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PSCA Announces the 2008 Signature Award Winners

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The Profit Sharing/401k Council of America is pleased to announce the winners of the 2008 Signature Awards competition. PSCA Signature Awards honor excellence in profit sharing and 401(k) plan communication and education. Winners of this year's Signature Awards were announced at a special ceremony at PSCA's 61st Annual National Profit Sharing and 401(k) Conference and Exhibition on September 17, 2008 at the Gaylord Opryland Resort Hotel and Convention Center in Nashville, Tennessee.

PSCA celebrates the continued success of the Signature Awards program. This year, 58 of the 237 entries were awarded recognition in 18 categories. PSCA also received immense support from its member volunteers. A distinguished judging panel of business leaders and employee benefit communication experts chose the 2008 winners based on how companies design, manage, and provide profit sharing and 401(k) plan communication and investment education to plan participants. Signature Awards judges carefully review how effective the campaign was at achieving its goals. PSCA's generous volunteer base contributes significantly to the continued success of the Signature Awards program.

PSCA Signature Awards also provide companies a unique learning opportunity through the annual *Signature Awards Magazine*. Winners are listed in the magazine along with an article that describes the details of the companies' campaigns and their specific results. A new feature in the magazine this year is the "Keys to Success" at the end of each article. These tips give plan sponsors ideas from winning campaigns that they can implement at their own companies to improve their communication and education programs. Other member companies receive this magazine and can apply the winning techniques to their own defined contribution plans. Attendants of the National Conference, as well as PSCA members, received a copy of the *Signature Awards Magazine*.

About the Profit Sharing/401k Council of America

The Profit Sharing/401k Council of America (PSCA), a national non-profit association of 1,200 companies and their six million employees, advocates increased retirement security through profit sharing, 401(k), and related defined contribution programs to federal policymakers and makes practical assistance with profit sharing and 401(k) plan design, administration, investment, compliance, and communication available to its members. PSCA, established in 1947, is based on the principle that "defined contribution partnership in the workplace fits today's reality." PSCA's services are tailored to meet the needs of both large and small companies with members ranging in size from Fortune 100 firms to small, entrepreneurial businesses.

The following is a complete list of the 2008 Signature Award winners:

Asset Allocation

Gold: Meijer

Sponsored by: The 401(k) Company, a Charles Schwab Company

Silver: Valero Energy Company

Sponsored by: Merrill Lynch

Bronze: City of New York

Sponsored by: ICMA-RC

Honorable Mention: Moffitt Cancer Center

Sponsored by: Prudential Retirement

Communication to Plan Sponsors

Gold: DWS Scudder

Silver: Charles Schwab

Bronze: Financial Service Standards, LLC

Complete Campaign - Small Company

Gold: Universal Orlando

Sponsored by: Charles Schwab

Silver: M.A. Mortenson Company

Sponsored by: Wells Fargo Institutional Trust Services

Bronze: AmeriPride Services, Inc.

Sponsored by: Wachovia Retirement Services

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Local financial services
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FinancialPlanningHandbook.com

Generic Participant Education - Focused

Gold: MassMutual Financial Group

Silver: Securian Retirement

Bronze: Fidelity Investments

Generic Participant Education - Comprehensive

Gold: The Hartford

Silver: The 401(k) Company, a Charles Schwab Company

Bronze: Wells Fargo Institutional Trust Services

Increasing Deferrals

Gold: Peter Kiewit Sons', Inc.

Sponsored by: Wachovia Retirement Services

Silver: Fidelity National Financial, Inc.

Sponsored by: Wells Fargo Institutional Trust Services

Bronze: Constellation Brands, Inc.

Sponsored by: Mercer

Increasing Participation - Small Company

Gold: Hennigsen Cold Storage Co.

Sponsored by: Wells Fargo Institutional Trust Services

Silver: Arctic Slope Regional Corporation

Sponsored by: The 401(k) Company, a Charles Schwab Company

Bronze: Universal Orlando

Sponsored by: Charles Schwab

Honorable Mention: Arkansas Children's Hospital

Sponsored by: Diversified Investment Advisors

Increasing Participation - Large Company

Gold: International Truck and Engine Corporation

Sponsored by: JPMorgan Retirement Plan Services

Silver: Ascension Health

Sponsored by: Diversified Investment Advisors

Bronze: Fidelity National Financial, Inc.

Sponsored by: Wells Fargo Institutional Trust Services

Honorable Mention: Delaware North Companies

Sponsored by: The Hartford

Language and Cultural Diversity

Gold: Phillips-Van Heusen Corporation

Sponsored by: The 401(k) Company, a Charles Schwab Company

Silver: The Procter & Gamble Company

Sponsored by: JPMorgan Retirement Plan Services

Honorable Mention: Kraft Foods Global, Inc.

Sponsored by: The ROC Group

Plan Conversion - Small Company

Gold: Solvay North America

Sponsored by: CitiStreet

Silver: Kwik Trip

Sponsored by: Wachovia Retirement Services

Bronze: AllianceBernstein

Sponsored by: CitiStreet

Plan Conversion - Large Company

Gold: SUPERVALU

Sponsored by: CitiStreet

Silver: CBS Corporation

Sponsored by: Mercer

Bronze: Thermo Fisher Scientific

Sponsored by: T. Rowe Price Associates, Inc.

Plan Design Changes - Small Company

Gold: Kwik Trip

Sponsored by: Wachovia Retirement Services

Silver: Forest Laboratories, Inc.

Sponsored by: JPMorgan Retirement Plan Services

Bronze: AmeriPride Services, Inc.
Sponsored by: Wachovia Retirement Services

Honorable Mention: Intuit
Sponsored by: J. Benz Consulting, LLC

Plan Design Changes - Large Company

Gold: General Motors
Sponsored by: Fidelity Investments

Gold: Paychex, Inc.
Sponsored by: Genworth Financial

Bronze: Nationwide
Sponsored by: The 401(k) Company, a Charles Schwab Company

Retirement Readiness

Gold: Peter Kiewit Sons', Inc.
Sponsored by: Wachovia Retirement Services

Silver: State of New Jersey
Sponsored by: Prudential Retirement

Bronze: Highmark
Sponsored by: Wachovia Retirement Services

Roth 401(k)

Gold: Ameriprise Financial, Inc.
Sponsored by: Wachovia Retirement Services

Silver: BearingPoint, Inc.
Sponsored by: Merrill Lynch

Bronze: Farm Credit Foundations
Sponsored by: New York Life Retirement Plan Services

Train-the-Trainer/Advocacy Programs

Gold: Ryobi Die Casting, Inc.
Sponsored by: DWS Scudder

Silver: Omni Hotels
Sponsored by: Wells Fargo Institutional Trust Services

Bronze: State of North Carolina
Sponsored by: Prudential Retirement

401(k) Day

Gold: Universal Orlando
Sponsored by: Charles Schwab

Silver: The Clark Construction Group, LLC
Sponsored by: Mercer

Bronze: Trinity Health
Sponsored by: Diversified Investment Advisors

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(Source: Business Wire)



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