



# **Communications and Education Committee Update**

Marijn Smit, President, Transamerica Stable Value Solutions  
Chair, SVIA Communications and Education Committee  
May 7, 2013

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Media Team	Stable Times Editorial Board
<b>Chair: Marijn Smit, Transamerica Stable Value Solutions</b>	
Ed Adams, IBM Retirement Funds	Robin Andrus, Prudential Financial
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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	

# Committee Membership

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- 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

**[www.stablevalue.org](http://www.stablevalue.org)**

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- New communication channels
  - Used to highlight content from our website
  - Targeting:
    - Membership
    - Public (sponsors, participants, etc)
  - “USA Today – Readers’ Digest”
  - SVIA LinkedIn Group
    - Additional channel for membership
    - Outreach to press, consultants and plan sponsors

# Social Media

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## Volume 16 Issue 2 (second half 2012)

**Provides a number of other informative articles on stable value funds**

- **SVIA Files Supplemental Comments on Stable Value Contract Study**
  - By Gina Mitchell, SVIA
- **Prudential Economist Sees Continued Strong Case for Bonds**
  - By Randy Myers
- **Insiders Assess Stable Value Issues**
  - By Randy Myers
- **SVIA Elects Four Board Members**
  - By Zach Gieske, SVIA
- **Marketplace Realities: Opportunities for Stable Value**
  - By Randy Myers
- **Finding Retirement Security**
  - By Randy Myers
- **A Dodd-Frank Update: Stable Value Still in Limbo**
  - By Randy Myers
- **New Reporting Requirements Provide Insight into Stable Value Fees**
  - By Randy Myers
- **Meeting the Challenges of a Low Interest-Rate Environment**
  - By Randy Myers
- **Retirement Readiness: A Global Challenge**
  - By Randy Myers
- **A Consultant's Perspective on Stable Value**
  - By Randy Myers
- **The Impact of Managed Accounts on Stable Value Funds**
  - By Randy Myers
- **Stable Value and the Small-Plan Market**
  - By Randy Myers
- **DOL Continues to Refine ERISA Rules and Regulations**
  - By Randy Myers
- **The Fiscal Cliff: Where Politics and Economics Meet**
  - By Randy Myers
- **Apples to Apples**
  - By Jane Marie Petty, Galliard Capital Management
- **Highlights from AARP's "Boomers and the Great Recession: Struggling to Recover"**
  - By Gina Mitchell, SVIA
- **Portrait of a Plan Participant**
  - By Zach Gieske, SVIA
- **Moody's Fires a Shot Across the Bow of U.S. Treasuries by Considering Downgrade – Implications for Stable Value Funds**
  - By Marijn Smit, Transamerica Stable Value Solutions
- **SVIA-LIMRA Stable Value Sales and Assets Survey**
  - By Gina Mitchell, SVIA
- **SVIA Quarterly Survey**
  - By Gina Mitchell, SVIA

# Stable Times

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- SVIA and Member Releases
  - Guaranteed Insurance Account FAQ
  - Assessing Stable Value After 2008 - Prudential
  - Negotiating Risk for Stable Value Options – Dwight
  - MetLife’s 2013 Stable Value Study
- Publications
  - 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*