

Communications and Education Committee Update

Marijn Smit, Transamerica, Nick Gage, Galliard Capital Management
Co-Chairs, SVIA Communications and Education Committee



April 12, 2015

Committee Membership

Media Team

Stable Times Editorial Board

Chair: Marijn Smit, Transamerica
Co-Chair: Nick Gage, Galliard Capital Management Inc.

Ed Adams, IBM Retirement Funds

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Robin Andrus, Prudential Financial

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Tony Camp, Voya Financial

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

Michael Sipper, New York Life Investment Management

Gina Mitchell, Stable Value Investment Association

Jane Marie Petty, Galliard Capital Management Inc.

Jane Marie Petty, Galliard Capital Management Inc.

Aziz Syed, John Hancock Investments

Greg Wilensky, AllianceBernstein Management

Stablevalue.org

- SEO improvement project
 - Approximately 60% of traffic to stablevalue.org originates from organic search
- Content updates
 - Stream of SVIA content, member submissions, and news articles
- Driving traffic
 - Referrals from member companies, news articles, and reference pages

Stable Value Expert Interviews

- Videos of stable value experts filmed at the 2014 Fall Forum
 - 24 videos of topics being discussed by SVIA members
 - Plan participant series and plan sponsor series
 - Released from January through March on the SVIA YouTube channel and distributed on social media
 - <http://www.youtube.com/stablevalue>
 - <https://vimeo.com/stablevalue>

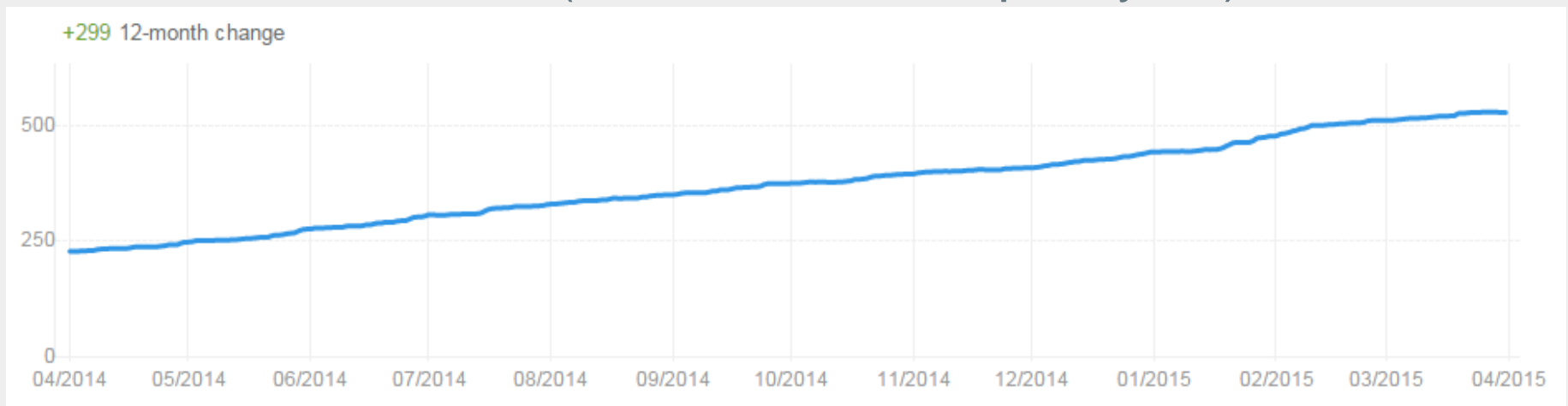
Stable Value Expert Interviews

- 1215 views across platforms
 - YouTube (tweeted)
 - 558 total views
 - 1:00 average view duration
 - Vimeo (embedded on stablevalue.org)
 - 657 total views
 - Most popular videos:
 - What is a stable value fund?
 - How would a stable value fund benefit my portfolio?
 - Do many defined contribution plans offer stable value?

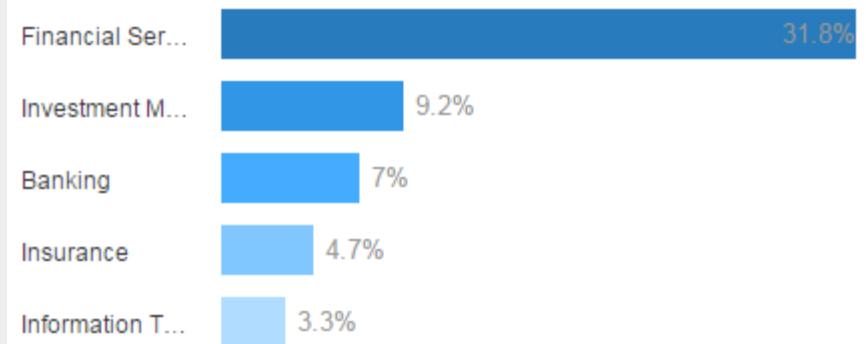
Social Media

- LinkedIn

- 526 followers (doubled over the past year)



- Relevant follower base, primarily finance, banking, and insurance.



Social Media

- Twitter (~600 followers)
 - Growing quickly: 45 new followers in January, 102 in February, 121 in March, 53 in April as of the 2nd
- Curated lists of finance and retirement writers, and related organizations
- Digital participation in events and conferences

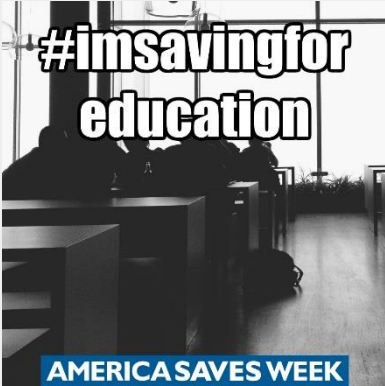
Top Tweet earned 1,091 impressions

Get in the habit of saving with your own match. Buying a coffee or soda? Put the same amount into savings! [#ASW2015](#)
pic.twitter.com/jzGaSVccA4



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America Saves Week



SVIA & Member Releases

- **Response to The Real 401(k) Rip Off That Insurance Companies Don't Want your Clients to Know About - SVIA**
- **A Guide to Stable Value Funds for Pension Plan Sponsors and Advisors – SVIA & Bloomberg BNA**
- **Statistics: US Retirement Assets, DC Assets, and Stable Value - SVIA**
- **401(k) Plan Asset Allocation, Stable Value and Account Balances in 2013 - SVIA**
- **Stable value is a cost-effective alternative to annuities - SVIA on Marketwatch**
- **Your new retirement mantra: Save, invest, preserve - SVIA on Marketwatch**
- **Educational Video Series Discusses Stable Value Funds – Plansponsor.com**
- **Stable Value: A Timely Overview webinar – Prudential and P&I**
- **Topics in Stable Value - MetLife**
- **Money Market Fund Rule Amendments: Implications and Options - Prudential**
- **Designing Balanced DC Menus: Considering Capital Preservation Strategies - PIMCO**
- **4 Reasons to Include Stable Value in Your 401(K) Portfolio - SVIA**
- **Stable Value Webinar Hosted by P&I**

Recent Coverage in Publications

- **‘Stable Value Funds’ Deliver on Promise For Baby Boomers - Pittsburgh Post-Gazette**
- **Tactics for Combating Low Bond Yields – Morningstar**
- **Stable Value Fund Group Makes Pitch to Risk-Averse Millennials - ThinkAdvisor**
- **Stable Value - The Safe Investment Choice in Your 401k Plan - About.com**
- **Stable Value vs. Fixed Income: There is a Difference - Morgan Stanley Plan Perspectives**
- **How To Optimize Your Retirement Accounts: A Case Study - Forbes**
- **Favorite Investments for Short-Term Retirement Assets - Morningstar**

Media Impact

- Plansponsor.com Video Announcement
 - 300% jump in traffic to stablevalue.org



- **BNA Benefits Practice Resource Center: A Guide to Stable Value Funds for Pension Plan Sponsors and Advisors**
 - Why stable value is valuable
 - Why choose stable value over money market
 - Drawbacks and/or risks
 - Evaluating stable value funds

Stable Times

Volume 18 Issue 2 (second half 2014)

Provides a number of informative articles on stable value funds

As Market Stabilizes, Stable Value Industry Looks to Growth	An Inside Look at How America Saves
Millennials and Stable Value: Made for Each Other?	Roundtable: The Outlook for Retirement Income Security
Dodd-Frank Remains Work in Progress	DC Plan Litigation: When Stable Value Becomes a Target
Collision Course: Social Security and a Slow-Growing Economy	Invesco Strategist Sees Continued Slow Growth, Low Rates in the U.S.
An Appraisal: ERISA at 40	Making Retirement Savings Last
State and Local Pension Plans: Coping with Funding Challenges	Living with Target-Date Funds

Encourage you to submit an article to the Editorial Team for Volume 19 Issue 1