



***Working Together Towards Tomorrow with 529 Plans:
Trends, Growth Strategies and Opportunities***
Tuesday, March 20 – Thursday, March 22, 2018
Hotel Palomar
Phoenix, Arizona

Agenda

Tuesday, March 20, 2018

2:00 – 5:30 p.m. Conference Registration

5:30 p.m. Opening Reception
Sponsored by:
New York Life Stable Value Investments
TIAA

Wednesday, March 21, 2018

Starting at 7:30 a.m. Breakfast

8:30 a.m. Welcome to the CSF Conference

CSF Chair: Rich Polimeni, Director, Education Savings Programs, Global Wealth & Retirement Solutions, Bank of America Merrill Lynch

Welcome Video from US Representative Lynn Jenkins As she prepares to retire from the US House of Representatives, CSF would like to thank and acknowledge Lynn Jenkins who will provide remarks on past and current efforts to promote saving for higher education

8:50 a.m. Updates on Federal 529 Legislation

A year into a new President and Congress, this panel will look at how 529 plans are impacted. CSF's lobbying firm gives their perspectives on all aspects of the changes in Washington to include 529 specific issues including tax reform.

Moderator: Maria Manotok, Senior Counsel and Senior Vice President, Capital Group

Speakers:

- Randy Hardock, Partner, Davis & Harman
- Barbara Pate, Partner, Davis & Harman

9:50 a.m. Marketing Outreach: Success Stories and Beyond

The distinguished State and Program Manager representatives on this panel will share their unique marketing and outreach perspectives to highlight messaging strategies, technology enhancements, and marketing innovations moving forward. Specifically, we will address the importance of education in all outreach efforts with the goal of bridging national savings awareness gaps; the integration of data analytics with efforts to apply behavioral economics to product design and enrollment; and the confluence of data and messaging tactics to appropriately target the broadest audience of savers possible.

Moderator: Mary Morris, CEO, Virginia529

Speakers:

- Troy Montigny, Executive Director, Indiana Education Savings Authority
- Lois Welsh, Senior Marketing Director, TIAA
- Fernando Diaz, Chief Financial Product Officer & Executive Director of College Savings, Office of Illinois State Treasurer

10:35 a.m. Break Sponsored by John Hancock Financial Services

10:55 a.m. Advisor-Sold Plan Landscape: What's Happening with Advisor-Sold Plans

This session will focus on the advisor sold plans and the impact the recent tax law changes has had on the 529 industry. Panelists will also discuss potential challenges, development of additional share classes and recommendations for the future environment.

Moderator: Peter Hughan, Sales Director, College Savings, John Hancock Investments

Speakers:

- Roger Michaud, Senior Vice President, Franklin Templeton Investments
- Tom Morgan, Director, BlackRock, US Wealth Advisory
- Bill Wostoupal, Executive Vice President, Sales, Northstar Financial Services Group

11:55 p.m. Lunch -- Sponsored by:

DST Systems

Spectra Financial Services

Location: Arrogant Butcher 2 E. Jefferson Street

1:30 p.m. Group Brainstorming Session -- Table Topics Session, Information Exchange, and Knowledge Sharing

An interactive session and idea exchange to address key topics facing the 529 industry.

Moderators:

- Rachel Ramos, Product Manager, Investment Services, American Funds
- Rich Wolle, 529 Product Marketing Director, Advisor-Sold Products, Nuveen

2:15 p.m. Increasing ROI for Investment in Higher Education: What Can Be Done to Help Parents and Students?

College selection and financing decisions affect earnings, ability to repay debt and employment. Parents and students are ill informed and need more and better information and planning tools to help them make these consequential decisions. Increasingly the labor market of the future will focus on skills rather than degrees. Parents (and their children) will ultimately need to consider ROI. The speaker will present a guide to making that investment pay off and how states and 529

Plan Program managers can help families make good decisions and determine the best ROI in their college and financing choices.

Moderator: Peter Mazareas, Co-Founder, Invite Education

Speaker:

- Mark Schneider, Vice President and Institute Fellow, AIR and President, College Measures

3:15 p.m. 529 Plan Landscape – State of Program Managers Directly from Program Managers

529 Plan program managers in attendance discuss what is going on with their programs. They will share information such as what distribution channels they use, what was their most successful campaign in 2017; what is their best new product; and what are their biggest challenges internally and externally.

Moderator: Vivian Tsai, Senior Director Relationship Management, TIAA

4:00 p.m. Adjournment

6:00 p.m. Evening Event -- Sponsored by: Fidelity Investments

The Vig 606 N. 4th Avenue

Shuttle bus to leave hotel starting at 5:40 and making trips every 15 minutes

Thursday, March 22, 2018

Starting at 7:30 a.m. Breakfast Sponsored by:

Vanguard

Virginia529

8:30 a.m. Overview on Higher Education Issues from Washington

A representative from the U.S. Department of Education will discuss issues facing federal higher education policy including financing.

Moderator: Christopher McGee, General Counsel, VA529

Speaker:

- Frank Brogan, Delegated the Duties and Authority of the Assistant Secretary of Postsecondary Education, US Department of Education

9:15 a.m. Emerging Trends in College Financing

Buckle your seat belt! This panel will present some truly innovative developments that hold the promise of changing how families pay for college — starting with the possible redesign of the federal loan programs. You'll learn about ISAs, LRAP, savings programs for underserved communities and the emerging trends in the states and on college campuses to make college more affordable.

Moderator: John Hupalo, Founder & CEO, Invite Education

Speakers:

- Tonio DeSorrento, Founder & CEO, Vemo
- Martha Johnston, Director of Education, Finance Authority of Maine
- Peter Samuelson, Founder & President, LRAP Association

10:15 a.m. Break and Check out (20 minutes for check out)
Sponsored by Northstar Financial Services Group

10:35 a.m. How Are Arizonans Saving for College?

This session will feature students from Arizona State University who have conducted original research for this conference. It will look at savings attitudes and behaviors of the Facebook followers of the Arizona 529 plan.

Moderator: Rob Tirrell, 529 Business Development Specialist, Voya Investments

Speakers:

- Brielle McDougall, Project Lead, ASU, Graduating May 2019
- Jackson Dorsey, Aspire Award Recipient 2018, ASU, Graduating May 2018

11:00 a.m. Uncovering Investment Opportunities across the Entire Spectrum of Asset Classes

The exceptional performance of the U.S. Equity Markets and the possible reversal of the thirty year bull market in fixed income have created the need for asset managers to reexamine where they will be finding the best opportunities for the future. This session will examine compelling investment opportunities for the future thereby creating a steadier path to investment success.

Moderator: Chris Werner, Vice President, College Savings Distribution & Investments. OppenheimerFunds, Inc.

Speaker: Talley Leger, Equity Strategist, OppenheimerFunds, Inc.

12:00 p.m. 529 Plan Regulatory Updates

Update on changes to regulatory rules for the industry. Representatives from FINRA and the MSRB will discuss the roles of these organizations and provide updates on the latest rules, initiatives and proposals and what impact they have on 529 plans including advertising, social media and enforcement.

Moderator: Mark Chapleau, Member, Weston Patrick, P.A.

Speakers:

- Pam Ellis, Associate General Counsel, MSRB
- Tom Pappas, Vice President, Advertising Regulation, FINRA

12:30 p.m. Closing Comments

Rich Polimeni, Chair, CSF

12:30 p.m. Lunch at Hotel

Optional ABLE Session

2:00 p.m. Open Roundtable Discussion

Moderator: Rachel Biar, Assistant State Treasurer, NEST College Savings Program, ABLE Program, Long Term Care Savings Program, Nebraska State Treasurer's Office
This optional informal session will provide an opportunity for conference attendees to discuss issues and concerns about implementing ABLE programs with one another.

3:30 p.m. Conference ends