

Articles and Speaking Engagements

Dennis Ackley

Summary List of Published Articles

- 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
- 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

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Summer 2008

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)

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 – 2006 (*keynote speaker*)

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 – 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

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

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 (*25th 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*