

2007
Institutional
Investor NEWS
20
RISING
STARS

RETIREMENT PLAN ADVISORS



FROM THE PUBLISHERS OF:

Defined Contribution & Savings Plan Alert

Money Management Letter

20 RISING STARS

RETIREMENT PLAN ADVISORS

RISING STARS AVERAGE NEARLY \$1 BILLION IN ASSETS

By Michelle Samson

INSTITUTIONAL INVESTOR NEWS' inaugural issue of *Rising Stars of Retirement Plan Advisors* has turned up some amazing retirement plan advisors from across the nation who work directly with 401(k) and defined contribution plans.

On average, our 20 rising stars have just under \$1 billion in advisory assets under management. Some are specialists in Health Care Savings Accounts, municipalities and nonprofits and their expertise ranges across all plan sizes.

All our stars are college educated, one has an MBA and one has a juris doctor. In industry credentials, 14 stars have the PLANSPONSOR Retirement Professional designation, 11 have the Accredited Investment Fiduciary designation, three are Certified Financial Planners, one is a Chartered Financial Analyst, one is a Certified Public Accountant, one is a Certified Investment Management Analyst and one is a DALBAR Certified Fiduciary Advisor; two have no industry designations.

Here are some other noteworthy points about this year's nominees:

- the average age is 38 (the youngest is 34 and the eldest 40);
- women represent 10% of the overall group;

- 55% co-founded their companies;
- 10% founded their companies;
- 40% work in the Midwest; 30% work in the Northeast; 20% work on the West coast; 10% work in the south;
- one nominee is a third-generation retirement plan advisor.

Our stars are nominated by the industry. We select our stars on the following attributes: they are 40 years of age or younger and have credentials and experience and a career consistency that indicates they will be the ones to watch as leaders and trend setters in the industry going forward.

Many outstanding, well-qualified individuals were recommended for the list. We thank the nominees and those who did the nominating for making this list possible. We look forward to charting the professional progress of these rising stars in the years to come.

Please note a special feature at the back of the book called our Mentors' Page—a place where *II News* shines a spotlight on those senior professionals who fostered our nominees' skills and careers.

Without further ado, here are our Rising Stars, listed alphabetically by surname.

TONY CIOCCA



Managing Director
Institutional Investment Consulting, Waterbury, Conn.

Age: 37

Education: Duquesne University, B.A., Political Science

Mentors: Christian Thwaites, CEO, Sentinel Investments; Charles Ruffel, CEO, Asset International

Ciocca joined IIC, a corporate retirement plan consulting firm, in 2003. He is responsible for sales, marketing, search consulting and ongoing investment and fiduciary support. He and his team advise on \$1.5 billion dollars assets under management. Ciocca personally is the lead or co-advisor on \$850 million worth of plan assets.

Ciocca began his career in 1993 at American Skandia, a financial services company, in a sales/service position. While there, he became part of a team that developed a small-plan 401(k) program for advisors to sell. In 2000, he joined *PLANSponsor* magazine, and helped build the 401(k) Pathfinder Program(SM), which enables plan sponsors to research, analyze and select a new plan provider. He oversaw \$1 billion worth of vendor searches.

Ciocca has the Accredited Investment Fiduciary and PLANSponsor Retirement Plan Professional designations. He has been recognized in *PLANSponsor* magazine's December 2006 issue, "Best of the Best" of retirement plan advisors.

"Over the next few years most of the multiple vendor 403(b) ERISA plans will migrate to single vendors due to inefficiencies in these programs. This is leading to a great opportunity for advisors to help organizations save money, create efficiency and implement prudent investment monitoring processes."

LARRY DEATHERAGE



Partner
National Retirement Partners/DFI Advisors, Inc., La Jolla, Calif.

Age: 40

Education: San Diego State University, B.S., Business

Mentors: William Chetney, president, National Retirement Partners Inc.; David B. Utter, senior v.p., Wachovia Securities

Deatherage's primary focus at DFI Advisors, a wholly-owned subsidiary of National Retirement Partners, is on new mid- to large-plan development. This involves independent comprehensive plan benchmarking, proprietary investment due diligence, and full disclosure and negotiating of fees. He also has been instrumental in developing education and communication strategies for his clients to help their employees become better 401(k) investors.

In addition, he works closely National Retirement Partners in new product and service development and best practices techniques. Deatherage and DFI Advisors is one of the founding member firms of National Retirement partners. He founded DFI in 2003. He currently has approximately \$2 billion in assets under management.

From 1990 to 2003, Deatherage worked at Prudential Securities in San Diego in a 401(k) retirement planning group. Thereafter, he and his partners created DFI. He has received his Accredited Investment Fiduciary and PLANSponsor Retirement Plan Professional designations.

"Participants and fiduciaries have to understand the fees and services provided by their vendor and advisor and this is one of the biggest challenges facing the industry today. We regularly disclose all fees and we have a concerted effort to meet with employees individually to make sure they are on track for a comfortable retirement."

ANTHONY M. FRANCHIMONE



Partner

National Retirement Partners/DFI Advisors, Inc., La Jolla, Calif.

Age: 39

Education: San Diego State University, B.S., Business

Mentor: David B. Utter, former senior v. p., Wachovia Securities

As a partner and co-founder, Franchimone is responsible for client retention and marketing for new business and relationship management with numerous vendors. He currently advises on approximately \$2 billion in assets.

Franchimone's first post was as financial advisor with Prudential Securities in 1991. He and a colleague from Prudential decided to partner and go independent, creating DFI Advisors in 2003, and became affiliated with National Retirement Partners.

Franchimone is both an Accredited Investment Fiduciary and a PLANSPONSOR Retirement Plan Professional. He has spoken at the Fidelity Investment Retirement Leadership Due Diligence conference in 2006, an annual meeting for retirement professionals nationally. He served as a panelist at the 2006 Plan Advisor National Conference. He has also been quoted in several industry publications including *PLANSPONSOR* magazine, *Plan Advisor* magazine and *Forbes Online*.

"One of the biggest challenges is getting the retirement world to understand the true value of a dedicated, competent retirement advisor/consultant. We attempt to bridge the gap by persistently communicating that value through ongoing workshops, seminars, articles and industry forums and panels."

MICHAEL W. KOZEMCHAK



Managing Director

Institutional Investment Consulting, Bloomfield Hills, Mich.

Age: 39

Education: Western Michigan University, B.A., Finance

Mentors: Hank Spain, senior v.p./assistant branch manager, Wachovia Securities; David Robbins, partner, Kaufmann, Feiner, Yamin, Gilden & Robbins

Kozemchak currently advises and co-advises on approximately \$1.1 billion of \$2.5 billion of plan assets at the company. His responsibilities include growing the practice by locating and securing new clients while serving existing clients.

He began his career at Merrill Lynch in 1996 as a financial advisor. He joined Prudential Securities in 1997 catering to high-net-worth investors. In 2003 he ceased serving retail clients to focus exclusively on institutional corporate clients and formed Institutional Investment Consulting.

IIC has conducted more searches using PLANSPONSOR's Pathfinder benchmark/search technology than any other consulting team in the country since 2003, according to PLANSPONSOR Pathfinder. Kozemchak has both the Accredited Investment Fiduciary and PLANSPONSOR Retirement Plan Professional designations. He has spoken at industry events such as the PLANSPONSOR Plan Design Conference 2007, The Society for Human Resources Management 2006, and the American Society of Employers in 2005.

"The biggest challenge we are facing as consultants are clients are asking us to do considerably more, assume greater liability, and do so for considerably less. If we can better educate the plan sponsors, perhaps they will come to realize that the lowest cost is seldom synonymous with best value, and that the needs of plan participants are often best served with the latter."

VINCENT MORRIS



V.P., Retirement Plan Services

Bukaty Companies Retirement Plan Services, Leawood, Kan.

Age: 38

Education: University of Kansas, B.S., Economics

Mentor: Mike Bukaty, president, Bukaty Companies

Morris joined Bukaty Companies as an owner overseeing the retirement plan services division in July 2001. He has approximately \$500 million of assets under management. Since joining this business has grown from a start-up business with few plan assets to a branch office and a nine person staff that handles in excess of 100 institutional clients.

His management duties include business development, marketing and overseeing day-to-day operations of the retirement plan services division. He oversees board training and also the fiduciary services that help clients stay compliant, including development of investment policy statements, ongoing investment monitoring and demographics analysis.

He has both the Accredited Investment fiduciary and PLANSPONSOR Retirement Professional designations. Prior to Bukaty, Morris worked as a broker at Olde Discount, a discount brokerage firm, in 1993. He joined Prudential Securities as a financial advisor from 1993-1995. In 1996-2001 he worked as a retirement plan consultant for FBD Consulting, a regional third-party administrator, preparing Internal Revenue Service and Department of Labor filings.

"Employers will seek to automate more plan functions as the defined benefit market transitions to a defined contribution market. This creates opportunities for advisors to help people that normally wouldn't be in the plan, walk plan sponsors through the drastic changes that are going on and offer investment advice to individual participants."

JIM O'SHAUGHNESSY



Principal

Sheridan Road Financial, Northbrook, Ill.

Age: 38

Education: Purdue University, B.S., Industrial Management

Mentors: Clark O'Shaughnessy, former Qualified Plan Specialist, Equitable Life/AXA Advisors; Fred Novy, paramount planning group advisor, AXA Advisors; Marv Rotter, former agency manager and regional manager, AXA Advisors

O'Shaughnessy is responsible for the daily operations of the retirement plan consulting business and wealth management group. He maintains mutual fund, insurance, and third party administrator relationships related to both practices. He currently has \$450 million in assets under management.

O'Shaughnessy is a third-generation retirement plan adviser. He began as an intern for his father at Equitable Life/AXA Advisors in 1991 and took over that practice in 1996. In 2005, O'Shaughnessy and a partner founded Sheridan Road, which consists of three companies: Sheridan Road Financial, Sheridan Road Capital, and Sheridan Road Advisors. He has both the Accredited Investment Fiduciary and PLANSPONSOR Retirement Professional designations.

This year, he has spoken at the American Society of Pension Professionals & Actuaries and the National Retirement Partners conferences. He is slated to speak at the Center for Due Diligence Conference in October, regarding challenges and opportunities for advisors.

"There is an enormous need to improve employee participation rates, salary deferrals need to increase over current levels, and participants need to improve their asset allocations. Plan sponsors and their employees need education, support and guidance to maximize the products, tools and resources available to them."

KENDALL B. STORCH



Director, Retirement Plans
Longfellow Benefits, Boston

Age: 37

Education: Brandeis University, B.A., Economics

Mentors: Brian Dillon, former regional v.p., New England, MFS Investment Management; Craig Cerretani, Philip LeBlanc, Kenneth Stanger, and Joseph Gray, partners, Longfellow Benefits.

Storch maintains all client relationships and steers the unit of four advisors. He performs investment reviews and plan design consulting as well as benchmarking. He has \$600 million assets under management.

Previously, Storch worked in inside sales at MFS Investment Management's retirement plan group from 1993-1998. Thereafter, he joined RBC Dain Rauscher (formerly Tucker Anthony) as a retirement plan consultant from 1998-2000. Storch is a Certified Financial Planner from the American College.

Storch has an article appearing in September in the national *Employee Benefit News* magazine on fees. He has been quoted in industry and news publications including *Registered Representative* magazine and the *Boston Business Journal* both in 2006. In 2004 he spoke at the Mid-Sized Pension Conference in Boston on the role of investment committees and best practices.

"We must prepare for the mass migration of retirement plan dollars out of qualified plans and into individual accounts. We need to shift gears to begin better managing the distribution of assets and capture and retain these assets. Establishing systems to retain these assets is critical. We need to develop a wealth management component, identify money managers to partner with, create systems and a process for identifying these retirees early. All of these factors need to be assessed and addressed to be successful."

BLAKE A. THIBAUT



Vice President-Retirement Plan Solutions
Heffernan Financial Services, San Francisco

Age: 37

Education: San Diego State University, B.A., Public Administration

Mentors: John Prichard, Sr., senior vice president, Heffernan Financial Services; Andrew Gorman, v.p., Morgan Stanley.

Thibault is responsible for providing corporate and non-profit clients with strategies and solutions to maximize their retirement plans. He assists clients with plan and vendor evaluations, contract negotiations, plan design, implementation, investment selection and the monitoring of comprehensive plan reviews and education strategies for plan sponsors and participants. Thibault has raised \$100 million in assets, while the company's retirement consulting practice has \$500 million in assets under management and another \$100 million in Heffernan's individual advisory practice. He joined Heffernan in 2006.

Prior to Heffernan Financial Services, Thibault was a wealth advisor and retirement planning specialist for Morgan Stanley from 1999-2006. He launched a corporate retirement plan group there, to expand the already successful wealth management practice. He has the Accredited Investment Fiduciary designation.

In 2007, Thibault attended the National Retirement Partners annual conference and spoke on fiduciary best practices. At the National Retirement Partners Center For Due Diligence Conference in 2006 he spoke on a breakout panel that discussed fiduciary monitoring tools. In 2005, he was a speaker on Corporate Services at the Morgan Stanley RP Select Conference.

"It is our duty to teach participants how to become savers not investors. I used to focus too much on investing, when I should have simply emphasized the importance of saving in a retirement plan."