheel. The Tour had traveled throughout the County in the days leading up to the event, bringing awareness to the 457 Plan and encouraging participants to think about retirement in new, interactive ways. Tour activities were integrated throughout the cocktail hour for attendees to experience firsthand the retirement they imagined.

Vibrant communications helped promote the event and outreach was provided by the on-site Retirement Plans Specialist and CERTIFIED FINANCIAL PLANNER™ post-event. One-on-one discussions centered on the benefits of the 457 Plan throughout retirement; including, ongoing personalized assistance, retirement income planning tools, diverse investments, education seminars, and the ease of consolidating account assets into the 457 Plan.

Following the event, additional retiree education communications were implemented to the target participant group, and focused seminars and one-on-one appointments were made available. The project effort can be easily replicated by government entities of similar size, and the participant focus can be shifted to any segment of the participant population.

### OUTCOMES:

In the aftermath of the event and pre and post communication efforts, 457 Plan results improved overall from 2016 to 2017. Result highlights include:

**33% INCREASE**

Rollins to the 457 Plan\*

**17% DECREASE**

Rollovers out of the 457 Plan\*

**96.3%**

Plan retention rate  
(improved over .5%)\*

**10% INCREASE**

Plan website views\*

Attendee feedback from the event was also very positive. Several participants sent personal thank you notes, including the one showcased in the samples, sent several months after the event.

\* Results compare 2016 to 2017.



**Make the Next Chapter of Your Life Great!**

The Monroe County Deferred Compensation Plan Committee invites you and a guest to join us for the VIP Retirement Reception, an evening of dining and discussion about how to manage your retirement nest-egg savings. This is an exclusive, invitation-only event for top-tier participants in the Deferred Compensation Plan.

**When:**  
Thursday, July 13, 5:30 p.m.

**Where:**  
Durand Eastman Club House  
1200 Kings Highway North  
Rochester, NY 14622

**Agenda:**  
5:30 p.m. — Cocktail Hour and RealizeRetirement Tour Interactive Visit  
6:30 p.m. — Dinner with Featured Speakers

- Featured Speakers:**
- **Brayton Connard, Human Resources Director, Monroe County** — How the Deferred Compensation Plan Committee Helps You
  - **Tom Wahl, Jr., Deferred Compensation Committee Member** — Beyond Burgers

- In Attendance:**
- **Dennis Morihara, M&T Securities, Inc.** — Plan Enrollment and Education
  - **Scott Naasca, CFA, President and Founder, Generation Capital Management** — Plan Investment Consultant
  - **Jason Atwater, CFP®, ICMA-RC** — Financial Planning

*\*Dennis Morihara is an employee of M&T Securities, Inc. engaged by ICMA-RC on behalf of the Monroe County Deferred Compensation Plan.*

*Please RSVP to Bonnie Stein at 585-753-1245 or [bstein@monroecounty.gov](mailto:bstein@monroecounty.gov). Please confirm your reservation as space is limited.*



**Thank You for Your RSVP!**

The Monroe County Deferred Compensation Plan Committee looks forward to seeing you at our exclusive, invitation-only **VIP Retirement Reception on Thursday, July 13 at 5:30 p.m.**

You and your guest will enjoy cocktails, dinner, and special presentations about your plan and trends in retirement. Featured speakers and retirement professionals will be available to assist with your questions.

Congratulations on taking charge of your retirement. Should your plans change, please notify **Bonnie Stein at 585-753-1245 or [bstein@monroecounty.gov](mailto:bstein@monroecounty.gov)**, as space is limited.

**Make the Next Chapter of Your Life Great!**



**RVSP Email:** This follow-up communication was sent to participants who RSVP'd for the event.



Summer's over, but the fun does not have to end. Your Monroe County Deferred Compensation Committee and ICMA-RC, your retirement plan provider, are here to help. We provide retirement plan resources, including your local plan representative and CFP® professional, all year long to help you make the next chapter of your life great!

**Thank You**

Special thanks to those that came to our **RealizeRetirement Tour and VIP Retirement Reception** events this summer. You made these events a success. We hope you enjoyed spinning the prize wheel and taking a retirement selfie for a fun preview of your retirement future.



**Contact Us**

Your award-winning Monroe County 457 Deferred Compensation Plan can help you during employment and throughout your retirement years. Contact us for help building and maintaining your retirement security.

Dennis and Jason can assist with retirement questions and planning. Contact the team or visit [the plan website](http://the.plan.website).



*Dennis Morihara is an employee of M&T Securities, Inc. engaged by ICMA-RC on behalf of the Monroe County Deferred Compensation Plan.*



**Invitation Email:** Invited the participant and a guest to RSVP for the event.



**Event Place Card:** This card was placed at attendee seats and provided an agenda and contact information for the event.

**Magnet:** Provided to each attendee with contact information for their 457 Plan education team and phone/online resources.

**Invitation Postcard:** Invited the participant and a guest to RSVP for the event.

**Thank You Email:** This follow-up communication expressed appreciation and additional engagement information for participants who attended the event.

**Website Messaging:** The plan website was updated with pictures and highlights from the event.

Dennis,  
1/4/2018

I want to thank you again for being there to help me understand and appreciate our Monroe County Deferred Compensation Plan.

It is so important to have a real live person to discuss investment questions with, especially one like you who is so informative and patient.

Please share my thoughts with Brayton Connard. Hopefully he appreciates your great value to the plan. Also please thank him for the wonderful dinner party to celebrate the success of our plan with the members and the staff.

Also want to thank the person who suggested a magnetic puzzle piece with your contact information. You are the missing piece to my retirement security.

Sincerely,  
Susan Brown

The image shows two overlapping documents. The top one is a flyer titled "Benefits for Life in Your Monroe County Deferred Compensation Plan" with a blue header and a hand holding a stopwatch. The bottom one is a "Two-Minute Tutorial" card with a white background and blue accents, featuring the Monroe County logo and contact information for Dennis Morihara and Jason Atwater.

**VIP Retirement Reception Attendee Feedback:**

Attendee feedback from the event was also very positive. Several participants sent **personal thank you notes**, including the one below, sent several months after the event.

**Supporting Retiree Communications:**

**Retiree Flyer and Email:** Supporting education helped participants understand options when they separate service including questions to ask before taking action.

The image displays two promotional flyers. The left one is titled "RIDE A DOLPHIN Visit the RealizeRetirement Tour" and features a cartoon dolphin. The right one is titled "Come check out ICMA-RC's RealizeRetirement Tour" and lists various activities like "Who knew your future self could have so much fun?", "Travel the world... or at least look like you did.", and "Free Stuff." It also includes a schedule of events for July 10, 11, and 12.

**RealizeRetirement Tour Experience at the Event (and throughout the County):**

**The RealizeRetirement Tour** was also on-site to offer attendees an opportunity to experience ICMA-RC's mobile retirement adventure which includes a personalized animation app, a public-sector virtual reality exhibit, a giant selfie station, and a digital prize wheel.