



Communications and Education Committee Update

*Marijn Smit, Transamerica Stable Value Solutions
Chair, SVIA Communications and Education Committee
December 20, 2013*

Committee Membership



Media Team

Stable Times Editorial Board

Chair: Marijn Smit, Transamerica Stable Value Solutions

Ed Adams, IBM Retirement Funds

Robin Andrus, Prudential Financial

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Ed Adams, IBM Retirement Funds

Tony Camp, ING

Phil Connor, MassMutual Financial Group

Terry Finan, Jackson National Life

Susan Graef, The Vanguard Group

Brett Gorman, PIMCO

James King, Prudential Financial

Susan Graef, The Vanguard Group

Gina Mitchell, Stable Value Investment Association

James King, Prudential Financial

Tim Murphy, New York Life Investment Management

Steve LeLaurin, Invesco Advisers, Inc.

Jane Marie Petty, Galliard Capital Management Inc.

Gina Mitchell, Stable Value Investment Association

Aziz Syed, John Hancock Financial Services

Jane Marie Petty, Galliard Capital Management Inc.

Greg Wilensky, AllianceBernstein Management

Tim Stumpff, Morley Financial Services



- *Updated website*
 - *New content*
 - *Quicker, easier navigation*
 - *Promote discovery*
- *Center of SVIA's communication strategy*
- *Initiating use of new communication channels*
 - *Twitter*
 - *LinkedIn*
 - *JOIN SVIA'S GROUP ON LINKEDIN*
 - *Join/follow SVIA on Twitter and LinkedIn*



Social Media

- *New communication channels*
 - *Used to highlight content from our website*
 - *Targeting:*
 - *Membership*
 - *Public (sponsors, participants, etc)*
 - *SVIA LinkedIn Group*
 - *Additional channel for membership*
 - *Outreach to press, consultants and plan sponsors*



SVIA Perspectives



- *Bi-weekly newsletter to update SVIA members on defined contribution plan trends and information*
- *Past topics*
 - *Stable value and Dodd-Frank: Are we there yet?*
 - *Stable value in litigation*
 - *NAGDCA issues best practice guide that discusses stable value*
 - *Abbott-Lockheed Martin continues to garner analysis*
 - *ICI reports total retirement assets grew from 4Q2012 to 1Q2013*
 - *Money Market Funds: Floating NAV DOA?*
 - *Fiduciary Reforms Hit a Wall of Opposition*
 - *Taxpayers and Free Riders*
 - *Abbott vs. Lockheed Martin*
 - *Interest Rates: Opportunities and Challenges for Stable Value*
 - *401(k) Fees Remain a Hot Topic*



Stable Times

Volume 17 Issue 1 (first half 2013)

Provides a number of informative articles on stable value funds

- *Stable Value Assets Continue to Grow in 2012*
 - By Randy Myers
- *U.S. Interest Rates: What We Should Expect*
 - By Randy Myers
- *Fiscal Concerns: Goldman Sachs Asset Management Offers an Update*
 - By Randy Myers
- *Regulators Continue to Study Dodd-Frank's Applicability to Stable Value Contracts*
 - By Randy Myers
- *529 Plans: Ripe Market for Stable Value*
 - By Randy Myers
- *Baby Boomers, the Financial Crisis and the Recession*
 - By Randy Myers
- *The Evolving Definition of Competing Funds*
 - By Randy Myers
- *Capacity in Stable Value Industry Up Significantly for Second Straight Year*
 - By Randy Myers
- *Understanding the Insurance Side of Stable Value*
 - By Randy Myers
- *SVIA Finishes Annual Survey Covering 2012*
 - By Gina Mitchell
- *Fee Disclosure Remains a Work in Progress*
 - By Randy Myers
- *NAIC Separate Account Risk Working Group Listens to Commenters*
 - By Helen Napoli
- *First Quarter 2013 Data Shows Stable Value's Consistency and Strength*
 - By Gina Mitchell



- *SVIA Releases (Website & Press Release)*
 - *Stable Value Synthetic Investment Contract Basics*
 - *Stable Value Glossary*
 - *Guaranteed Insurance Account FAQ*
- *Member Releases (SVIA Twitter)*
 - *Rising Rates and Stable Value - Galliard*
 - *14th Annual Transamerica Retirement Survey*
 - *How America Saves 2013 - Vanguard*
 - *Assessing Stable Value After 2008 - Prudential*
 - *Negotiating Risk for Stable Value Options – Dwight*
 - *MetLife's 2013 Stable Value Study*



- *Publications*

- *Stable Value Bond Funds Provide Smooth Sailing* – *The Street*
- *Plan execs, managers stick with stable value* – *Pensions & Investments*
- *Protect your 401(k) from rising rates* – *CBS News Moneywatch*
- *Time to Buy Stable Value Funds?* – *Barron's*
- *Stable value funds preserve capital while boosting return* – *Chicago Tribune*
- *Stable Value: 401(k) Anchor* – *Bankrate*
- *A 401(k) Defense Against Rising Rates* – *WSJ*
- *Worried About A Bond Bubble? Consider A Stable Value Fund For Your 401(k)* - *Forbes*

