Continuing Education Credits
Be sure to sign the “Sign‐In/Sign‐Out” sheet outside of the room when applying for Continuing Education Credits for the following certifications.
(Check the appropriate certification)
• CFP
• CPE

You do not have to sign in and out for InFRE credits.
InFRE tracking forms were included in conference registration materials.

Talkin’ Bout My Generation
Kandi Winters, Chief of Deferred Compensation, Florida
Scott Dingwell, Head of Participant Engagement, BlackRock
Bruno Bertocci, Head of Sustainable Investors, UBS
Gregg Holgate, National VP Retirement Services, ING

Objectives
• Understand the differences in the way generations invest.
• Define the investing gaps for each generation.
• Explore the ideas that have been tried in Florida.
• Discuss the Role of HR in communication to these various groups.
Think communication has changed?

Market Research
Years it took to reach a market audience of 50 million?

Radio
38 Years

TV
13 Years
Market Research
Years it took to reach a market audience of **50 million**?

- Internet: 4 Years
- iPod: 3 years
- Facebook: 2 years
The Research

By the Numbers:

- 34% percent of all Boomers are confident they have sufficient funds to cover their retirement years.
- 42% confident - Early Boomers, ages 61 to 66
- 25% confident - Late Boomers, ages 50 to 55

Source: PlanSponsor.com
http://www.plansponsor.com/Different_Retirement_Outlooks_for_Early_Late_Boomers.aspx

July 2, 2013 Insured Retirement Institute (IRI), "The Great Divide: Financial Comparison of Early and Late Boomers' Retirement Preparedness"

Today's Workers; Labels & Lifestyles

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Baby Boomer</th>
<th>Generation X</th>
<th>Generation Y/Millenial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retirement Age</td>
<td>65-69</td>
<td>50-64</td>
<td>35-49</td>
</tr>
<tr>
<td>Pre-retiree</td>
<td>Mid-career</td>
<td>Just starting out</td>
<td></td>
</tr>
</tbody>
</table>
Significant opportunities to help women and younger workers.

Greater Knowledge Gap

85% of Generation Y/Intermedia
75% of Generation X
66% of Baby Boomers
54% of Retirees.

Have barriers to saving.

The Barriers Are...

"Commo" Across the Ages

<table>
<thead>
<tr>
<th>Language Style</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Intermedia</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;I speak&quot;</td>
<td>&quot;I speak&quot;</td>
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<td>&quot;I speak&quot;</td>
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<tr>
<td>&quot;I hear&quot;</td>
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<td>&quot;I read&quot;</td>
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</tr>
</tbody>
</table>

"I watch your TV & radio"

"I watch your TV & radio"

"I watch your TV & radio"
Taking a scientific approach to communication

### How does the message change over time?

**Post-Retirement**
1. How to adjust your spending based on market returns, inflation and lifestyle

**Pre-Retirement**
1. How to manage all your assets to achieve goals
2. How much income will you need?
3. How can you convert savings to regular income?

**40s, 50s**
1. Increase contributions
2. Consider your savings holistically. Adjust risk as needed.
3. Don’t screw it up*

**30s**
1. Start saving
2. Increase contributions
3. Don’t screw it up*

**20s**
*technical term which covers a range of bad behavior: taking loans, halting contributions, attempting to time the markets, and others

### Pre-Retirement
1. How to manage all your assets to achieve goals
2. How much income will you need?
3. How can you convert savings to regular income?

### Post-Retirement
1. How to adjust your spending based on market returns, inflation and lifestyle
2. How much income will you need?
3. How can you convert savings to regular income?

### Communications vehicles available when I started in the 401(k) world
- Print
- Participant meeting
- Book and guide
- Participant meeting

### Communications vehicles now
- YouTube
- Facebook
- Email
- Benefits website
- Interactive PDF
- Webinar
- Email
- Benefits website
- YouTube
- Facebook
- Email
- Benefits website
- Interactive PDF
- Webinar
- Email
Understanding Younger Investors

- Gen Y are idealists who care about issues
- Buyers of green/eco-friendly products up to 36% in 2012
- Need to feel an affinity with their investment portfolio—more than a set of returns
- This trend is seen at the college and university level:
  "Harvard University endowment looking to fill a new position: vice-president of sustainable investing." 

2. Bloomberg, February 19, 2013

How to Communicate with Young Investors

- Use social media
- Consider modern, positive screening sustainable investment options
- Build a connection between the investments and the audience
- Social impact of the portfolio: positive effect on the environment, society
- These investors are Whole Foods shoppers, Prius owners, Facebook users, who are tech savvy, change jobs often and favor a flexible lifestyle

Conclusion: Break out of the box

- Twitter and Facebook are more effective than email
- Outreach needs to be compact and focused
- Needs to build an emotional connection with a young audience
- Difficult to absorb compound returns but easy to understand impact and affinity
Implementing the Research

Florida Employees by Age and Pay Plan
As of June 30, 2012
Pervasiveness of games in our society

There are more people in the United States that meet the definition of active gamers than there are people saving for retirement.

141 million Americans

61 million Americans

Raising awareness of the importance of saving to the 141 million Americans that play games.
Questions? Comments?

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