

The Retirement Advisor University  
TRAU Master Class  
Agenda

Fordham University School of Law  
150 West 62nd Street  
New York, New York 10023  
4<sup>th</sup> Floor, Tiered Classroom 4-02

[www.fordham.edu/info/20346/school\\_of\\_law](http://www.fordham.edu/info/20346/school_of_law) 212-636-6000

Day 1 - Monday, December 4, 2017

Time	Sessions	Lecturers
7:00 AM – 8:00 AM	Breakfast at Fordham School of Law	
8:00 AM – 8:20 AM	Welcome – Expectations	Fred Barstein/Steff Chalk, TRAU Greg Porteous, SSGA
8:20 AM – 9:00 AM	State of DC Industry – Latest Trends	Fred Barstein
9:00 AM – 11:15 AM	<b>Session 1: Client Servicing</b> <ul style="list-style-type: none"> <li>9:00 – 9:30 – Introduction of Issues by Lecturers</li> <li>9:30 – 10:30 – What’s Working/Not Working (Groups of 6-8 advisors by practice size to be assigned)</li> <li>10:30 – 11:15 – Groups report back and advisors complete Improvement Checklists</li> </ul>	Chris Barrett, SSGA – Moderator Jamie Greenleaf, Cafaro Greenleaf Hugh O’Toole, MassMutual
11:15 AM – 12:30 PM	Working Lunch: Next Generation Investments	Introduction by Host, Greg Porteous Speaker, Brendan Curran, SSGA
12:30 PM – 2:45 PM	<b>Session 2: Managing Technology</b> <ul style="list-style-type: none"> <li>12:30 – 1:00 – Introduction of Issues</li> <li>1:00 – 2:00 – What’s Working/Not Working</li> <li>2:00 – 2:45 – Groups report &amp; Checklists</li> </ul>	Justin Wilson, SSGA – Moderator Randy Long, SageView Babu Sivadasan, Envestnet Retirement Services
2:45 PM – 3:00 PM	Break	
3:00 PM – 5:15 PM	<b>Session 3: Managing Partners</b> <ul style="list-style-type: none"> <li>3:00 – 3:30 – Introduction of Issues</li> <li>3:30 – 4:30 – What’s Working/Not Working</li> <li>4:30 – 5:15 – Groups report &amp; Checklists</li> </ul>	Heather Bailey, SSGA – Moderator Donn Hess, Lockton Greg Porteous, SSGA
5:15 PM – 5:30 PM	Close of Day and Prepare for Tomorrow	Fred Barstein/Steff Chalk, TRAU Greg Porteous, SSGA
5:45 PM – 7:30 PM	Evening Assembly	Park Lane Hotel, Park Room 36 Central Park S, NYC 10019
8:00 PM – 10:00 PM	SSGA Social	Location TBA

Courses, Speakers, and Times are subject to change

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Day 2 - Tuesday, December 5, 2017

Time	Sessions	Lecturers
7:00 AM – 8:00 AM	<b>Breakfast at Fordham School of Law</b>	
8:00 AM – 8:15 AM	<b>Recap</b>	Fred Barstein/Steff Chalk, TRAU
8:15 AM – 10:30 AM	<b>Session 4: Client Acquisition</b> <ul style="list-style-type: none"> <li>8:15 – 8:45 – Introduction of Issues</li> <li>8:45 – 9:45 – What’s Working/Not Working</li> <li>9:45 – 10:30 – Groups report &amp; Checklists</li> </ul>	Chris Barrett, SSGA – Moderator Alex Assaley AFS 401k Rebecca Hourihan, 401(k) Marketing
10:30 AM – 10:45 AM	<b>Break</b>	
10:45 AM – 1:00 PM	<b>Session 5: Managing Operations &amp; Human Capital</b> <ul style="list-style-type: none"> <li>10:45 – 11:15 – Introduction of Issues</li> <li>11:15 – 12:15– What’s Working/Not Working</li> <li>12:15 – 1:00 – Groups report &amp; Checklists</li> </ul>	Ned McNally, SSGA – Moderator Tim Rice, Lakeside Wealth Mgmt Bill Harmon, Voya Financial
1:00 PM – 2:00 PM	<b>Working Lunch: Regulatory Update</b>	Greg Porteous, SSGA – Moderator Speaker, Melissa Kahn, SSGA
2:00 PM – 2:15 PM	<b>Break</b>	
2:15 PM – 4:30 PM	<b>Session 6: Succession Planning &amp; Capital Structure</b> <ul style="list-style-type: none"> <li>2:15 – 2:45 – Introduction of Issues</li> <li>2:45 – 3:45 – What’s Working/Not Working</li> <li>3:45 – 4:30 – Groups report &amp; Checklists</li> </ul>	Heather Bailey, SSGA – Moderator Joe DeNoyior, Washington Financial Group Retirement Rick Shoff, CAPTRUST
4:30 PM – 5:00 PM	<b>Program Close &amp; Next Steps</b>	Fred Barstein/Steff Chalk, TRAU Greg Porteous, SSGA

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