**2023 Annual Meeting Minutes**

**Monday, August 21**

**2024 Strategic Initiatives**

* See Ami’s Agenda
* See Ami’s Slides

Google Document

* Attendees completed the information for their Firms
* Services to Share- Who Does What
* Source of Services- Admin system, RCM, Financial reporting etc.
* Other Services- Health Ins, Cyber Ins, E&OI etc.
* Will post this on the members Forum under metrics
* We should ask the RKs for who they use as these entities should already understand the business

Role of the Executive Director

Current

* Clearing house for all ideas
* Administrative duties
* Meeting Planning
* Facilitates ECO and TCG Calls
* Minutes for all meetings
* Website
* Support the Treasurer
* Head of all committees
* Relationship management wth RKs
* Sponsorships

Need to redefine the role of the ED

* Ambassador- PR, Sponsorship, Relationship Management, Channel Strategy
* Communication Strategy to members- not sure what this actually means
* See Jordan’s AI description of the role
* Sits on each Initiative Committee but isn’t the Lead
* This needs more work
* Ann to create a job decription
* Carve out the administrative work and hire someone else to do it
* Ann needs to create a job description for this new role
* Need to figure out how to pay for the new role

ECO

* WE discussed the current structure and responsibilities of the ECO
* We talked about redefining it but seems we came to no conclusion
* ECO should continue to act as a filter for new ideas and deals with outside entities
* Should the leads for each project sit on the ECO along wth the Treasurer and ED?
* More work needs to be done

Resources/Funding for TCG

* Membership Dues
* Sponsors
* DCIOs?
* Are members willing to invest money to pay for Consultants (Project Managers) for 2024 initiatives?
* We didn’t come to any firm conclusion about this
* We will decide on the projects, send RFPs, see how much these will cost and compare to budget to see if we need to do a capital call.
* If we do a capital call, each firm will pay the same amount ( not based on the size of the firm.)
* If we can gain efficiencies for all members through tech and process improvement initiatives, members can use the money that they would spend on these things in their own firms to fund the Consultants

2024 Initiatives

* Need an RFP template for each committee
* Need a template for leads to report back to TCG

*Process Improvements*

* Prioritize which processes w e’d like to focus on
* Census Automation
* Trust Accounting
* Distributions and Loans
* Notices
* Pdf Aggregation
* Onboarding- Bob has a solution
* OCR- Optimal Character Recognition- Jordan’s Iron Mtn solution
* Easiest to do would be OCR and Notices
* Project Manager- once we have determined the processes we want to focus on, PM reviews what each firm has and figures out how to use the best solution in each firm.

**The following notes are from the continuation of the discussion we had on Tuesday, Aug. 22**

Process Improvements

Amy – Lead

Debbie

Stephanie

Jill

*Brand*

* Build better brand recognition with RVPs, Advisors B/Ds
* Can RKs help with this? One America might give us resources, can ask other REKs.
* Still working on the Edward Jones presentation – move under Brand /Marketing

Leslie- Lead

Bob

Trina

Forrest

*Technology*

* APIs – Industry Standard for RKs and TPAs ( perhaps through SPARK?) , Robotics, other
* Need to better define and rank the tech initiatives
* We need a payroll integration system that scrubs the data. Joe has built some of this. Can we find someone to finish it off?

Mike- Lead

Joe

Jordan

Matt

*Products and Services*

* PEPs, MEPs, GoPs, for profit entity?
* Still working on the Morgan Stanley/Empower deal – move under Products/Services
* The Standard will do a PEP, but only with TCG, because they want independent TPA’s or other independent TPA’s

Tom- Lead

Pat

Parrish

Nick

**Membership committee** – do we get rid of the membership committee?

* Bob: Round out Cerrado Group members with other types of businesses, like actuarial firms, ESOP providers (ESOP partners), CPA firms like our audit firms
* Jordan said that it does not make sense to have a CPA join, as the majority of the things we are doing are TPA-centric, but it was agreed that firms that are truly doing TPA work could be invited to join
* Review process: If a member knows someone who they think will be a good member, do a small interview with them, let Ann know, and she will put the member on a call, where they will let the whole group know some specifics. Group votes on whether or not to move forward. If yes, prospect is invited to attend a call for “interview” – if everyone is in agreement to move forward, Ann sends out all collateral/info, including NDA, questionnaire, etc. to prospective member.
  + Four current nominations:
    - Jonathan Haslauer
    - Julie Kiwada
    - Amy Udemme
  + Jordan asked about nominating Amanda Iverson, Pinnacle in Tucson (incoming President of ASPPA) in response to AZ being available now – everyone agreed, Jordan will talk to Amanda (she has already expressed interest)
* Decided to disband Membership committee – just have someone else from that geographic area on call with you
* To be looked at for membership, can’t be a National firm, no venture capital/private equity money
* Other potential members? A number of potential new members were brought up and discussed, there were no more that came up right now, except maybe Bryan Jones out of Omaha

Creekside Innovations

* Joe’s technology solution
* What are the wrong things clients get in trouble for? Solves for inaccurate data
* 300 plans on the system
* Saves the client time-allowed oner plan to repurpose 5 employees
* Catches clients mistakes
* 100% accuracy
* Working on “containerization”
* Aggregate data to find a way that only those who should have access to certain data have that access
* Joe can use TCG for the next round of beta testing- what would the cost be?
* Use TCG to build this – we can be the one true source of data.
* More discussion needs to be had

**Client Survey Debrief**

* See Rod’s Slides

**Debrief on Strategic Initiatives Session**

* Not enough meat on the bone
* Hard to follow and sometimes confusing
* Spent way too much time on the role of the Excutive Director
* Should have spent the majority of time focusing on the strategic topics we agreed on and specifically what we will be working on next year
* Did not get what we thought we were going to get
* Ann will give this feedback to Ami

**Tuesday, August 22**

**Member’s Forum**

* Email more responsive than forum
* Forum not mobile optimized
* Forum login issues
* Ann – forum review
  + Issues: Subscribing to all, file size upload too restrictive, excel files can’t be uploaded
* Takeaways to ask Peter:
  + take subscribe option away – default everyone as subscribed – Owners Forums
    - Peter responded – can’t be done
    - Once you post, you are automatically subscribed to that topic
  + Increase allowable file size
  + mobile optimization – Peter looking into (may have to move platforms)
    - Peter responded – it is optimized, but very text heavy
  + Add channel for Ann (Executive Director)
  + More users for Ops Forum
* TCG members should be subscribed and using no later than 9/8/23
* Meeting Agendas to be housed under Ann’s channel
* End of October – reassess

**Participation**

* Maximum Impact Report
  + More people need to participate/be held accountable
* Meetings/Calls
  + Not enough participation by some members
* Projects
  + Seems like same group does everything; need more people volunteer
* Takeaways
  + Ann to have separate discussion with member if she notices lack of participation
  + New members – encourage to ask questions; nominating member to help

**Member’s Resource Center**

* Password: CerradoG@!921
* Houses logos, territory map, brochures/marketing material
  + Ask Peter -some tabs not working
  + Peter to add the following new tabs-TCG PowerPoint Presentations,
  + Annual Meeting Minutes and Documents, Cyber Security Documents, Member PowerPoint Presentations, Member Marketing Pieces, Training Materials
  + Send all pieces to Peter and let him know which tab to post under Peter
  + Create metrics one page- need more clarification
  + Recordkeepers – add their sponsor level
  + When sending files to Peter to upload must use MM-DD-YYYY format if using date.

**Best Practices**

Cyber Learnings

* Not all RKS have multi- factor authentication
* We need to understand which RKs do not have it ( American Funds RK Direct does not have it)
* Ask RKs for Indemnification Letters- get a sample from JH
* Be careful when changing IT providers. There may be a gap in IT coverage between the 2 vendors.
* Ensure MFA is turned on on all servers when you change IT providers
* One way to mitigate cyber insurance costs is to reinsure your cyber coverage
* If a firm does experience a cyber incident, contact the Insurance Co immediately
* Never use the word “breach” to describe an incident- each state has different laws pertaining to breaches. Use Cyber incident or issue.
* TEAMS and Sharepoint are nor secure to send information internally
* Use a password system for all employees- Keeper, Bitwarden, One Password
* SIEM- Security Information Event Management- Barracuda is a 24/7 monitoring service; Active Track takes a screenshot of all pc’s every 10 seconds
* We need a list of what security programs each firm uses
* Beware of hiring over zoom- heard of a case where a programmer was had hacked someone’s identity and used a fake resume

Transamerica

* They are not counting new adopting plans coming into MEPs as new plans

TCG New Business

* Overall seeing less new plans this year
* Some feel this is just part of the regular sales cyvle
* Start-ups are down- due to economy, MEPs, PEPs etc.. However, Leslie has seen an uptick in start-ups and in CA, there are a high % of start-ups due to CalSavers
* RKS aren’t hitting their new plan goals

FuturePlan

* They have off-shored loans and distributions
* The service is poor- at least 10 biz days to process
* Put the list of firms that FuturePlan has bought on a map for TCG
* Keeping up on our metrics important to go to the RK’s and let them know, as our metrics probably look better than all of the national firms.
* Mining EFAST lists with RK’s to find FuturePlan firm plans

Loans and Distributions

* Best practice for security is to have online loans adopted- let Plans Sponsors know this is the best way for them to be indemnified against fraudulent activity
* Idea- get the leaders of the loans and distribution teams together to discuss best practices
* Joe uses a BOT to see if RK has paid him the fees or loans and distributions

RK Advisory Boards

* Need to know who from TCG sits on each RK’s boards
* Leslie is updating Google docs spreadsheet to add a tab for tracking this

Cerrado Group Vendor list – what everyone is using vendor-wise

Legal software

Legal help

Software vendors

Representatives on RK Boards

Who is on what boards/advisory council?

Leslie is updating Google docs spreadsheet to add a tab for tracking this

MEP/PEP/GOP’s – possibility of TCG doing this as a group – added to the Products/Services initiative

**Wednesday, August 23**

**CYBERSECURITY DISCUSSION**

Options:

1. Annual independent third party assessments
2. Bi-annual assessments

Since the DOL guidelines are guidelines and not rules, we make the decision to follow the NIST guidelines

OR

Bridge letter that states there have been no significant changes (need to define) in systems, processes, and cyber guidelines in our standard

Discussion: Joe suggested pen-testing every year, assessment every other year

Went to Alison and asked her opinion – need to do a pen-test every year

Need to decide on our policy for TCG

* Do we need to just do a bridge letter that states that there have been no significant changes in systems, processes, business structures (service provider change, acquisitions, etc.)
* Pat: We are not directly regulated by the DOL, our clients are – do we have to do the actual assessment
* Joe: for the off-year – put together a list of all of the things that we need to make sure everything got done and is in place
* Can use someone else for pen-testing
  + Federal option for free
  + CUNA has an option (through Enquiron?)
* MegaplanIT will not do a “lite” option – but their may be some economies
* Talked about the struggles that any of us had with MegaplanIT
  + Not totally clear communication at the end point
  + Jordan: Very thorough, but very rigid
* **Conclusion: Must do annual pen-testing and bi-annual assessment, and use the letter for the assessment gap year**

2024 Contract

* No change in pricing if we do annual assessments
* There could be an increase in pricing if we decide to do bi-annual assessments
* Renew in 2024

Managed IT

* MegaplanIT has been reaching out about managed IT services – do not feel like it is a good idea to have them doing this and our assessments
* Ann arrange a call with any TCG member who would like to give MegaPlanIT feedback
* Bob - Possibility of having a TCG option that we all can use?
* Put together correspondence to go to a client about cybersecurity – like to help with a starting point
* Policies and procedures – sharing these on our portal – several members have some but several need

**TCG and The Cerrado Corporation**

Common issues for Plan Consultants:

* Succession Plan
* Scale – the ability to invest in tech, automation, training, cyber, etc. – items relevant business ops
* Branding
* Distribution of services
* Respect
* Consolidation –
* Risk of cyber breach – when not if – RK’s, B/D’s are going to start limiting the number of providers (TPA’s, CPA’s, etc.) that they work with
* RK consolidation – gives us less power, less influence
* Automation and AI – need to get our acts together here, as the RK’s will spend the money and get this figured out so they CAN “do what we do”.
* B/D distribution
* Aggregators buying other TPA’s, combination of advisory, RK and TPA and compliance firms

Cash Flow is King/Queen – membership growth is necessary

Current expense = $150k

Current revenue = $220k membership and sponsorship

Grow membership

Membership growth drives influence and more sponsorship opportunities

15 @ $10,000 = $150k annually

50 @ $15,000

What could TCG be?

Today – keep and evolve as Non-Profit

The Cerrado Group

Best practices

Education

Charity – event – some sort of give-back wherever we go for our meetings

Eligibility for investment and ownership in the Cerrado Corporation

Tomorrow – New Entity – For profit

For Profit

The Cerrado Corporation

Our own private equity firm

See Bob’s slides