

# Articles and Speaking Engagements

Dennis Ackley

## Summary List of Published Articles

***The Massive Failure of 401(k) Education – The Standard***, Association for Financial Counseling and Planning Education, Second Quarter 2013

***[fake] Summary of Benefits and Coverage Cover Letter – Multiple Postings***, November 2012

***401k Fee Disclosure for the ‘You Never Told Me Employees’*** – SHRM Online, February 2011

***Answers to the 401k Questions that Matter Most*** – SHRM Online, October 2009

***Fun and Easy Approaches May Not Lead to Successful Retirement*** – *Defined Contribution Insights* (Profit Sharing/401k Council of America), May/June 2009

***Retirement Education Needs to Define Success and Tap Into Motivation*** – *Benefits & Compensation Digest* (cover article), July 2008

***Help 401k Participants Discover Annuities*** – *National Underwriter Magazine*, June 2, 2008

***Employee Trust is Essential in 401ks and 403bs...But Sometimes Missing*** – *Employee Benefit News*, April 2008

***Clear Participant 401k Fee Communication is Inevitable and Necessary*** – *Investment News*, October 2007

***Hey Dude, the New Pension Protection Act is Sweet: But Not for Retirement Dreams*** – *401kHelpCenter*, December 2006

***Communication: The Key to Putting ‘Benefit’ Back in Benefits*** – *Workspan* (World at Work), February 2006

***Six Steps to Effectively Communicating Your CDHC Plan*** – *CDHC Solutions Magazine*, October 2005

***Creating Benefit Value Statements*** – *Benefits & Compensation Digest*, March 2005

***A Free Car Would Make Employees Happy, So Why Don’t Their Benefits?*** – *Journal of Employee Communication Management*, February 2005

***Want Employees to Help Control Health Costs: Say So and Act Like It*** – *Benefits & Compensation Solutions*, February 2004

***Communicating a Consumer-Driven Healthcare Program*** – *Workspan* (World at Work), April 2003

***Measuring the Success of 401(k) Education Providers*** – *IOMA’s Report on Managing 401(k) Plans*, January 2003

***The Knowledge Needed to Make 401(k) Retirement Plans Work*** – *Employee Benefit News*, December 2002

***Taking Care in Communicating Health Care Plan Cutbacks*** – *The Self-Insurer*, December, 2002

***When Will the Secret of 401(k)s be Exposed*** – *BenefitsLink*, April 2002

***Start Measuring What We Say 401(k) Retirement Plans Do*** – *401kHelpCenter*, March 2002

***Measuring the Real Success of Retirement Education*** – *Plansponsor Magazine*, February 2002

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***Buy Your Retirement Here!*** – *Sharing Ideas* – International Foundation for Retirement Education, February 2002

***Consumer Approach to Retirement Planning*** – *Employee Benefit News*, September 2000

***Taking a Consumer Approach to Retirement Savings*** – *WEB Network Newsletter*, December 1999

***16 Ways to Boost Participation in Your 401(k) Plan*** – *IOMA's Report on Managing 401(k) Plans*, October 1999

***How Communicators Can Make Change Work*** – *Strategic Communication Management*, September 1999

***Dust Off the Image of Defined Benefit Plans*** – *HR Magazine* (Society for Human Resource Management), June 1999

***Total Compensation: Effective Solution or Empty Slogan?*** – *American Compensation Association News*, March 1999

***Retirement for Sale*** – *Profit Sharing*, February 1999

***Communicating Cash-Balance Plans*** – *Compensation & Benefits Review*, December 1998

***Three Questions Baby Boomers Must Answer*** – *Employee Benefit News*, June 1998

***Retirement Education Needs to Make a Lot More Cents*** – *Benefits Quarterly*, First Quarter 1998

***Strategic Communication: Full-Time Function or Dysfunctional Concept?*** – *Communication World*, July 1997

***Making Retirement Education Work*** – *Employee Benefit News*, November 1996

***Five Facts of Life for Retirement Consumers*** – *Personnel Journal*, November 1994

***Treatment Drives Health Care Costs*** – *Dallas Business Journal*, July 1994

***Helping Employees Make Sense Out of Health Care Plan Costs*** – *Personnel Journal*, October 1993

***Total Compensation Communication: No Strategy, No Solution*** – *HR Horizons*, Summer 1993

***Say the Right Things About Health Care Plans*** – *HR Focus*, July 1993

***Communicating a Point of Service Plan*** – *Compensation and Benefits Management*, Summer 1993

***Most Frequently Asked Questions About Flexible Benefits*** – *Journal of Compensation and Benefits*, June 1993

***What to Say About Pay*** – *Compensation and Benefits Review*, February 1993

***Three Things Wrong With Our Profession*** – *Communication World* (cover article), November 1992

***Retirement Communication Could Use Consumer-Oriented Approach*** – *Pension World*, September 1992

***The Secret of Communicating Bad News to Employees*** – *Communication World* (cover article), August 1992

## Summary List of Speaking Engagements (since 1998)

**SouthWest Benefits Conference – 2011, 2005, 2003** *(keynote speaker), 1999*

**Pension Focus Conference – 2011** *(top-rated speaker)*

**American Society of Pension Professionals & Actuaries - The ASPPA 401(k) Summit – 2007**

**International Society of Certified Employee Benefit Specialists Symposium – 2006, 2005, 1998**

**CEM Benchmarking Client Conference – 2007**

**Benefits Management Forum & Expo – 2006** *(keynote speaker), 2005, 2003, 2001, 2000, 1999, 1998*

**Ragan Corporate Communicators Conference – 2006**

**National Pension Education Association – 2012, 2006**

**International Foundation of Employee Benefit Plans Annual Conference – 2007, 2005, 2004, 2002**

**World at Work Annual Conference** (formerly American Compensation Association) – *2005, 2004, 2002, 2000, 1999, 1998*

**The Conference Board – 2005** Employee Benefit Conference

**The Savvy Self-Funding Healthcare Conference & Expo – 2006** *(keynote speaker)*

**International Foundation of Employee Benefit Plans Certificate Series - Employee Benefit Communication – 2012, 2011, 2010, 2009, 2008, 2007, 2006**

**Smith Barney 401k Conference – 2006**

**Financial Planning Association, Kansas City Chapter – 2006**

**Lorman Education Services - HRAs and HSAs Seminar – 2007, 2006**

**Missouri Association of Public Employee Retirement Systems Conference – 2006**

**Society for Human Resource Management - Webcast – 2006**

**International Foundation of Employee Benefit Plans - Webcast – 2006**

**Benefit Management Online Forum & Expo - Webcast – 2006**

**Benefits Communication Institute - IFEBP – 2008, 2005, 2004, 1998**

**Health Care Management Institute - IFEBP – 2005**

**National Association for Variable Annuities – 2005** Marketing Conference, **2005** Retirement Income Conference

**National Association of Health Underwriters Annual Conference – 2005**

**Health Savings Accounts 2005 Summit – 2005**

**M. Lee Smith Publishers - Strategic HR Leadership Conference – 2005**

**Financial Research Associates - Health Savings Accounts Conference – 2005**

**National Association of Insurance and Financial Advisors – 2005** Missouri State Conference

**SHRM Missouri State Conference – 2005**

**National Health Benefits Conference – 2004**

**Employee Benefit News Magazine** - Consumer Driven Health Care Seminar Series – 2003  
**International Quality and Productivity Center** – 401(k) Communication Workshop - 2001  
**IFEBP International Benefits Conference** – 2001  
**Profit Sharing / 401(k) Council Conference** – 2000, 1999 (*keynote speaker*), 1998  
**Pension Benefit Guaranty Corp. (PBGC)** – 1999 (*25<sup>th</sup> anniversary speaker*), 1998 (*executive presentation*)  
**Pensions & Investments 401(k) Conference** – 2001  
**Personal Finance Employee Education Conference** – 1998 (*keynote speaker*)  
**Southwest Human Resources Conference** – 1999, 1998  
**Society for Human Resources Management** – *dozens of local chapter meetings*  
**CEBS Educational Sessions and WEB Chapters** – *dozens of local chapter meetings*