

2024 WICPA BUSINESS & INDUSTRY FALL CONFERENCE

YOUR SOURCE FOR KEY UPDATES & INSIGHTS ON TIMELY ISSUES



HIGHLIGHTED TOPICS:



NAVIGATING THE FUTURE OF BENEFITS INSURANCE: TRENDS, STRATEGIES & SOLUTIONS

Find out about the latest marketplace trends and innovative strategies in benefits insurance



SOUTHEAST WISCONSIN BUSINESS CLIMATE UPDATE

Get the latest updates on the business climate in southeast Wisconsin and the overall strategy to spur economic growth in the region



AI USE & ETHICS FOR ACCOUNTANTS

Learn about the transformative potential of AI in the accounting field and the importance of ethical AI use

2024 WICPA BUSINESS & INDUSTRY FALL CONFERENCE

MATERIALS AT A GLANCE

The following materials are from the morning sessions of the 2024 WICPA Business & Industry Fall Conference held on Tuesday, Oct. 22, including:

- Southeast Wisconsin Business Climate Update
- Employment Law Updates
- Trends in Retirement Plans





Simplify Daunting Requirements



Stay Compliant

>

Avoid IRS Scrutiny

>

Attract Top Talent

Maximize

Business Tax Credits, Incentives & Deductions

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Section 179D Deduction



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WICPA Business & Industry Fall Conference



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Source: www.cpapracticeadvisor.com

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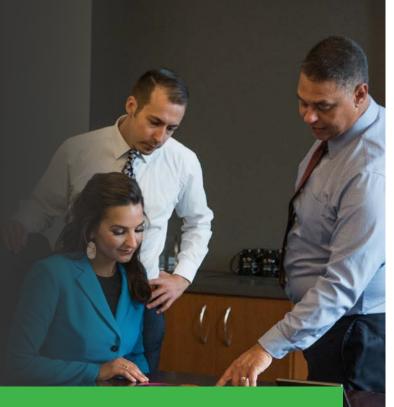
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Jerabek, J.D.

Terri S. Boxer,

J.D.

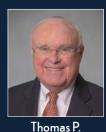


Kammerait,

J.D., CPA

Robert E. Dallman,

J.D., LL.M.







Thomas P. Guszkowski, J.D., LL.M.

Cindy L. Hangartne<u>r,</u> J.D., LL.M.





Marcus S. Loden, J.D., LL.M. Krishnaney J.D., MBA

Sumeeta A.







Jamie B. Barwin J.D., CPA

J.D.

Adam N. Skarie,

J.D.



J.D., CPA

Steven M.

Szymanski,

J.D., MBA



Robert B. Teuber, J.D.



Peter J. Walsh, J.D., LL.M.

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Daniel S. Welytok, J.D., LL.M.





Spring Conference

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To help raise awareness of the accounting profession, we're looking for volunteers to go into high schools to talk about accounting as a career.

We've made it extremely easy for you to participate!

- Reach out to one or more high schools you're interested in speaking at
- Schedule a day and time with the school
- Let us know by completing the Accounting Careers Month Volunteer Form
- We'll provide you with everything you need including a presentation, talking points, tips, resources and fun gifts for students!



TOGETHER,

we have the power to make a difference.

Contributions to the WICPA Political Action Committee (CPAC) and Legislative Involvement Fund (LIF) allows the WICPA to:



Educate lawmakers about the issues impacting Wisconsin CPAs.



Ensure a healthy business climate for CPAs and the clients you serve.



Strengthen the voice and visibility of the WICPA and its members.



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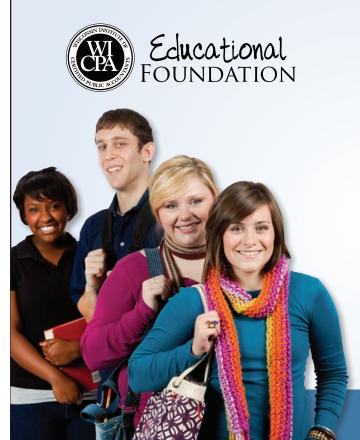
Executive Boardroom







For more information, visit wicpa.org/MeetingSpaces, or to schedule a tour or reserve space, contact Rachella Fortier at rachella@wicpa.org or 262-785-0445 ext. 4505.



YOU have the opportunity to impact thousands of students and educators in Wisconsin.

Through your contribution to the WICPA Educational Foundation, you can help us reach students and educators in high school and college to create awareness about the accounting profession.

As the end of 2024 draws near and you are thinking about tax planning, consider donating to the WICPA Educational Foundation.

Questions? Contact Tammy J. Hofstede, WICPA President and CEO at tammy@wicpa.org.

To contribute, visit wicpa.org/EF.



PROMOTE ACCOUNTING & YOUR ORGANIZATION!

Step up and shape tomorrow's accounting professionals by hosting high school students at your organization. The WICPA Educational Foundation's Accounting Awareness Grants provide funding for high school educators to bring students to you for a presentation or activity to learn more about accounting. By volunteering to host a class, your organization will:



Spark interest in the accounting profession



Strengthen the CPA pipeline with future talent

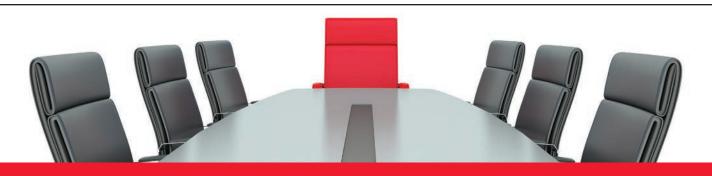


Showcase your internships & job shadow opportunities



Don't miss the chance to inspire and recruit the next generation of accountants. Get noticed by high school educators now! Learn more at wicpa.org/HighSchoolActivityHost.





Join the WICPA Board of Directors!

The WICPA is seeking members to serve on its board of directors.

Opportunities include:

- Staying up to date on professional issues
- Providing strategic governance in accordance with the WICPA strategic plan, mission and vision
- Acquiring new leadership and training skills

Applicants must be WICPA CPA members in good standing. A "CPA member" is defined as a WICPA member who has obtained a certificate as a CPA from the Accounting Examining Board of the State of Wisconsin, or from a similar legally constituted authority in any other state, possession or territory of the United States or the District of Columbia.



To apply, visit wicpa.org/BoardApplication through Nov. 15, 2024.

Questions?Contact tammy@wicpa.org.



Join the WICPA Educational Foundation Board!

The WICPA Educational Foundation is seeking members to serve on its board of directors.



Some of the opportunities include:

- Assisting in efforts to attract students to the profession.
- Providing strategic governance in accordance with the WICPA Educational Foundation mission.
- Acquiring new leadership skills.

The WICPA Educational Foundation plays a pivotal role in supporting programs to improve awareness and perceptions by educating students and educators about the exciting opportunities available to accounting professionals.

To apply, visit wicpa.org/EFBoardApplication through March 1, 2025. Questions? Contact tammy@wicpa.org.



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8:15 - 9:15 a.m.

Southeast Wisconsin Business Climate Update

Dale Kooyenga, CPA, President, Metropolitan Milwaukee Association of Commerce



BEST ASSETS







People/ Quality
of the
Workforce



Strength of Economy

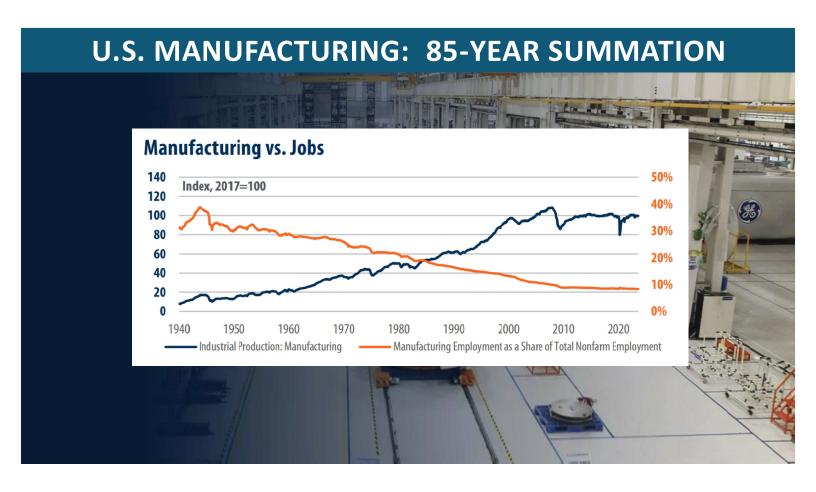


Education (Higher ed, and most K-12)



Climate Haven





M7 REGION MFG. EMPLOYMENT CHANGE: 2001-23

Production Occupations

2023: 105,360

-25%

-36,038 jobs

Engineering Occupations

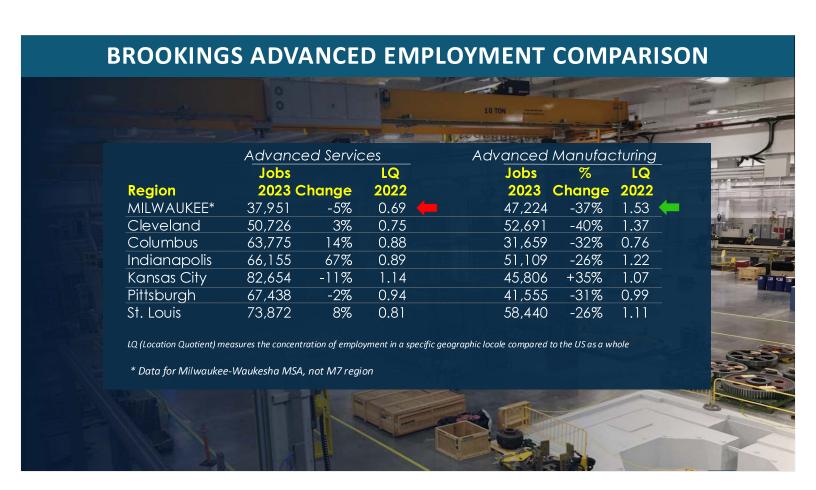
2023: 19,486

+4%

+722 jobs

M7 REGION'S MANUFACTURING STORY - 10 OCCUPATIONS





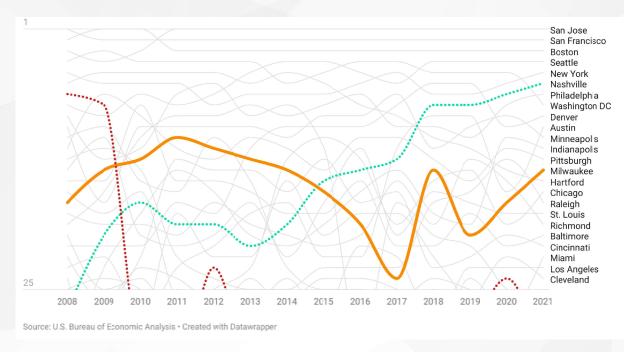


Top 25 U.S. metros by per capita income

1	San Jose	\$106,026
2	San Francisco	\$89,632
3	Boston	\$73,050
4	Seattle	\$67,654
5	New York	\$64,511
6	Nashville	\$63,642
7	Philadelphia	\$63,342
8	Washington	\$63,025
9	Denver	\$62,160
10	Austin	\$61,940
11	Minneapolis	\$60,276
12	Indianapolis	\$60,124
13	Pittsburgh	\$59,975
14	Milwaukee	\$59,752
	Milwaukee Hartford	\$59,752 \$59,711
	Hartford	
15	Hartford Chicago	\$59,711
15 16	Hartford Chicago Raleigh	\$59,711 \$59,294
15 16 17	Hartford Chicago Raleigh St. Louis	\$59,711 \$59,294 \$59,104
15 16 17 18	Hartford Chicago Raleigh St. Louis Richmond	\$59,711 \$59,294 \$59,104 \$58,427
15 16 17 18 19	Hartford Chicago Raleigh St. Louis Richmond Baltimore	\$59,711 \$59,294 \$59,104 \$58,427 \$58,373
15 16 17 18 19 20	Hartford Chicago Raleigh St. Louis Richmond Baltimore Cincinnati	\$59,711 \$59,294 \$59,104 \$58,427 \$58,373 \$58,281
15 16 17 18 19 20 21	Hartford Chicago Raleigh St. Louis Richmond Baltimore Cincinnati	\$59,711 \$59,294 \$59,104 \$58,427 \$58,373 \$58,281 \$58,085
15 16 17 18 19 20 21 22	Hartford Chicago Raleigh St. Louis Richmond Baltimore Cincinnati Miami	\$59,711 \$59,294 \$59,104 \$58,427 \$58,373 \$58,281 \$58,085 \$58,072
15 16 17 18 19 20 21 22 23	Hartford Chicago Raleigh St. Louis Richmond Baltimore Cincinnati Miami Los Angeles	\$59,711 \$59,294 \$59,104 \$58,427 \$58,373 \$58,281 \$58,085 \$58,072 \$57,836

Personal income rankings 2021 – top 25 of 50 largest metros

Rank Chart for Real Per Capita Personal Income



Metro Milwaukee

fastest increase (Nashville)

··· Largest decline (Charlotte)



BIGGEST LIABILITIES



K-12 Education (MPS)



Crime (City)



Racial/ Economic Disparities



Workforce Shortages



Individual Tax Rates

Prosperity Ranking by Race 20 peer metros

White

- 1. Raleigh
- 2. Baltimore
- 3. Minneapolis
- 4. San Jose
- 5. Chicago
- 6. Milwaukee
- 7. Charlotte
- B. San Antonio
- 9. Nashville
- 10. Orlando
- 11. St. Louis
- 12. Kansas City
- 13. Salt Lake
- 14. Indianapolis
- 15. Cleveland
- 16. Portland
- 17. Detroit
- 18. Columbus
- 19. Cincinnati
- 20. Pittsburgh
- 21. Buffalo

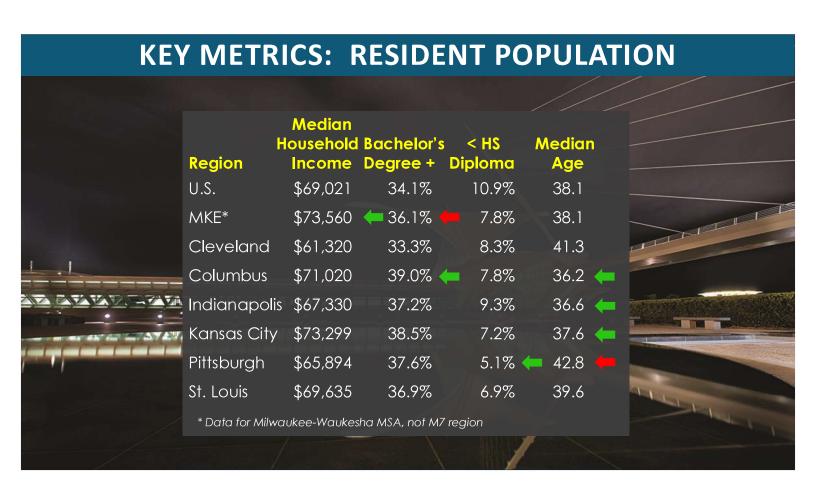
Black

- 1. Raleigh
- 2. San Antionic
- 3. Charlotte
- 4. Baltimore
- 5. Portland
- C Nachville
- 7. Chica
- 3. Orlando
- 9. Indianapolis
- 10. Kansas City
- 11. Minneapolis
- 12. St. Louis
- 13. Columbus
- 14. Pittsburgh
- 15. Cincinnati
- 16. Louisville
- 17. Oklahoma City
- 18. Detroit
- 19. Cleveland
- 20. Buffalo
- 21. Milwaukee

Brown

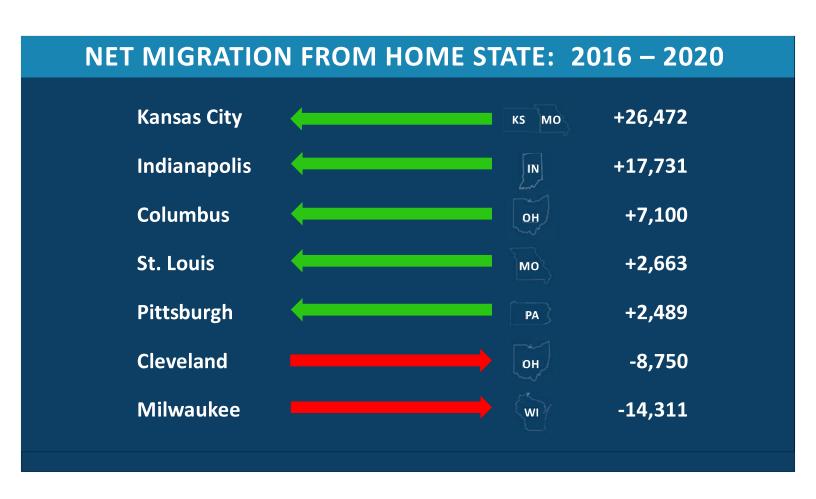
- I. St. Louis
- P Baltimore
- Columbu
- Minneanolis
- Dotroit
- 6. Indianapolis
- 7. Kansas Ci
- , C-- A-t--:-
- 9 Orlando
- 10 Salt Lake
- 11 San Ince
- 12. Nashville
- 13. Charlotte
- 14. Pultialiu
- 15. Chicago
- 16 Cincinna
- 17. Memphi
- 18. Raleigh
- 19. Cleveland
- 20. Milwaukee
- 21. Oklahoma City



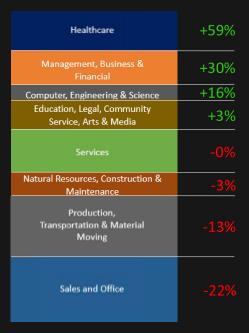




M7 NET MIGRATION: 2016 – 2020 U.S. Midwest Inbound Outstate 125,748 -14,311 WI Outbound 117,394 Net +17,428 Chicagomigration +8,354 land +5,983 +136 Outstate IA IN OH MN MI L

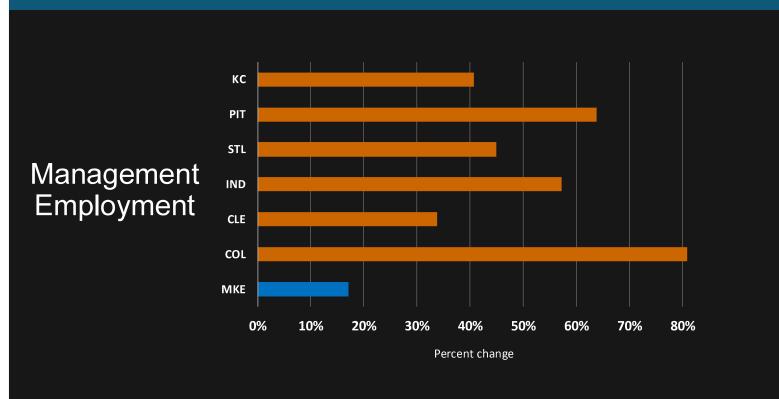


M7 REGION JOB CHANGE 2001 – 2023

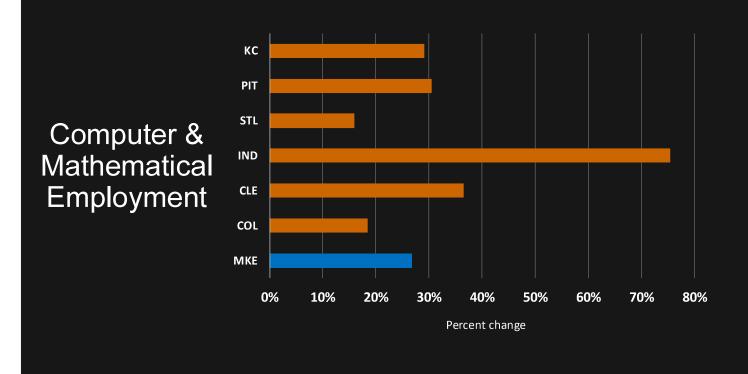


2023

REGIONAL JOB CHANGE 2001 – 2023



REGIONAL JOB CHANGE 2001 – 2023



HIGH-VALUE EMPLOYMENT CONCENTRATION – 2022

Jobs paying > \$90,000/yr.

Industry	MKE LQ	Earnings Per Worker (US)	Projected US Job Growth Thru 2033
Management of companies & enterprises	1.84	\$169,626	15%
Professional, scientific & technical services	0.69	\$126,397	15%
Information	0.64	\$164,478	13%
Finance & insurance	1.02	\$148,730	10%_
Wholesale trade	1.17	\$109,087	4%_
Manufacturing	1.80	\$96,882	4%
Utilities	0.69	\$170,779	3%
Mining, quarrying & oil & gas extraction	0.15	\$139,264	3%

LQ (Location Quotient) measures the concentration of employment in a specific geographic locale compared to the US as a whole

Demographics Are Destiny

Metro Milwaukee

	POPULATION	2010-20	WORKING AGE BACHELOR'S DEGREE +	NO HIGH SCHOOL DIPLOMA	MEDIAN AGE
City	577,000	-3.0%	26.5%	14%	32.0
Metro	1,574,000	+1.2%	37.8%	8%	38.1
State	5,894,000	+3.6%	31.9%	7%	40.1

MPS Referendum Vote

41,586 votes in favor (51%) 39,866 votes against (49%) Difference: 1,720 votes

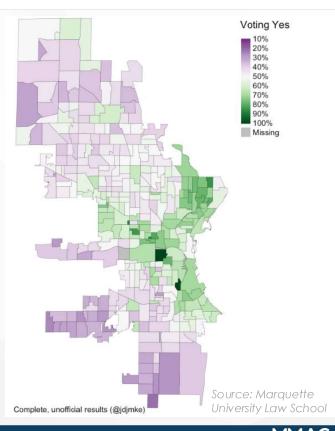
MTEA has 5,300 Education Workers in Milwaukee

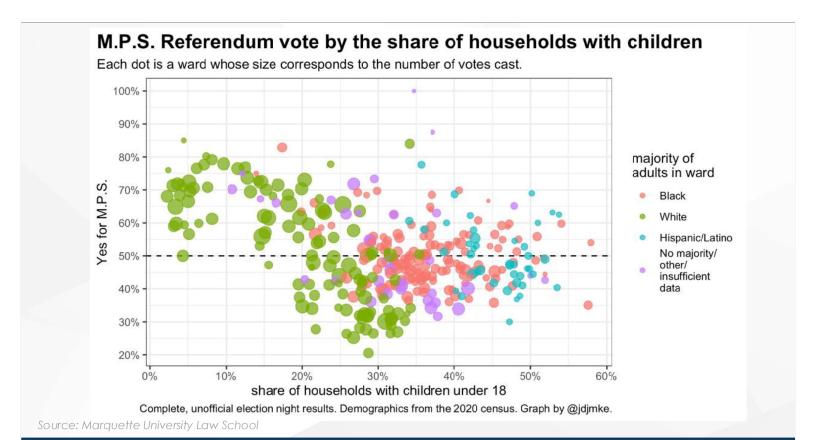
MPS has 8,593 FTEs / 10,000 Employees

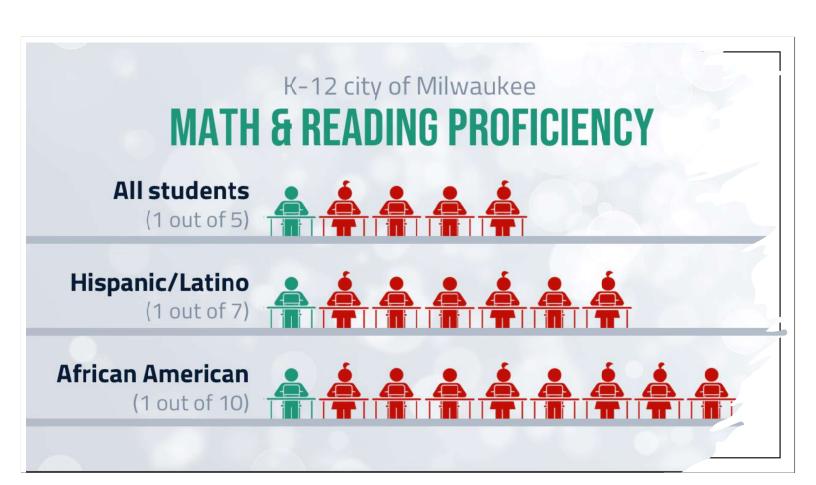
The referendum vote was **No**

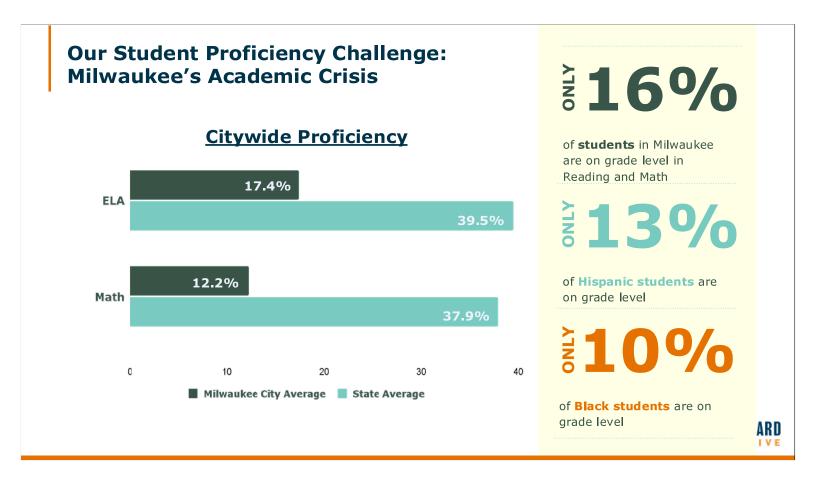
- in majority Latino wards
- in majority Black wards
- · in the majority of Milwaukee wards
- on election day
- wards with more children (larger households)

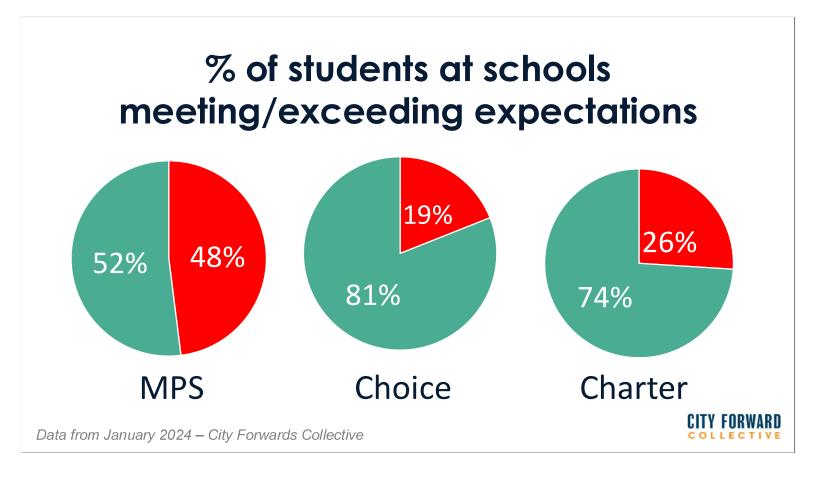
Yes in white wards
Yes on absentee ballots

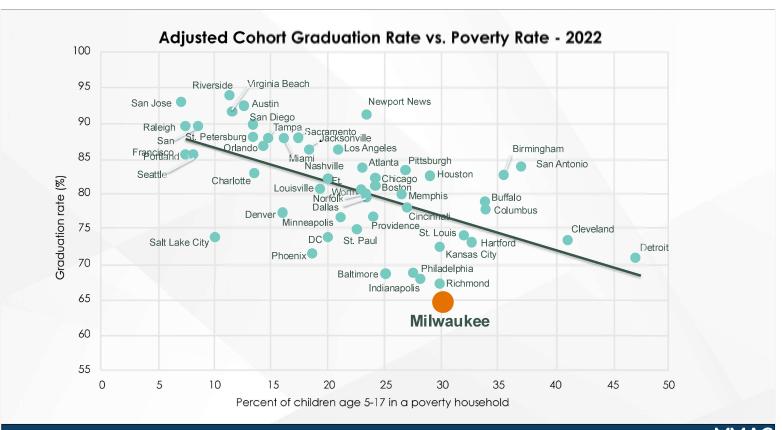




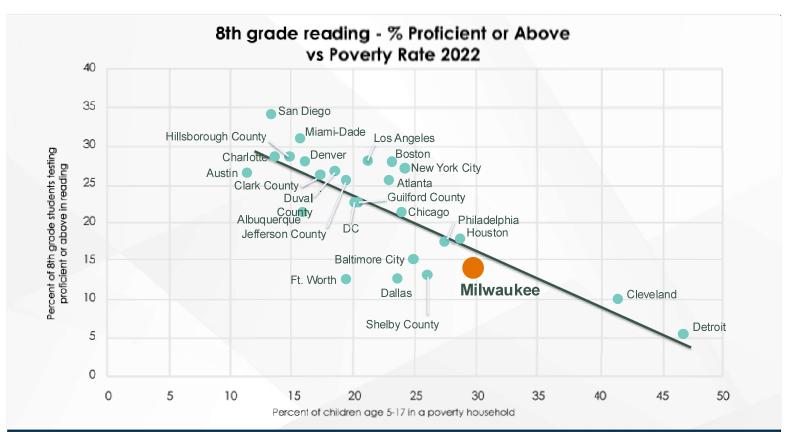












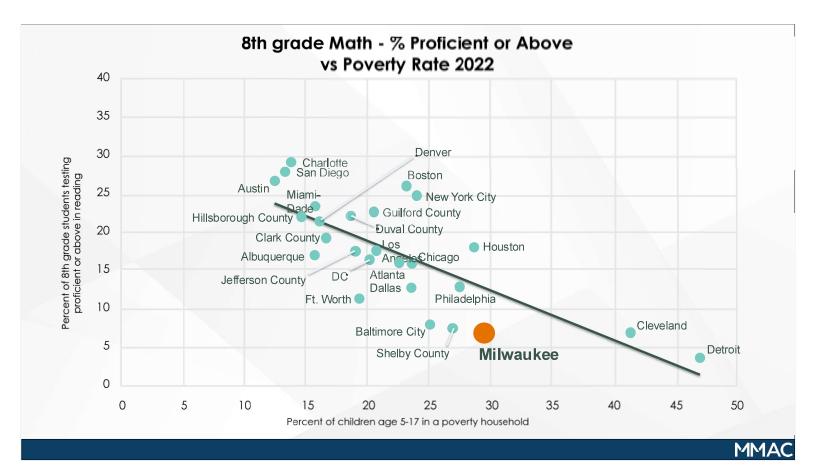


(i.e., Milwaukee as a Midwest talent

Align postsecondary engineering

schools with company needs

destination)



STRENGTHS WEAKNESSES High household income Stagnant population growth • Competing talent destinations nearby (Chicago Proximity to Chicago Manufacturing pedigree; high and Madison) Milwaukee K-12 Education productivity • Significant base of large, global Lack of mid-income employment opportunities companies Low percentage of residents with 4-year Resiliency degree **OPPORTUNITIES THREATS** Continued loss of productions jobs Microsoft – Al Leadership · Further migration from Chicagoland Rise of Madison

south

regional assets

Tilting of U.S. industrial landscape to the

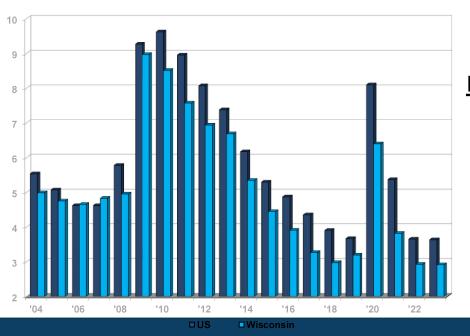
Misalignment of global growth sectors with



US to Wisconsin Unemployment Rates



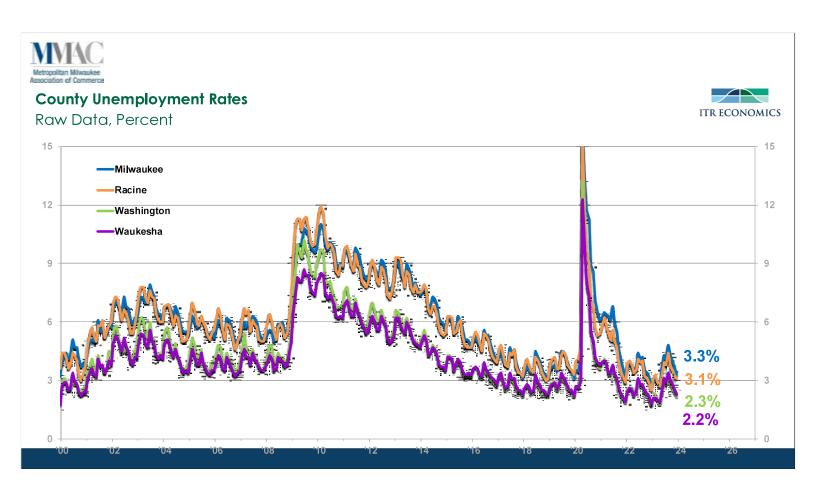


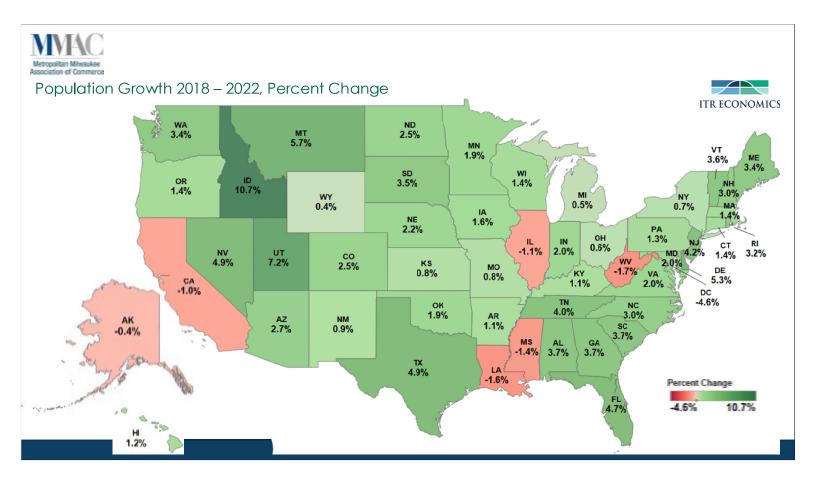


December 2023

US 3.7%

WI 3.3%



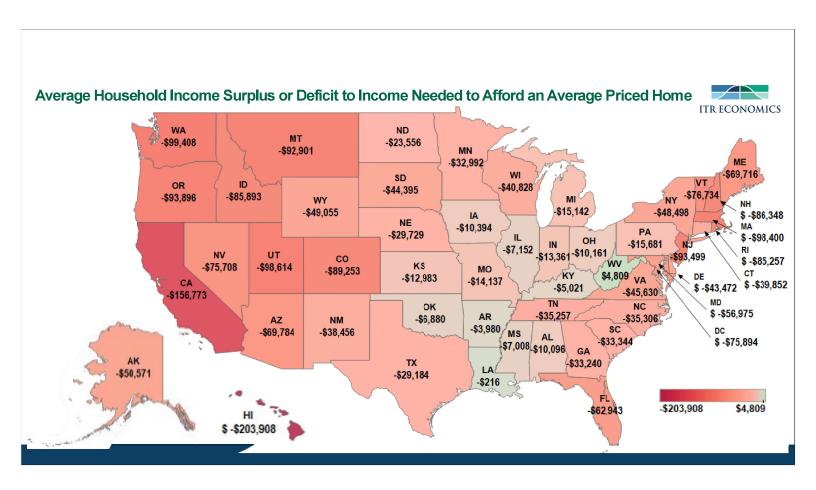




Percent Change from Population Estimates 2018 to 2022



<u>Area</u>	<u>Growth Rate</u>
Milwaukee County	-3.0%
Waukesha County	2.0%
Ozaukee County	4.4%
Washington County	1.7%
Racine County	-0.3%
Kenosha County	-0.7%
Walworth County	1.8%
United States Total	2.0%



9:35 - 10:35 a.m.

Employment Law Updates

Geoff Trotier, J.D., Partner, Husch Blackwell LLP



Artificial Intelligence HUSCHBLACKWELL 2

AI in Hiring



- Support efficiency and decrease costs
 - Screening applications/resumes
- · Increase objectivity and lower biases
- Use algorithm to determine where more resources or specific staff is needed

HUSCHBLACKWELL

AI in Hiring: Risks and Pitfalls

- · AI can perpetuate bias, rather than eliminating it
 - Fairness and bias are current enforcement area focuses for EEOC
 - Takes intentionality and effort to spot bias and correct it in AI
 - Machine learning the way AI learns by using statistical models and algorithms - may contribute to discrimination based on protected characteristics

AI in Hiring: Risks and Pitfalls

- Potential violations of antidiscrimination laws
 - ADA, Title VII, ADEA
 - Employer, not vendor, liable for discrimination
 - Liability extends to organization or group that created and/or implemented AI program on employer's behalf

HUSCHBLACKWELL

AI in Hiring: Best Practices

EEOC recommends alerting potential job applicants that AI is used in hiring process

Directly communicate to applicants that reasonable accommodations are available

Screen AI vendors to ensure programs do not cause disparities in selection rate



Developing Effective AI Use Policies

- Not one size fits all
- Enterprise v. departmental guidelines
- Acceptable v. prohibited uses
- Transparency requirements (approval, disclosure)
- Confidentiality
- · Content ownership
- · Regular updates
- · Cross-departmental collaboration



Bytes and Boundaries: Why You Need an Employee AI Use Policy (Husch Blackwell)

.

DEI Legal Landscape HUSCHBLACKWELL 8

Legal Landscape for DEI Plans

Students for Fair Admission, Inc., US Supreme Court (2023)

- Held that the use of race conscious college admission programs to increase diversity violate the Constitution's equal protection clause.
- Chief Justice Roberts described racial classifications as simply too "pernicious to permit."
- Justice Gorsuch wrote that Title VI and Title VII codify a categorical rule of individual equality without regard to race.
- The decision has resulted in greater scrutiny of the lawfulness of voluntary affirmative action programs and DEI plans that seek to increase diversity.

HUSCHBLACKWELL

Legal Landscape: Gender-Based Pay Discrimination Against Men

- In 2022, EEOC filed a complaint in federal court against the Maryland Department of Transportation on behalf of a male employee
- Allegations that male employee was paid less than female employees who followed him in the same community relations role; and female employees who held similar roles in different districts
- No factor supported unequal pay; factors actually supported that the male employee should have been paid more
- \$40,000 settlement with EEOC

Legal Landscape: Challenge to Diverse Slate Hiring Policies

- Rooney Rule: named after Dan Rooney, owner of Pittsburgh Steelers and former chair of NFL diversity committee, established a rule requiring teams to interview at least one or more diverse candidates when hiring for a head coach position.
- On 2/6/24, America First Legal requested EEOC investigate NFL for its use of the Rooney Rule claiming that it permits race and gender to be considered when organizing candidate pools in violation of Title VII.
- AFL similarly has filed complaints against private corporations for selecting candidates partially due to a diverse slate policy.

HUSCHBLACKWELL 11

Takeaways and Programs at Risk

- It is unlawful to discriminate against one group (race,/national origin and gender) to protect another group (race/national origin and gender).
 - Avoid numeric goals (unless employer is a federal contractor) and timelines for achieving diversity goals.
 - Understand that changes to composition with respect to diversity within roles takes time, if done properly.
 - The employer's task is to hire the most qualified candidate and to conduct robust outreach.
 - Do not reward executives with bonuses for meeting diversity goals unless the means for achieving the goals are lawful and non-discriminatory.

Legal Landscape: Conclusion

- DEI Plans are under heightened scrutiny
- It's important to understand the reason you are taking actions under a DEI plan.
- It's crucial that any action taken is accomplished lawfully.



HUSCH BLACKWELL 13

The Fall of Chevron HUSCHBLACKWELL

Overview of Loper Bright v. Raimondo

Loper Bright Enter. v. Raimondo

· Decided on June 28, 2024

Seismic Shift in Administrative Law

- Dismantles federal agencies' authority under Chevron U.S.A., Inc. v. Natural Resources Defense Council, Inc.
- Potentially unravels existing regulations
- Could reshape the regulatory landscape for years to come



HUSCH BLACKWELL 1

Chevron Deference Doctrine

- · Chevron Deference
 - · Established by the Supreme Court in Chevron case
 - · Compels federal courts to defer to federal agency's interpretation
- Application of Chevron Deference
 - · Applies when statutory language is ambiguous
 - · Court must uphold agency's interpretation if reasonable
- · Impact on Rulemaking
 - · Grants broad authority to federal agencies
 - · Influences regulatory areas like labor, environmental protection, and public health

Greater Scrutiny of Agency Regulations

Greater Scrutiny of Agency Regulations

- Court will independently interpret statutes
- Ensure regulatory agency acts within delegated authority

Long-term Effects on Federal Agencies

- · Expect greater judicial scrutiny
- When issuing, defending, and enforcing regulations



HUSCH BLACKWELL 1

Reliance on Detailed Administrative Records



Importance of Detailed Administrative Records

- Agencies need to maintain comprehensive records
- · Records demonstrate expertise and justify actions

Role of Expert Testimony

- · Expert testimony supports agency decisions
- · Provides credibility and authority

Thorough Explanations of Decisions

- · Agencies must explain their decisions clearly
- Helps in demonstrating expertise and justifying actions

HUSCHBLACKWELL

9

Prior Decisions Still Stand

- Supreme Court's Clarification
 - Loper Bright decision does not automatically overturn past precedents
 - Existing regulations and interpretations upheld by prior courts remain valid
 - Past precedents remain valid unless specifically challenged and overturned

HUSCHBLACKWELL

State-Level Actions

New Importance of State-Level Action

- Increased significance due to reduced federal agency power
- · Advocacy groups and state agencies

State-Based Initiatives

- Example Addressing extreme temperatures in workplaces
- Providing protections weakened at the federal level



Future of Non-Competes

HUSCHBLACKWELL

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Update on the FTC Ban on Non-Competes

- On April 23, 2024, the Federal Trade Commission (FTC) voted 3-2 to issue a final rule that would ban virtually all noncompete agreements for nearly all workers.
- The final rule was scheduled to become on September 4, 2024.



Status of the FTC Rule

- On August 20, 2024, the U.S. District Court for the N.D. of Texas in *Ryan*, *LLC v. FTC*, held that the FTC's non-compete rule is unlawful, and ordered that the FTC's non-compete rule shall not take effect on September 4, 2024, or thereafter.
 - Prevents the FTC from enforcing the rule against any company nationwide.
- The FTC may appeal the decision to the 5th Circuit.



HUSCHBLACKWELL

More Efforts to Restrict Non-Competes

- Department of Labor
- Potential Changes in Administration
- New State Legislation



Best Practices and Considerations

- Take inventory of your non-competes.
 - Confirm existing non-competes contain reasonable geographic and temporal restrictions and are justified by legitimate business interests.
- Revisit your use of customer non-solicitation, non-disclosure, and confidentiality agreements.
- Maintain your trade secrets.





10:55 – 11:55 a.m.

Trends in Retirement Plans

Manuel Rosado, MBA, President & Partner, Spectrum Investment Advisors



Trends in Retirement Plans



Presented by: Manuel Rosado, MBA - President | Partner

October 22, 2024

Table of Contents



Key Sections

- Spectrum Update
- 5 Key Trends
 - · Service & Consolidation
 - Regulatory (SECURE 2.0)
 - Expanded investment alternatives
 - · Tax strategies
 - Financial wellness
- Summary & Q&A





Spectrum Update

About Spectrum Investment Advisors



\$4.43 Billion in assets as of 9/30/20241

29 years as Professional Retirement Plan Advisors

CFP® · CFA® · AIF® · CEBS® · CPFA™ · CPFC® · CRC® · GFS® · NQPA™ · Series 65

Registered Investment Advisor with the SEC²

- 1 \$4.03 billion under advisement, \$395 million under management. 2 Registration with the SEC does not imply a certain level of skill or training.



Core Services



Retirement Plans

Confidently design and manage a powerful plan.

Plan design consulting

Fiduciary training

Investment monitoring

401(k) | 403(b) | 457

Corporate | Non-Profit



Financial Wellness

Drive engagement and productivity.

Targeted education

Individual advice

Customized action plan

One-on-one meetings

Digital & printable resources



Wealth Management

Turn financial goals into reality.

Holistic planning

Asset management

Income strategies

Rollovers | IRAs

Individual | Family | Trust



5

Awards and Recognition

Industry Leaders

We are recognized as industry leaders for our work in the board room and break room.





Our award-winning workplace culture isn't just about us, it's about the ripple effect it creates for our clients. A collaborative, happy team enables us to serve our clients better and help them reach their goals.

Great Place to Work





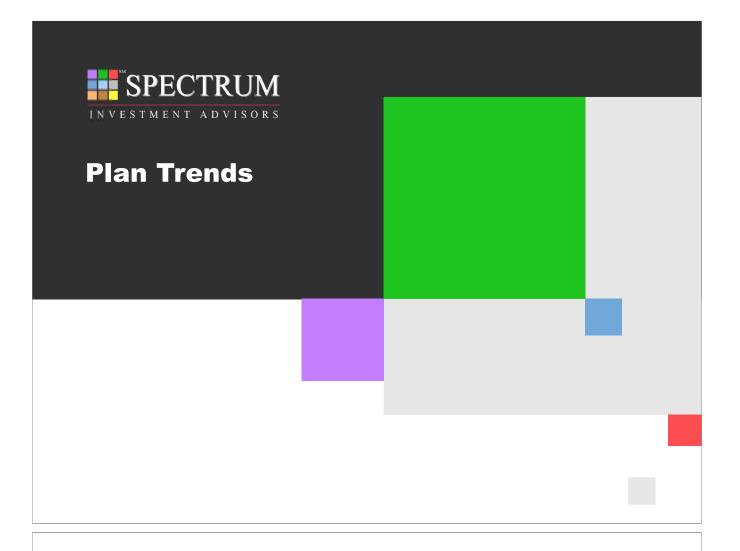




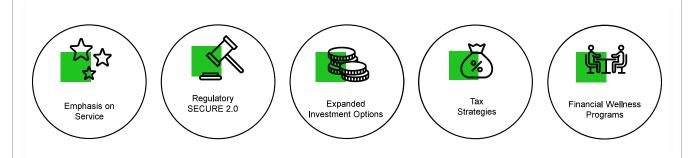


Spectrum was named a 2024 Top DC Advisor Team by the National Association of Plan Advisors (NAPA) on March 18, 2024. The award is based on self reported assets under advisement as of December 31, 2023. J Spectrum was named a 2023 Top Retirement Planning Services Provider in February 2023. These awards were based on data from 2022 respectively. Spectrum paid a licensing fee for use of this designation and logo. J Spectrum was named a winner by the National Association for Business Resources for the 2024 Milwaukee's Best and Brightest Companies to Work Fore on March 14, 2024. Responses to the survey were based on the time period of June 11, 2023 through December 20, 2023. Spectrum paid a licensing fee for use of this logo, J Spectrum was named a winner in the micro category for the Milwaukee Business-Journal's 2024 Best Places to Work. The rating was given on September 11, 2024 and results were based on the year 2024. Spectrum paid a licensing fee for use of this logo. J Spectrum was named a 2024 Best Places to Work for Financial Advisers by InvestmentNew February 28, 2022 and 2023 respectively. Spectrum paid a licensing fee for use of this designation and logo, J Spectrum was named a Best Place to Work in Money Management for 2022 by Pensions & Investments (P&I). The rating was awarded on December 12, 2022 and previously on December 6, 2021, December 9, 2019 and December 4, 2017. The recognition is based on data from 2022, 2020. December 9, 2019 and December 9, 2019 and December 4, 2017. The recognition is based on data from 2022, 2020. December 9, 2019 and D





Retirement Plan Trends



- Service Shift from cost-driven decisions to seeking expertise and quality services
- SECURE 2.0 New provisions for plan sponsors to consider and adapt
- Expanded Investments CITs, guaranteed income products
- Integration of Health & Wealth Tax benefit and investment opportunity for Health Savings Accounts
- Financial Wellness Employees value guidance and access to financial planning



Recordkeeping Platforms

TOP 40 DC RECORD KEEPERS BY ASSETS

In millions, as of December 31, 2022

	RANK	RECORD KEEPER	ASSETS	PLANS	PARTICIPANTS
	1	Fidelity Investments	\$2,874,561	34,902	29,947,387
	2	Empower	\$1,231,212	80,401	16,830,193
	3	Alight Solutions	\$1,162,944	228	11,713,594
	4	TIAA	\$643,049	23,429	6,718,095
	5	Vanguard	\$624,938	32,567	5,989,246
	6	Voya Financial	\$454,218	52,479	6,654,060
	> 7	Principal Financial Group	\$449,988	46,769	11,200,948
=	→ 8	Ascensus	\$253,475	95,289	4,377,914
	9	Bank of America Corporation	\$247,058	1,013	4,853,266
	10	T. Rowe Price	\$221,562	7,695	2,304,004
	11	Schwab Retirement Plan Services, Inc.	\$215,978	1,178	1,547,339
	12	John Hancock	\$180,816	53,838	3,213,653
	13	Transamerica Retirement Solutions LLC (Transa	\$174,176	21,408	3,392,064
	14	Nationwide Financial	\$165,559	31,683	2,705,652
	15	ADP	\$100,648	85,881	3,706,475
	16	Capital Group, home of American Funds	\$89,976	65,959	1,423,351
	17	Lincoln Financial Group	\$88,735	22,385	1,661,799
	18	Corebridge Retirement Services*	\$74,670	23,851	1,992,209
	19	MissionSquare Retirement (formerly ICMA-RC)	\$59,743	6,810	1,514,072
	20	OneAmerica	\$57,272	10,745	1,109,338

RANK	RECORD KEEPER	ASSETS	PLANS	PARTICIPANTS
21	Paychex, Inc.	\$41,291	109,096	1,832,37
22	The Standard	\$40,942	6,083	1,101,29
23	Milliman, Inc.	\$38,597	1,002	967,80
24	Equitable	\$38,566	25,394	1,070,56
25	NWPS	\$37,117	959	416,81
26	Alerus Retirement and Benefits	\$30,369	7,116	367,35
27	PCS Retirement	\$23,615	19,689	418,57
28	EPIC Retirement Plan Services	\$20,200	5,322	273,26
29	Mutual of American Financial Group	\$17,369	17,053	637,41
30	Ameritas	\$14,917	8,228	262,20
31	CUNA Mutual Group	\$14,240	7,932	220,18
32	GuideStone Financial Resources	\$13,534	2,061	218,69
33	Sentinel Benefits & Financial Group	\$10,104	1,307	144,56
34	BOK Financial	\$8,428	664	140,86
35	J.P. Morgan Asset Management	\$8,215	1,658	146,77
36	Guideline	\$7,349	37,306	674,26
37	Associated Bank**	\$5,219	457	74,83
38	July Business Services	\$4,801	3,316	73,28
39	Human Interest	\$3,453	10,728	367,53
40	Correll Co.	\$2,007	743	69,00

\$9,752,081 964,869

Source: PLANSPONSOR, 2023 Recordkeeping Survey - June 30, 2023
"Through its Retirement Services recordkeepers VALIC & VALIC Retirement Services Company (VRSCO)

**This provider is not included in the 2023 PLANSPONSOR Recordkeeping Survey - data as of 12/31/22 Source: AssociatedBank, Johnson Bank



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SECURE Act 2.0

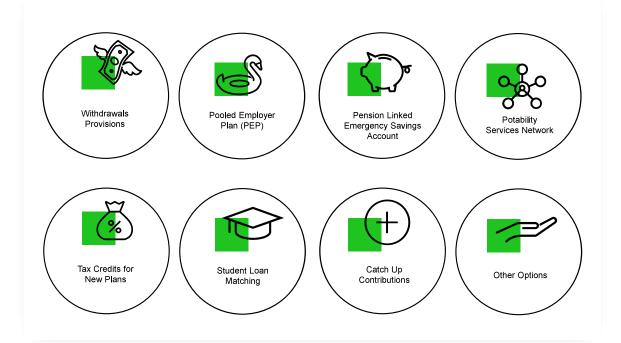
Keeping Plan Sponsors Informed

- SECURE Act 2.0 Summary
- Signed into law December 29, 2022
- **Expands Coverage and Increase Retirement** Savings
- Improve Retirement Outcomes
- Ease of Administration
- Provisions effective 2023-2027





SECURE Act 2.0





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Withdrawal Provisions

- Increased Force Out Limit to \$7,000
- Self-Certification for Hardship Withdrawals
- Penalty-Free Withdrawals
 - Victims of Domestic Abuse
 - Federally Declared Disasters
 - Terminal Illness
 - Emergency Savings
- All of the above are Optional Provisions

Pooled Employer Plans (PEPs)

- Allows multiple unrelated businesses to share a 401(k) plan
- PEPs are managed by a pooled plan provider (PPP)
- One investment lineup across all plans typically managed by a 3(38) fiduciary manager
- Providers can allow for each company to set their own plan parameters
- One plan audit
- Requires termination of existing plan and starting a new plan (auto features)



Source: Secure Act 2.0

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Emergency Savings Account

- Short-term emergency savings accounts linked to retirement plan provider
- May automatically enroll at a rate of up to 3% of compensation (fiduciary safe harbor for automatic enrollment)
- Contributions are capped at \$2,500 (after-tax contributions only)
- Invested in cash, interest bearing deposit accounts, and principal preservation accounts
- Participants must be allowed to take at least one withdrawal per month, and the first four withdrawals per year cannot be subject to fees
- There cannot be minimum contribution or balance requirements



Portability Services Network

- Automatic movement of a terminated participant's small balance account (increase to \$7,000) from a former employer's retirement plan to an active account at a new employer's plan
- Network of initial providers participating (Alight, Empower, Fidelity, Principal, Vanguard, TIAA) with more to join
- Plan sponsors chose to opt in to this service different process for each provider
- · Participants pay for the service
 - One-time transfer fee: Maximum charge is \$30, but accounts with less than \$600 will be charged 5% of balance, and accounts with less than \$50 will be processed at no charge
- · Issues with Roth balances



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Tax Credits

Tax Credits for New Plans

- Up to 50 employees can claim up to 100% of the start-up administration costs (max \$5,000) for 3 years.
- Up to 100 employees, 100% tax credit for employer contributions up to \$1k per employee making <\$100k for 1 year then phased out by 25% over the next 3 years.

New Plans Require Automatic Enrollment and Escalation (2025)

- Auto enroll deferral amount between 3 10%
- Auto increases by 1% up to 10 15% per year.



Matching Options

Matching Student Loans

 Option to apply the matching formula to the student loan repayment amount and deposit the match into the workplace retirement savings plan

Roth Employer Contributions

- Option to allow matching or nonelective contributions as Roth contributions
- · Applicable only to vested contributions



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Catch-Up Contributions

Catch-Up Contributions (2025)

• Employees between the ages 60 - 63 years will be allowed to increase their catch-up contribution to the greater of 150% of the normal catch-up amount or \$10,000 in 401(k), 403(b), and governmental plans

Catch-Up Contributions must be Roth for certain savers (2026)

 For participants over age 50 earning more than \$145,000, catch-up contributions need to be made as Roth contribution



Other SECURE 2.0 Provisions

Paper Statement Mandate (2026)

• For defined contribution plans-401(k) and 403(b)-must provide at least one paper statement/year unless participant opts out.

Improving Retirement Plan Access for Part-Time Workers (2025)

- Long-term, part-time employees who meet the eligibility requirements will be allowed to save through the company's retirement plan.
- The stated eligibility rules are for employees who work for two consecutive 12-month periods during each of which they have at least 500 hours of service.
- Employers are not required to match contributions.



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Expanded Investment Options









In-Plan Income Solutions

Designed to convert participant retirement savings into an income stream customized to their individual needs.

Important Factors



Cost



Portability



Accessibility



Education

New Options Available

- Target date fund series managing the glide path allocations implementing an annuity
- · A spend-down strategy and proprietary variable annuity
- Access to an annuity marketplace that offers a wide range of out-of-plan annuity offerings
- Managed accounts with a guaranteed lifetime withdrawal benefit



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CIT - Collective Investment Trusts

- Similar structure to a mutual fund
 - Pooled investment vehicle from multiple investors in a single portfolio with a specific investment strategy (no tickers)
 - Many investment firms building CIT's that replicate existing mutual funds
 - CITs are regulated by the Office of the Comptroller of the Currency or state banking regulators; mutual funds have Securities and Exchange Commission (SEC) registration requirements
- CITs are administered by a bank or trust company
- Only available to qualified retirement plans and require a contract
- Can have negotiated fee structures based on assets under management

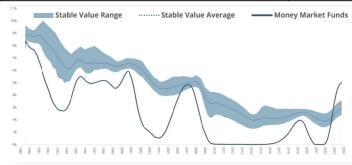


Stable Value Funds Overview

What are they?	Are guarantees involved?	Are they risk-free?
Low risk, capital preservation investment options available to retirement plans	Yes, generally return of principal and may include minimum crediting rate (e.g. 1%)	No, ultimately the risk is in the strength of the party providing the guarantee

Are participant withdrawals restricted?	Restrictions on plan level withdrawals?	Other Restrictions?
No, participants are offered full daily liquidity	Yes, a full plan withdrawal or exchange may require 12-24 months notice and/or may be subject to an MVA	Plans with a stable value fund are generally not allowed to offer money market or short-term bond funds

What are the fees?	Are they common in retirement plans?
Stable value fund fees are generally comparable to an actively managed mutual fund	75% of 401(k) plans offer a stable value fund (Alight Solutions Trends & Experience in DC Plan Survey)



Stable value funds have a history of providing continuously positive returns throughout both times of rising interest rates and challenging periods such as the dot-com bubble, financial crisis and COVID-19.

Source: Stable Value Association, Reliance MetLife; as of 3/31/2023

Stable Value" is represented as a composite of the historical returns derived from data collected by the SVIA for its four stable value market segments (individually managed accounts, pooled funds, insurance company seperal accounts, and insurance company seperal accounts), Historical return data is presented as both a range (with the top and bottom deciles removed) and as an average.



Data from 1989 to 2008 was collected from stable value managers to form a composite for use in research conducted by David Babbel and Miguel Herce, and data from 2008 to present is sourced from the SVIA'S Quarterly Characteristics Survey with the pend of from 2008 to 2015 derived from reported crediting rate data. Returns are gross of stable value management fees but net of fees necessary to deliver the product, such as stable value want, hirth party fixed income management, trust, custody, and fund administrative is composed of varying types of stable value products and, as such, should not be used as a comparison to a specific product. "Money Market" is a simulation of money market returns from the MoneyNet MFR Money Funds Index. Returns illustrated are gross before any tees. Past performance is not indicative of future results.

23

Personalization of Investments

Managed Accounts

- Professional money manager on behalf of an investor
- Online questionnaires and account aggregation tools to provide more specific advice
- · Additional fees: manager, recordkeeper, advisor

Target Date Funds

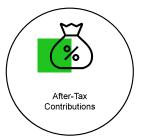
Multiple risk levels of target date fund glide paths

ΑI

- Use of AI tools to a personalized online experience
- Personalized communication



Tax Strategies







- · After-Tax Allows for contribution levels beyond annual contribution limits
- Mega Back-Door Roth Convert after-tax contributions to Roth account (401k or IRA)
- HSA Triple tax-free savings account devoted to tackling health-care costs



25

After-Tax Contributions & Roth Conversion

\$34,500
Your Mega Backdoor
Roth contribution

\$11,500
Employer match

\$23,000
Your pre-tax contribution

\$76,500

\$34,500

Your Mega Backdoor
Roth contribution

\$11,500
Employer match
\$7,500
Catch-up contribution

\$23,000
Your pre-tax contribution

Under 50

50 or older

- Plan must allow for After-Tax contributions & in-plan Roth conversions
- Note: Non-discrimination testing applies to after-tax contributions part of ACP test



Integration of Health & Wealth

Health Savings Account

- Requires high-deductible health insurance plan
- Contributions are not subject to federal taxes (and most state)
- · Earnings in the account grow tax-free
- No expiration date so money is available for future health expenses
- Withdrawals for medical related expenses are tax-free
- Ability to implement investment options for long-term potential growth
- Many 401(k) providers offering these services and matching investment lineup
- Contribution limits:
 - 2024: \$4,150 for individuals and \$8,300 for family
 - 2025: \$4,300 for individuals and \$8,600 for family
 - \$1,000 catch-up for those over Age 55 and not enrolled in Medicare



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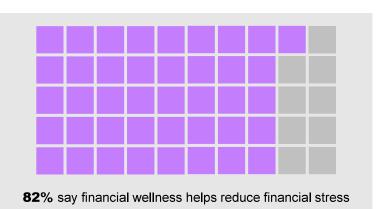
Managing Financial Stress

Financially healthier employees are likely to be happier and more productive.



3.3 hours

is the average time spent on finances at work each month



78% are more loyal to an employer who offers financial wellness

70% say access to financial wellness resources increases productivity

John Hancock. "Financial Stress Survey." 2023.



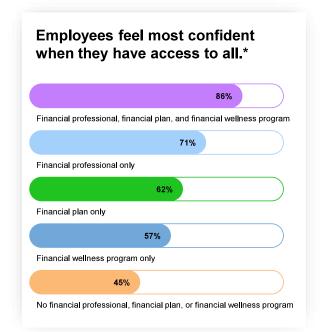
How to Build Financial Confidence

Primary drivers of financial confidence:*

- · Work with a financial professional
- · Have a financial plan
- Access to workplace financial wellness program
- Unbiased financial advice on a wide range of topics**

Individuals who work with a financial professional are **3x more likely**

to report ahead-of-schedule retirement savings.*



*John Hancock. "Financial Stress Survey." 2023.
**Harvard Business Review. "It's Time to Prioritize Employees' Financial Health." 2 Jan. 2024.



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Spectrum's Financial Wellness Program



Spectrum's own proprietary technology was built to maximize communication and track progress





Retirement Plan Trends











- Service Shift from cost-driven decisions to seeking expertise and quality services
- SECURE 2.0 New provisions for plan sponsors to consider and adapt
- Expanded Investments CITs, guaranteed income products
- Integration of Health & Wealth Tax benefit and investment opportunity for Health Savings Accounts
- Financial Wellness Employees value guidance and access to financial planning



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Additional information

Guiding Principles



We are Understanding

By involving and connecting with clients, partners, and colleagues at a deeper level



We Are Engaging

By delivering a fulfilling experience and thinking more like a partner than a provider



We are Passionate

By approaching daily work with energy and enthusiasm to make a positive impact in people's lives



We Act With Integrity

By putting clients first and being guided by strong ethical principles



We Are Accountable

By acting as a fiduciary, leading by example, keeping everyone informed, delivering results, and embracing growth



We Live Balanced Lives

By being fully present at work and at home



We Function as a Team

By collaborating, trusting each other, and helping others succeed to achieve more



We Give Back

By getting involved in our community and making it a better place to live and work



We Celebrate

By enjoying the ride, honoring accomplishments, and letting happiness shine through



We Think Long-Term

By stewarding resources and making thoughtful decisions that will benefit future generations



Meeting Your Needs



Strategic Plan Management



Fiduciary Governance



Investment Monitoring



Employee Engagement

- · Plan quarterback
- · Plan design consulting
- Recordkeeping partner reviews & benchmarking
- Lead search for new partners when necessary
- M&A consulting
- Technical support

- · Fiduciary at the plan & participant level
- Fiduciary training
- Decision documentation
- Operations & compliance reviews
- Expense analysis & benchmarking
- Investment Policy Development
- · Fund menu design
- Independent investment advice & monitoring
- · Performance scorecard
- · Manager searches
- · Custom model portfolios

- · Group education
- · 1-on-1 meetings
- · Advice through implementation
- · English & Spanish
- · In person, phone, web
- · Financial wellness

Comprehensive Plan Consulting



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Exceeding Expectations

Why Work With an Advisor?

A national survey* annually assesses what plan sponsors are looking for in an advisor.

The top 4 reasons include:

- · Financial Wellness & Employee Engagement
- · Investment Menu Insights
- Compliance & Regulatory Updates
- · Proactive Plan Performance Suggestions



* <u>Plan Sponsor Attitudes Survey, 2023 & 2022</u>.
The survey results presented above were provided by current clients of Spectrum Investment Advisors, All clients were invited to voluntarily participate in a satisfaction survey, however, no cash or non-cash compensation was provided in exchange for their participation. The results presented may not reflect the sentiments of all clients, and we encourage you to independently evaluate our services based on additional criteria that you deem appropriate.



SECURE Act 2.0

Non-Elective Provisions:

Required Minimum Distributions

Individuals can wait until age 73 (previously 72) to take a mandatory retirement savings withdrawal. Starting 2033, the RMD age is increased to 75 years old.

Required Minimum Distribution Excise Tax Reduction

Missed RMD penalty is reduced from 50% to 25% and if the failure is corrected in a timely manner, the penalty is reduced to 10%.

Tax Credits for New Plans

For new retirement plans, companies with up to 50 employees can claim up to 100% of the start-up administration costs (max \$5,000) for 3 years. Plans up to 100 employees 100% tax credit for employer contributions up to \$1k per employee making <\$100k for 1 year then phased out by 25% over the next 3 years

Expand Self-Correction Program
Allows for easier plan corrections of loans through the Employee Plans Compliance Resolution System ("EPCRS").

Unnecessary Notices

Employers are no longer required to provide certain intermittent ERISA or Code notices to unenrolled participants provided they send an annual reminder notice of the employee's eligibility and any otherwise required documents requested by the

IRA Charitable Distributions (known as QCDs)

The IRA charitable distribution provision is expanded to allow for one-time \$50,000 distributions to charities. Annual IRA charitable distribution limit of \$100,000 is now

PEPs – 403(b) Are now available.

Elective Provisions:

Small Incentive for Contribution to a Plan

Employers can now offer low-dollar amount incentives, such as gift cards, as long as they are not paid from plan assets.

Roth Employer Contributions

Employers may now choose to allow matching or nonelective contributions as Roth contributions. Applicable only to vested contributions. Additional guidance expected for tax implications.

Military Spouses

Creates a new nonrefundable income tax credit for eligible small employers that employ military spouses and allow them to participate in the employer's defined contribution plan, subject to special eligibility and vesting requirements. The tax credit is \$200 per participating non-highly compensated military spouse plus 100% of employer contributions, up to an additional \$300 per employee, for up to three years.

Hardship Distributions – Self Certify
Allows a plan administrator to rely on an employee's self-certification that they have had a safe harbor event that constitutes a deemed hardship for purposes of taking a hardship withdrawal from a 401(k) plan or a 403(b) plan.
The administrator can also rely on the employee's certification that the distribution is

not in excess of the amount required to satisfy the financial need and that the employee has no alternative means reasonably available to satisfy the financial need.

Hardship Distributions - 403(b) Plans

May now include employer contributions.

Penalty-Free Withdrawals: Terminal Illness

Terminally ill individuals may withdraw retirement funds without being subject to the 10% early distribution tax penalty.

Penalty-Free Withdrawals: Federally Declared Disasters
Up to \$22,000 withdrawal for affected individuals and are not subject to the 10% early distribution tax penalty. (Retroactively effective to January 26, 2021.)



Source: Secure Act 2.0

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SECURE Act 2.0

Effective 2024

Non-Elective Provisions:

Required Minimum Distributions for Roth Accounts

Roth accounts within 401(k) plans, 403(b) plans and 457 plans are no longer subject to required minimum distribution (RMD) rules.

Retirement Lost and Found

Directs the DOL to create an online searchable "Lost and Found" database to collect information on benefits owed to missing, lost or non-responsive participants and beneficiaries in tax-qualified retirement plans and to assist such plan participants and beneficiaries in locating those benefits.

Starter 401(k) Plans - A new type of 401(k) Plan

Creates two new plan designs for employers that do not sponsor a retirement plan: a "starter 401(k) deferral only arrangement" and a "safe harbor 403(b) plan." These plans would generally require that all employees be enrolled in the plan with a deferral rate of 3% to 15% of compensation. The limit on annual deferrals would be the same as the IRA contribution limit (\$6,000 for 2022, with an additional \$1,000 catch-up beginning at age 50). The limit on annual deferrals is \$6,000, with an additional \$1,000 catch-up beginning at age 50, with both limits indexed for inflation.

529 Rollovers

Allows certain assets in a 529 qualified tuition program account maintained for at least 15 years for a designated beneficiary to be directly rolled over on a tax-free basis to a Roth IRA maintained for the benefit of the beneficiary. The rollover is subject to the limits on Roth IRA contributions and the requirement that a Roth IRA owner have includible compensation at least equal to the amount of the rollover. Permitted rollovers would be limited to (1) the aggregate amount of contributions to the account (and earnings thereon) before the 5-year period ending on the date of rollover, and (2) a lifetime limit of \$35,000.

Elective Provisions:

Force-Out Distribution Threshold

Increase force out limit from \$5,000 to \$7,000

Matching Student Loans
Option to apply the matching formula to the student loan repayment amount and deposit the match into the workplace retirement savings plan.

Automatic Portability

Permits retirement plan service providers to offer plan sponsors automatic portability services, transferring an employee's low balance retirement accounts to a new plan when they change jobs.

Pension Linked ("Side Car") Emergency Savings Account (PLESAs)
Permits a plan sponsor to amend its plan to offer short-term emergency savings
accounts ("ESAs") as part of a defined contribution plan. ESAs must be funded posttax with Roth contributions, and participants may be automatically enrolled at a rate of up to 3% of compensation. Contributions are capped at \$2500 (indexed for inflation) or a lower amount determined by the sponsor, and there cannot be minimum contribution or balance requirements. Participants must be allowed to take at least one withdrawal per month, and the first four withdrawals per year cannot be subject to fees. ESAs may be invested in cash, interest bearing deposit accounts, and principal preservation accounts, and there is a fiduciary safe harbor for automatic enrollment. The provision provides for the preemption of state anti-garnishment laws.

Emergency Withdrawals

Allows one penalty-free withdrawal of up to \$1,000 per year for "unforeseeable or immediate financial needs relating to personal or family emergency expenses." The withdrawal may be repaid within three years. Only one withdrawal per three-year repayment period is permitted if the first withdrawal has not been repaid.

Penalty-Free Withdrawals for Victims of Domestic Abuse

Domestic abuse survivors may withdraw the lesser of \$10,000 or 50% of their vested retirement account.

SECURE Act 2.0

Effective 2025 & Beyond

Non-Elective Provisions (2025):

Improving Retirement Plan Access for Part-Time Workers (2025)

Long-term, part-time employees who meet the eligibility requirements will be allowed to save through the company's retirement plan. The stated eligibility rules are for employees who work for two consecutive 12-month periods during each of which they have at least 500 hours of service. Employers are not required to match contributions.

Non-Elective Provisions (2026 & 2027):

Plan amendments made pursuant to this Act may be made on or before the last day of the first plan year beginning on or after January 1, 2025. (For calendar year plans, that deadline is 12/31/25.) In addition, amendments under SECURE Act, CARES Act, and Taxpayer Certainty and Disaster Tax Relief Act of 2020 conform to these new dates.

New Plans: Automatic Enrollment and Escalation (2025)

All new 401(k) and 403(b) plans implemented after 1/1/23 are required to automatically enroll participants and auto-escalate savings. The employer will set the introductory deferral amount between 3 – 10% and the deferral amount increases by 1% up to 10 – 15% retirement savings per year.

Paper Statement Mandate (2026)
For defined contribution plans-401(k) and 403(b)-must provide at least one paper statement/year unless participant opts out.

Catch-Up Contributions (2025)

Employees between the ages 60 - 63 years will be allowed to increase their catch-up contribution to the greater of 150% of the normal catch-up amount or \$10,000 in 401(k), 403(b), and governmental plans. For individuals who make more than \$145,000, the catch-up must be a Roth contribution.

Catch-Up Contributions must be Roth for certain savers (2026)

For participants over age 50 earning more than \$145,000, catch-up contributions need to be made as Roth contribution.

Enhance and Promote Saver's Match (2027)

Modifies the existing Saver's Credit to make it refundable and turns it into a direct government matching contribution to the taxpayer's IRA or eligible retirement plan. Enhances and simplifies the Saver's Credit by creating one credit percentage (with no tiers) of 50% for all savers below the AGI threshold (\$41,000 for joint filers), at which point the credit phases out. The credit is treated as a pre-tax contribution to the recipient's plan or IRA, meaning it will be taxable when distributed.



Source: Secure Act 2.0

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