

BOARD OF DEFERRED COMPENSATION ADMINISTRATION

DEFERRED COMPENSATION PLAN

COMMUNICATIONS/ NEW PLAN FEATURES



March 20, 2007

OBJECTIVES

- Review staff initiatives regarding Plan communications
- Review proposed new theme for Plan communication materials
- Review proposed Plan design changes to accompany communications overhaul

STAFF INITIATIVES

Communications Excellence

- Focus on communications excellence has been new priority for Plan staff
- Processes established for ongoing review and critical assessment of all aspects of Plan communications
- Communications excellence is now the primary objective by which staff are evaluated and recognition is given

Communications Under Review

- Plan literature
- Presentations - group meetings & educational seminars
- Written correspondence w/participants
- Verbal communication w/participants
- Internal communications
- Presentation and “representative” communication

“Review, Reflect, Revise”

- Each Personnel/Great-West staff member has been asked to undertake critical review of a communications document or work process
- Each member presents recommendations to working group and then makes refinements
- Working group awards prizes
- Results will be presented to Board
- Process will be ongoing

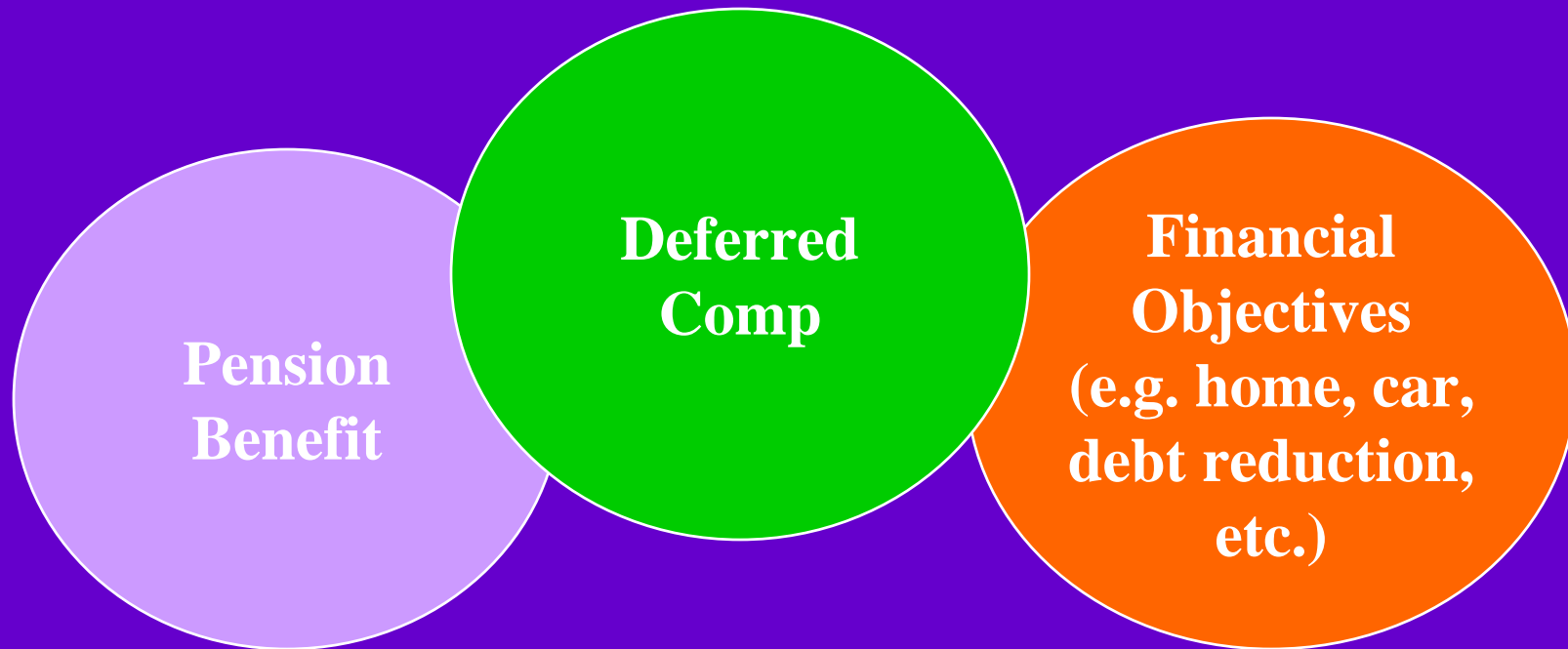
**NEW THEME FOR PLAN
COMMUNICATION
MATERIALS**

Why Create a New Theme?

- Many older “twice-baked” concepts no longer have impact because investors have heard them before
- Important to try and provide new “hooks” and fresh relational tools to encourage participants to engage with Plan
- Engagement with Plan encourages people to think about their financial lives & futures - and then to act

Seeing the “*Big Picture*”

Objective: - Develop a communications theme positioning the Deferred Compensation Plan centrally to help employees understand relationship between pension, supplementary retirement plan, and achieving important financial goals.



ACCOMPANYING PLAN DESIGN CHANGES?

Re-Introduction of Plan

- New theme provides opportunity to “re-introduce” Plan to participants
- To maximize effectiveness of this effort, Plan should:
 - ① Update ALL Plan literature/communications & introduce simultaneously
 - ② Accompany with meaningful Plan enhancements & benefits

Potential Plan Enhancements

- Retiree Loans
- Investment Option Menu Design Changes
- New Brokerage Window Provider or Capabilities
- “Sidecar” IRA
- Financial Guidance Service

Next Steps

- Develop procedures for implementing retiree loans
- Consider New Brokerage Window Provider or Capabilities
- Resolve Investment Menu Design Issues with Plan Investments Committee
- Refer study of a “Sidecar” IRA to Plan Investments Committee
- Study Potential Financial Guidance Services