

2017 ASPIRE AWARD:

**Honoring Innovative Leadership
in Promoting County Employee
Retirement Savings**



Nationwide®
is on your side



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Are you aware that over 350,000 county employees from more than 3,000 county agencies are saving for retirement with the NACo Deferred Compensation program? That's 350,000 citizens who were given the opportunity to take an active role in planning for their future – 350,000 community members who, in the face of numerous and competing financial demands, took that opportunity, and decided to utilize a trusted program to save. In a day and age when individuals and organizations alike are pushed to do more with less, NACo is eager to recognize the monumental contribution from NACo's county plan sponsors in marketing this cornerstone program successfully and helping that number of participants reach new heights.

Many counties, as employers and plan sponsors of the NACo Deferred Compensation Program, have developed and implemented innovative approaches to help create opportunities for their employees to be retirement ready. NACo, and its Program administrator, Nationwide Retirement Solutions, have created the Aspire Award to recognize two plan sponsors that have gone above and beyond in empowering their employees for retirement success.

The Annual "Aspire Award: Creating Opportunities for County Employee Retirement Readiness" will be presented during NACo's Annual Conference, July 21-24, 2017 in Franklin County, (Columbus), Ohio.

Two awards will be presented and consideration will be given to the plan sponsors who present measurable outcomes that result from unique, unusual, original efforts to successfully engage county employees in their retirement futures. The impact of the efforts will be evaluated.

Please review the guidelines below for further information. Please address questions to Carlos Greene at NACo at cgreene@naco.org or 404-263-3656.



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Application Guidelines

Time Frame

The program/project must have been completed between 2014 and 2016. It may have taken three years to achieve or a few months.

Application Process

Please attach to your application form, a description of the activity/program you are submitting. Please make sure to identify the period of time (number of years, i.e., 2014-2016) for which these achievements are measured.

In addition to this description, please include appropriate measurements of success such as (the following are examples and not meant to be all-inclusive):

- Innovative approaches
- Increased participation rate—new participants and/or increased deferrals
- Increasing assets
- Offer “make it easy” products and services:
 - » Automatic enrollment/automatic escalation
 - » Roth 457
 - » Managed accounts
 - » Fiduciary services
 - » Financial planning
 - » Employer match
- Substantial participation (or increase in participation) at educational sessions, benefits fairs, etc.



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Submission of Applications

Aspire Award applications are limited to one per plan sponsor/county. The application should include the attached form and an overview of the program (limited to two typed pages) that details and includes the following:

- Program/project objectives
- Implementation including the time frame and identification of offices/ departments involved
- Program/project results including success metrics as referenced above
- Benefits to employees and county/plan sponsor
- Supporting materials, such as copies of communications and marketing materials that led to your activity's success should be provided.
- Also include brief testimonials of one or more of the beneficiaries of the program/project.

Deadline for Applications:

The applications must be received by 5:00 pm Eastern time, Friday, May 26, 2017.

Applications may be submitted electronically by logging on to www.naco.org/aspire or mailed to:

Aspire Award
NACo
660 North Capitol Street, Suite 400
Washington, DC 20001

Evaluation of Applications:

Applications will be evaluated by a subcommittee of NACo's Defined Contribution and Retirement Advisory Committee. Emphasis will be on the measurable outcomes of the projects.

Notification of Award Winners

Winners will be notified around the week of June 12, 2017.

The awards will be presented during the NACo Annual Conference July 21-24, 2017 in Franklin County, (Columbus), Ohio.



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ENTRY FORM

NAME OF COUNTY/PLAN SPONSOR: _____

CONTACT NAME: _____

CONTACT PHONE NUMBER: _____

CONTACT EMAIL ADDRESS: _____

TITLE AND BRIEF DESCRIPTION OF ENTRY: _____

Attach complete description of your submission (limit of two type written pages), along with any supporting documents such as marketing materials by May 26, 2017.

As between NACo and the Applicant, the Applicant retains ownership of all intellectual property rights in and to their Aspire Award entry. As a condition of entry, Applicant grants NACo a perpetual, irrevocable, worldwide, transferable, royalty-free, and non-exclusive license to use, reproduce, adapt, modify, publish, distribute, create a derivative work from, and publicly display the Application and the work depicted therein for any purpose, including display on the NACo website or inclusion in promotional materials, without any attribution or compensation to Applicant. Applications will not be returned. NACo retains all rights in the NACo products and services and entry into the Aspire Award program will in no case serve to transfer any NACo intellectual property rights to the Applicant.

