**2023 Cerrado Group Annual Meeting Agenda**

**Sunday, Aug. 20**

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|  | **Arrivals throughout the Day** | *Hotel Teatro*  *1100 14th Street, Denver* |
| 2:00- 4:00pm | **Pre-meeting Discussion (Voluntary Attendance)** | *UpStage*  *8th Floor Hotel* |
| 5:40pm | **Meet in hotel Lobby to walk to restaurant** |  |
| 6:00- 9:00pm | **Dinner**  ***Sponsored by American Funds and John Hancock***  Heather Windjue, AVP TPA Services, John Hancock  Kent Lepard, Divisional Vice President, John Hancock  Joe Mulcahy, TPA Retirement Plan Counselor, American Funds | *Corinne*  *1455 California Street* |

**Monday, Aug. 21**

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| 8:00-9:00am | **Breakfast**  ***Sponsored by Fidelity***  Beth Robinson, Director, TPA Programs | *Nickel Back Space* |
| 9:00-9:15am | **Welcome and Agenda Overview**  Ann Slotwinski | *UpStage*  *8th Floor Hotel* |
| 9:15 – 10:30am | **2024 Strategic Initiatives**  Ami Tully  Maximum Impact |  |
| 10:30am -10:45am | **Break** |  |
| 10:45 – Noon | **2024 Strategic Initiatives**  Ami Tully |  |
| Noon to 1:00pm | **Lunch**  ***Sponsored by Principal***  John Maury, Director Strategic Relations-TPA | *Nickel Back Space* |
| 1:00- 2:00pm | **2024 Strategic Initiatives**  Ami Tully | *UpStage*  *8th Floor Hotel* |
| 2:00- 2:15pm | **Break** |  |
| 2:15pm – 3:15pm | **Client Survey Debrief**  Rod Bertino  Business Health |  |
| 3:15-4:15pm | **Best Practices Discussion**  Onboarding New and Transfer Plans |  |
| 5:45pm | **Meet in hotel Lobby to walk to restaurant** |  |
| 6:00-9:00pm | **Sponsor Thank You Dinner**  ***Hosted by The Cerrado Group*** | *Rioja*  *1431 Larimer Street* |

**Tuesday, Aug. 22**

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| 8:00-9:00am | **Breakfast**  ***Sponsored by Voya***  Cassie Churchill, TPA National Vice President  Ralph Del Sesto, Head of Broker Dealer & TPA Distribution & Support Strategy | *Nickel Back Space* |
| 9:00-10:30am | **TCG Operational Issues**   * **Participation** * **Communication** * **Project Management**   Ann Slotwinski | *UpStage*  *8th Floor Hotel* |
| 10:30-10:45am | **Break** |  |
| 10:45am -Noon | **Member’s Library**  Ann Slotwinski |  |
| Noon – 1:00pm | **Lunch**  ***Sponsored by Transamerica***  James Ahern, Manager TPA Business Development | *Nickel Back Space* |
| 1:00-3:30pm | **Best Practices Session**   * Keeping the TPA firm Cyber Secure * Onboarding New Employees * Distribution Processing * Automatic Census Scrub | *UpStage*  *8th Floor Hotel* |
| 5:45pm | **Meet in hotel Lobby to walk to the restaurant** |  |
| 6:00- 9:00pm | **Off Site Dinner**  ***Sponsored by The Standard***  Matt King, National Director- TPA Connections and Business Development  Trevor Roberts, National TPA Sales Manager  Steve Chappell, Vice President of Distribution | *Ocean Prime*  *1465 Larimer Street* |

**Wed., Aug. 23**

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| 8:00-9:00am | Breakfast  ***Sponsored by T Rowe***  Mike Staples, Senior Sales Executive, Rocky Mountain Territory | *Nickel Back Space* |
| 9:00-9:30am | **James Lee CPA**  ***Lunch Sponsor*** | *UpStage*  *8th Floor Hotel* |
| 9:30- 10:45pm | **MegaPlanIT**   * Debrief on Assessments * Renew withg MegaPlanIT?   Ann Slotwinski |  |
| 10:45am -11:00am | **Break** |  |
| 11:00am – Noon | **Open Session**   * Future Membership Goals * Profit versus non- profit * Member selling Governance * Future of the TPA * Other |  |
| Noon – 1:00pm | **Lunch** | *Nickel Back Space* |

**DAY 1 – Monday, August 21st**

Automation

Leverage our RK partners as well to find vendors/products for outsourcing – they’ve already vetted these things

Executive Director

Membership Dues

New solicitations for products and services

Communication strategy for members

Accountability

Keep priorities

Ambassador for Cerrado – Face of org

Vetting new members

Coordination of relationships/sponsorships

Channel strategy

Admin functions

Clearinghouse for best ideas

Infrastructure

Admin

Opportunities

Website

ECO

* + Financial Reporting
  + Business Development
  + Practice Management
  + Membership / Education

ECO should contain Treasurer and then the head of the steering committee for each of the initiatives – Technology, Brand, New Products & Services

\*\*\*ChatGPT – Jordan subscribes to a professional membership – team members have access and it puts together a directory of the documents that are initiated/created

Resources

Membership Dues

Sponsorships

Other Sources? Yes

Initiatives - Technology

* Census
* Reconciliation of contributions
* Trust Accounting
* Distributions & Loans
* OCR – smart scanning, balance forward
  + Statements from investment firms
  + Documents – Read and import into FTW so Luanne doesn’t have to do it
* Notices
* Moving information around
* PDF aggregator

Initiatives – Branding

* Broker/Dealer message
* SPARK
* PR package – press release

**\*\*\*\*Technology developed for TPA’s\*\*\*\***

* Creekside Innovation – Joe Burt – Payroll Integration
  + Inaccurate data, inefficiencies in admins picking up a project, not having what they need, putting it down until they get good data, picking it back up. Clients make mistakes, what are most common mistakes that we see most often
  + Working on module now where they can run daily updates and be able to run testing on January 1 and know that there may be excess contributions

**DAY 2 – Tuesday, August 22nd**

Members Forum

Ops Forum

Participation

* Meetings & Calls
  + Need to be engaged
  + Not everyone speaks up
  + Go around the “room”
  + Give those who need time to process and reflect the time to do so. Post comments on the Forum when ready.
* Projects
  + Need to be engaged
  + Track participation – how? Create a project and participation “dashboard” with every firm represented on the project

\*\*\*Send files to Peter to post on our Members Forum\*\*\*