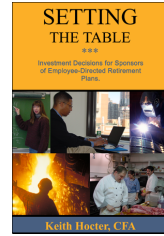


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SETTING THE TABLE:
Investment Decisions for Sponsors of Employee-Directed Retirement Plans
by Keith Hocter, CFA



We're pleased to announce the publication of Setting the Table, a handbook of practical advice for sponsors of employee-directed retirement plans. The retirement dreams of Americans increasingly rest on defined contribution plans, including 401(k), 403(b), 457, and similar programs. Investment decisions are a shared responsibility between the employee and employer. This has profound implications for Plan Sponsors, who set the table for an increasingly diverse and demanding employee base.

"Excellent plan sponsors get results from their plan without sinking large amounts of time into running the plan," explains the author. "They have the best of all worlds: they run cost-effective plans that require minimal attention from management and generate happy employees. In my experience, a solid governance process over investment matters does more than protect the sponsor from lawsuits - it saves time, saves money, and increases employee satisfaction."

This book opens with a walk-thru of a prudent and efficient governance process, designing an investment policy based on scientific and human principles to meet employee needs. It addresses the process of selecting investment products, monitoring performance, dealing with recordkeepers and "bundled" providers, and communicating effectively with participants. Sponsors will find concise and practical advice on everyday management and special "hot" topics, including company stock, self-directed brokerage, investment advice, lifestyle funds, public policy, and much more. Investment managers and service providers will gain insight into the unique challenges facing plan sponsors when employees are given partial control of their investment strategy.

Keith Hocter is an investment consultant for Bellwether Consulting, an advisory firm and fiduciary to \$14 billion in retirement plan assets. He draws on a decade of consulting and industry experience, solving problems for large and small companies, nonprofit organizations, unions, and governments.

For further information or to order a copy, please visit <http://www.xlibris.com/settingthetable> or contact the author at (646) 205-9346.

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