Building Your Business: Webinars from The Standard

Mark your calendar!
The Standard is pleased to offer *Building Your Business* webinars to our partners. Join our experts as they provide insight and commentary on the issues driving our industry, then take part in an interactive question-and-answer session.

These webinars, while addressing a number of important topics, all share one guiding principle: to help you grow your business in a changing and challenging environment. With each 45-minute session, you'll gain practical, actionable information that will position you to compete successfully in your marketplace.

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Thursday, December 3 at noon ET
Networking 2.0: Growing Your Business in the Digital Age
with Sheri Fitts of The Standard

The Internet and the rise of social media are changing the way we approach business development and marketing. Savvy brokers and advisors are building an online presence to supplement face-to-face sales efforts. This webinar reviews the effectiveness and usability of online marketing tools and resources, including LinkedIn, Twitter, blogging and e-newsletters. You'll learn practical ways to incorporate these tools into your current sales and networking efforts and receive action items and tangible resources to launch your Networking 2.0 strategy.

Wednesday, December 9 at noon ET
Managed Accounts for 403(b) Plans
with Sheri Fitts of The Standard

Mainspring Managed is a formal, goal-based retirement savings and investment plan developed, implemented and managed by The Standard. Previously offered only to participants in our 401(k) plans, the service has been enhanced for use in 403(b) plans. Join Sheri Fitts, director of communications and large plan sales at The Standard, as she details the features and benefits of this service, including:

- Going beyond traditional managed account/advice solutions to help plan participants meet their retirement income goals
- Allowing investment advisors to select the core fund lineup for the managed portfolios
- Offering comprehensive fiduciary support at both participant and plan levels

Thursday, December 10 at noon ET
The Forgotten Opportunity: 403(b) Sponsors Providing Charitable, Scientific, Literary and Social Services
with Tom Blanchar of The Standard

As a result of the new IRS regulations, 501(c)(3) organizations have been looking more closely at their fiduciary responsibilities. In addition to compliance and investment concerns, they are also faced with new Form 5500 reporting and fee disclosure requirements. Join us for *The Forgotten Opportunity* webinar and learn how to develop a sales strategy that leverages budgetary and plan audit concerns. As we explore the forgotten opportunities offered by museums, symphonies, mental health facilities, goodwill and charitable organizations, discover how your retirement plan experience can provide you with an immediate entry into this unique marketplace. Employee benefit consultants and specialists also will benefit from the innovative ideas for cross-selling into a current client base.

Continued on other side

Thursday, January 7 at noon ET

Blog Your Way to Success

with Patrick Galvin of Galvin Communications

Blogging is an economical way for advisors to find new business opportunities. Frequent bloggers quickly can become go-to experts for fellow bloggers and the media, which results in greater visibility and credibility. This webinar covers all the basics of blogging, including where to find easy-to-use blogging platforms, how to create an interesting approach and viable blog topics, and dealing with critical comments and compliance issues.

Thursday, January 21 at noon ET

Communicating Benefits to Employees: Millennials to Traditionals

with Sheri Fitts of The Standard

Participants may range in age from 16 to 60, but they all want to know one thing: how does your plan or service benefit them? Reaching these disparate groups — from texting twenty-somethings to button-down boomers nearing retirement — is tricky. The key to communicating with different generations is understanding who they are and what they value. This webinar explores generational differences, as well as marketing strategies that target these distinct segments of the labor force.

Taking part in a webinar is easy! All you need is Internet access and a telephone.

A few minutes before the scheduled webinar:

Go to **http://tinyurl.com/buildingbusiness**

Enter your Meeting Number: **77852229**

Enter your Participant Passcode: **8954**

For the audio portion:

Call **888.521.5778**

Enter your Participant Guest Code: **38916509**

We hope you can join us online!