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WEALTH MANAGEMENT

Plan Sponsor Perspectives

Better questions can lead to better 401(k) conversations.

Join Morgan Stanley for a private educational panel at NCR Country Club designed for business owners, plan sponsors, and professional advisors who help guide retirement plan decisions. This interactive discussion will bring together experienced retirement plan professionals to share practical perspectives on plan design, administration, fiduciary awareness, benchmarking, and the questions that can support more informed decision-making.

Date:	Wednesday September 16th, 2026	
Time:	5:30PM – 8:00PM	
Location:	NCR Country Club 4435 Dogwood Trail, Kettering, OH 45429	
Format:	Networking Reception, Panel Discussion, Catered Dinner, Cash Bar	
Moderated By:	Shana Sellers-McElroy, CFP®, CRPS	Zach Winning, CFA®
	Vice President, Financial Advisor	Financial Advisor

What Attendees Can Expect:

This interactive panel discussion will include time for open Q&A, with attendees also invited to submit questions in advance. The conversation is designed to help business owners, plan sponsors, and professional advisors explore practical 401(k) plan considerations, ask more informed questions, and gain perspective from professionals who work with retirement plans from multiple angles.

Questions Plan Sponsors Should Be Asking:

- **Has your plan outgrown its current pricing, service model, or investment menu?**
  As plans grow and participants need change, fees, services, and investment options may need to be reviewed to confirm they still align with the plan's size and complexity.
- **Are participation and savings behaviors revealing engagement gaps?**
  Low participation, limited deferral increases, or uneven employee engagement may point to opportunities in plan design, education, enrollment, or communication strategy.
- **Are former employees and retirees adding unnecessary complexity to your plan?**
  Inactive or retired participants can create added administrative, communication, and oversight considerations.
- **Are recurring corrections signaling a deeper plan design or payroll issue?**
  Corrective distributions may indicate testing, payroll, eligibility, contribution, or participation issues worth reviewing.
- **Would your fiduciary file tell a clear story if reviewed?**
  Plan sponsors are expected to document how providers, investments, fees, and administrative practices are selected, monitored, and reviewed.
- **When was the last time your plan was benchmarked and what has changed since then?**
  Periodic benchmarking can help sponsors better understand how plan fees, services, investment options, and support compare with the plan's current needs.

Registration:

This private educational event is designed for a focused group of business owners, plan sponsors, and professional advisors. Each invitee may register up to two professional attendees from their organization or advisory team.

RSVP Required By: September 2nd, 2026

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Featured Panelists

Mark Hill Nova 401(k) Associates Third Party Administrator	Lindsay Moody T. Rowe Price Plan Recordkeeper
Mark Hill is a retirement plan professional with more than 16 years of experience in the 401(k) and qualified plan industry. He currently serves with Nova 401(k) Associates, a national Third-Party Administrator, where he supports employers and advisors across a wide range of plan types, including Defined Contribution and Defined Benefit plans. Mark's work focuses on helping plan sponsors navigate complex compliance, administration, and operational requirements while delivering practical guidance that strengthens retirement plan outcomes. Mark lives in Lexington, Kentucky with his wife and two young daughters. Outside of work, he proudly embraces life as a girl dad — from painting tiny nails to reading bedtime stories on repeat.	Lindsay Moody is an Associate Sales Director in Retirement Plan Services at T. Rowe Price, serving the firm's Core Market segment. In her role, she partners with financial professionals and third-party administrators across Ohio and Indiana to help deliver retirement plan solutions that support plan sponsors, business owners, and their employees. With more than 15 years of retirement industry experience, including her current role with T. Rowe Price and a decade with Nationwide, Lindsay brings a practical recordkeeper perspective on plan service models, advisor partnerships, participant engagement, and helping employees pursue retirement with confidence. Lindsay earned her B.S. from The Ohio State University.
Drew Sullivan **Rudler CPA** **Plan Auditor**	**Eric Turner** **Principal Financial Group** **Plan Investment Resources (DCIO)**
Drew Sullivan is an Assurance Manager with Rudler and specializes in employee benefit plan audits. In his role, Drew works with plan sponsors to help ensure retirement plans are properly reviewed, accurately audited, and operate in accordance with applicable requirements. He brings the auditor's perspective to the discussion, with insight into plan oversight, documentation, internal controls, compliance, and opportunities to improve plan operations. Drew earned his Bachelor of Science in Accounting from Thomas More University and volunteers with the IRS Volunteer Income Tax Assistance Program through The Center for Great Neighborhoods.	Eric is a retirement plan sales professional with Principal®, supporting plan sponsors, financial professionals, and TPAs across Ohio. He helps employers and advisors think through the investment side of retirement plans, including investment menu support, fiduciary resources, plan design, compliance, and participant education. Eric brings a practical perspective on how the right resources can help employers build stronger retirement plans and improve outcomes for employees.

Take the Conversation Back to Your Plan:

Attending businesses will receive a complimentary 401(k) plan benchmarking report prepared with perspectives from Morgan Stanley, T. Rowe Price, and Nova 401(k) Associates. This educational resource is designed to help plan sponsors and decision-makers better understand key plan considerations and identify questions for further discussion.

The report may help highlight questions around:

Plan Costs & Services	Employee Engagement	Plan Oversight
Are fees, services, and investment options still aligned with the plan's current size and complexity?	Are participation and contribution trends showing opportunities for improved education or plan design?	Are fiduciary files, provider reviews, and plan decisions clearly documented?

RSVP details are listed above. Please consider submitting questions in advance when registering.

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