



SPRING EDITION
MAY 10, 2018

ASPPA VIRTUAL
CONFERENCE

Speakers



Brian H. Graff, Esq., APM, is CEO of the American Retirement Association, the umbrella organization that encompasses ASPPA, ACOPA, NAPA, NTSA. He started with the organization in November 1996. Brian oversees operations, is a member of the Executive Committee, and working with ARA's Board of Directors, charts the strategic direction for the organization. During his tenure, ARAA has grown from a budget of \$1.6 million to more than \$13 million. Today, the five sister organizations represent more than 15,000 retirement plan professionals and provide advocacy, specialized education and training, networking, and business intelligence to a growing membership base.

Brian is also a well-known industry speaker, frequently presenting at company and industry conferences on behalf of the employer-sponsored retirement plan system. He is also regularly sought after by the trade and mainstream media, and has been quoted or interviewed by The Washington Post, The Wall Street Journal, and Bloomberg TV.

Brian was formerly Legislation Counsel to the U.S. Congress Joint Committee on Taxation, where he provided policy and technical analysis relating to pensions and employee benefits, health care and Social Security to members of Congress. While working for Congress, he participated in the development of legislation, including the Small Business Job Protection Act of 1996 and the Health Insurance Portability and Accountability Act of 1996. Prior to working on Capitol Hill, Brian was associated with the Washington, DC, law firm, The Groom Law Group, which specializes in employee benefits.

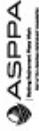


Craig Hoffman, Esquire, APM, is General Counsel and Director of Regulatory Affairs for the American Retirement Association. He has previously served ASPPA as President, Co-chair of the Government Affairs Committee and Co-chair of the Political Action Committee. Prior to joining ARA, Craig served as General Counsel for SunGard Relius LLC., and before that, was in private practice, specializing in the areas of taxation, ERISA, and employee benefits. He received both his J.D. and his LL.M. in Taxation from the University of Florida.



Robert M. Kaplan, CFP, CPC, QPA, APA is the Director of Technical Education for the American Retirement Association (ARA). In this role he is the Subject Matter Expert for the content of the educational programs for the ARA. Bob is also a frequent speaker at industry conferences and on webcasts. He is a former member of ASPPA's Leadership Council and Co-Chair of the organization's Government Affairs Committee. Bob is a former member of NIPA's Board of Directors and the Board of Managers of the American Institute of Retirement Education. In 2009, he was presented with NIPA's Lifetime Achievement Award for contributions to the retirement industry. Bob has over 38 years of experience in the retirement industry including administration, consulting, sales and training. He is also a former high school basketball coach.





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Kelsey N. H. Mayo, J.D., is a partner with Poyner Spruill LLP, a law firm based in North Carolina. She works with business owners and HR executives to understand and manage employee benefits and executive compensation arrangements. Kelsey routinely represents clients before the Internal Revenue Service and Department of Labor, and has extensive experience in virtually all aspects of employee benefit plans and executive compensation arrangements. She serves on ASPPA's Government Affairs Committee, and presented two ASPPA webcasts in 2017.



Robert Richter is a vice president with FIS Wealth & Management. He manages the consulting department and is instrumental in authoring and supporting SunGard Corbel's retirement plan documents. Robert is a frequent lecturer and author on matters involving qualified retirement plans and cafeteria plans. He currently serves as President of the American Retirement Association. Robert is a member of numerous other organizations, including the Florida Bar and the American College of Employee Benefits Council.

