

# Plan Sponsor Advisors, LLC

## Part 2A of Form ADV

### The Brochure

125 S. Wacker Drive  
Suite 1220  
Chicago, IL 60606  
[www.psaretire.com](http://www.psaretire.com)

Updated: March 2011

This brochure provides information about the qualifications and business practices of Plan Sponsor Advisors, LLC (“PSA”). If you have any questions about the contents of this brochure, please contact us at 312-214-1500. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about PSA is also available on the SEC’s website at: [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



## Material Changes

PSA's most recent update to Part 2 of Form ADV was made in September 2010. PSA's business activities have not changed materially since the time of that update. However, in 2010 the SEC required significant changes to the content and format of Part 2 of Form ADV. This brochure, which reflects those changes, is materially different from brochures used by PSA in prior years.

## Table of Contents

Material Changes .....	2
Table of Contents .....	2
Advisory Business .....	2
Fees and Compensation .....	3
Performance Based Fees and Side-by-Side Management .....	3
Types of Clients .....	3
Methods of Analysis, Investment Strategies and Risk of Loss .....	4
Disciplinary Information .....	4
Other Financial Industry Activities and Affiliations .....	4
Code of Ethics, Participation or Interest in Client Transactions and Personal Trading .....	5
Brokerage Practices .....	6
Review of Accounts .....	6
Client Referrals and Other Compensation .....	6
Custody .....	6
Investment Discretion .....	6
Voting Client Securities .....	6
Financial Information .....	6
Jennifer Flodin's Biographical Information .....	8
Donald Stone's Biographical Information .....	9
Angelo Auriemma's Biographical Information .....	10
Mark Pliska's Biographical Information .....	10

## Advisory Business

Plan Sponsor Advisors, LLC (PSA) was founded in 2002 and is headquartered in Chicago, with an additional office in Charlotte. PSA provides retirement plan benefit consulting to private and publically-held companies and maintains a significant practice in not-for-profit healthcare and higher education.

PSA takes a holistic approach by providing a wide range of inter-related services for retirement plans to assist plan fiduciaries in fulfilling their responsibilities. Services include: investment consulting, investment manager search, investment policy creation and maintenance, record keeper search, asset allocation optimization, custom target date creation, income replacement solutions, off-balance sheet solutions for defined benefit plans, fee analysis, operational compliance review, plan design and communications consulting.

PSA is an Illinois limited liability corporation (LLC) owned in its entirety by the principals of the firm. There have been no changes of ownership, restructuring or other similar events since the company was founded. The firm is independent and has no relationships with banks, investment managers, broker-dealers or administrative service providers that might provide a conflict of interest. As of 12/31/2010 PSA advised \$17 billion on a non-discretionary retained basis on behalf of approximately 66 plans, not including project work.

## **Fees and Compensation**

The fees for services are calculated under one of the following scenarios:

- 1) Hourly charges range from \$150 - \$650
- 2) Project fixed fee, based on scope of project
- 3) Retainer, fixed fee based on scope of services.

For project work, fees charged are specific to each client and are outlined in the client agreement. For a fixed fee project, fees are typically due half at time of contract signing and the balance upon completion of project. For projects that are charged an hourly rate, the fees are billed at the end of each month for the hours worked during the month.

For retainer clients, fees are billed quarterly, in advance and fees may be paid by the trust, the plan sponsor, or through an ERISA account at the record keeper, if one exists. If a client cancels our agreement within 5 business days of initial execution of the agreement for consulting services, there will be no fee or penalties incurred. If fees have been paid, the fee will be returned 100% to client. After the initial 5 day period, the client may terminate the relationship with 30 days written notice for any reason. Notice must be sent to our offices:

Plan Sponsor Advisors  
Attn: Jennifer Flodin  
125 S. Wacker Dr., Suite 1220  
Chicago, IL 60606

Any prorated balance due to the client will be paid within 14 business days.

PSA does not accept commissions, revenue sharing or similar arrangements under any circumstance.

## **Performance Based Fees and Side-by-Side Management**

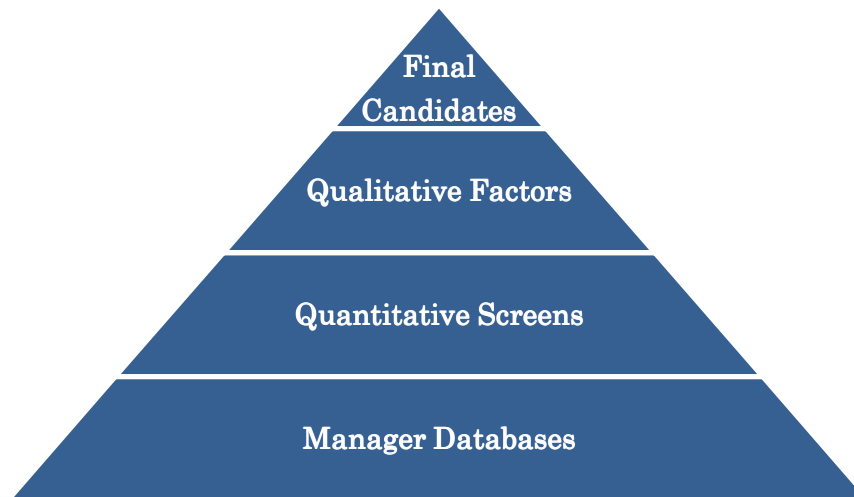
PSA does not charge performance based fees.

## **Types of Clients**

PSA provides investment and non-investment consulting to qualified and non-qualified retirement plans for corporations as well as not-for-profit healthcare and institutions of higher education.

## Methods of Analysis, Investment Strategies and Risk of Loss

PSA utilizes a rigorous manager/investment selection process. Utilizing three databases that maintain data on more than 15,000 investment managers, PSA utilizes quantitative screens to narrow manager selection. Managers that screen are then subjected to a qualitative process that involves manager questionnaires, in person interviews and/or site visits. Client investment strategy recommendations are dependent upon the type of plan and plan demographics and are specific to each client.



Quantitative	Qualitative
<ul style="list-style-type: none"><li>• Performance relative to a benchmark</li><li>• Performance relative to a peer group</li><li>• Volatility of returns</li><li>• Style purity</li><li>• Consistent long-term track record</li></ul>	<ul style="list-style-type: none"><li>• Stability of organization</li><li>• Manager tenure</li><li>• Consistent investment process</li><li>• Risk controls</li><li>• Operational concerns</li></ul>

While PSA follows accepted investment principals, investments are inherently risky and there can be no guarantee that plans and plan participants will not suffer loss.

## Disciplinary Information

PSA and its employees have not been involved in any legal or disciplinary events in the past 10 years that would be material to a client's evaluation of the company or its personnel.

## Other Financial Industry Activities and Affiliations

The principal business of PSA is retirement plan benefit consulting. We provide a broad array of investment and non-investment consulting services to retirement plans. PSA services include:

- Independent investment consulting
- Fee benchmarking, analysis and vendor negotiation

- Plan design benchmarking, analysis and recommendations
- Communication strategy and execution
- Controlled group of corporations due diligence studies
- Custom target date and asset allocation models/funds
- Defined benefit off balance sheet solutions
- Defined benefit portfolio optimization
- Defined benefit terminal funding
- Expert witness support in ERISA litigation
- Fiduciary status: Serve as an ERISA §3(21)(a) fiduciary or §3(38) fiduciary
- Fiduciary training
- Income replacement solutions
- Investment manager searches
- IRS Voluntary Correction Program (VCP) assistance
- Merger & Acquisition (M&A) due diligence
- Operational compliance reviews
- Record keeper search and transition
- Stable value manager search, analysis and recommendations
- Transition management services
- Vendor management

PSA spends 100% of its time assisting plan fiduciaries develop better processes to manage their responsibilities and the plans that they oversee.

## **Code of Ethics, Participation or Interest in Client Transactions and Personal Trading**

When PSA recommends a plan sponsor buy or sell an investment option, there may be employees of PSA that currently own or have recently sold that fund.

### **Code of Ethics**

Every PSA professional will:

- Place interests of clients first. Firm personnel must scrupulously avoid serving their own interests ahead of those of clients when making any decision relating to personal investments.
- Not take inappropriate advantage of their positions.
- Keep information concerning client's investments confidential.
- Always provide professional investment management advice based upon unbiased and independent judgment.
- Avoid conflicts of interest wherever possible and, where they unavoidably occur, to resolve them in favor of clients.
- Comply with all regulatory requirements of our profession.
- Keep information about clients, in strict confidence.
- Not engage in any activity, practice or act which conflicts with the best interests of the Firm or its clients.

## **Brokerage Practices**

PSA does not custody assets, nor does PSA direct brokerage for any client.

## **Review of Accounts**

Consultants review their client's accounts on an annual, semi-annual or quarterly basis. The determination of when reviews are conducted is based on size, complexity and agreement with each client. Investment reviews are created based on PSA's proprietary quantitative and qualitative analytical process. All reports, regardless of how often they are delivered, contain an executive summary as well as scorecards and analytics for each investment manager. These scorecards tie to specific investment metrics detailed in a plan's Investment Policy Statement (IPS) to the investment reporting.

Plan Sponsor Advisors meets and reviews client's accounts on an annual, semi-annual or quarterly basis, either in person or via tele-conference depending on our agreement with the client. Investment reviews are comprehensive and cover a broad range of investment metrics commonly accepted within the industry. The reports are available both in hard copies and electronically.

## **Client Referrals and Other Compensation**

PSA does not pay for referrals or receive any compensation from money managers, record keepers, custodians or other vendors related to client accounts.

## **Custody**

PSA does not custody assets.

## **Investment Discretion**

PSA does not take discretion in regard to any client assets or accounts.

## **Voting Client Securities**

PSA does not vote proxies for any securities.

## **Financial Information**

PSA has never filed for bankruptcy and is not aware of any financial condition that is expected to affect its ability to manage client accounts.

# Plan Sponsor Advisors, LLC

## Part 2B of Form ADV

### The Brochure Supplement

125 S. Wacker Drive  
Suite 1220  
Chicago, IL 60606  
[www.psaretire.com](http://www.psaretire.com)

Updated: March 2011

This brochure supplement provides information about PSA's Investment Committee Members; Jennifer Flodin, Donald Stone, Angelo Auriemma and Mark Pliska. It supplements PSA's accompanying Form ADV brochure. Please contact PSA's Chief Compliance Officer, Jennifer Flodin, at 312-214-1500 if you have any questions about the Form ADV brochure or this supplement, or if you would like to request additional or updated copies of either document.

Additional information about Messrs. Stone, Auriemma, Pliska and Ms. Flodin is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## **Jennifer Marconi Flodin's Biographical Information**

### Educational Background and Business Experience

#### **Jennifer Marconi Flodin (1968)**

##### *Education and Certifications*

BS – University of Wisconsin, Whitewater

FINRA Series 7,65,63,24, 51 (held with Raymond James Financial Services)

Life and Health insurance licenses

PRP® - Retirement Plan Professional

##### *Business Background*

June 2002 – Present – Co-Founder/Chief Operating Officer, Plan Sponsor Advisors, LLC

August 1999 – Present – President, Marconi Asset Management, Inc.

### Disciplinary Information

Ms. Flodin has not been involved in any legal or disciplinary events that would be material to a client's evaluation of Ms. Flodin nor of PSA.

### Other Business Activities

Ms. Flodin is the sole owner of Marconi Asset Management, which was founded in 1999 and provides investment services to high net worth individuals.

### Additional Compensation

Ms. Flodin does not receive economic benefits from any person or entity other than PSA and Marconi Asset Management in connection with the provision of investment advice to clients.

### Supervision

As PSA's founder and Chief Operating Officer, Ms. Flodin maintains ultimate responsibility for the company's operations as well as the compliance of PSA with the SEC. Ms. Flodin discusses investment decisions with the other Investment Committee members, Donald Stone, Angelo Auriemma and Mark Pliska. Any of these individuals can be reached directly by calling the telephone number on the cover of this brochure supplement.



## **Donald Stone's Biographical Information**

### Educational Background and Business Experience

#### **Donald Stone (1949)**

##### *Education and Certifications*

MS – San Diego State University

BA – University of South Carolina

FINRA Series 66

AIF® - Accredited Investment Fiduciary

##### *Business Background*

Jan. 2002 – Present – Co-Founder/President, Plan Sponsor Advisors, LLC

Jan. 2002 – Present – President, Third Coast Advisors

### Disciplinary Information

Mr. Stone has not been involved in any legal or disciplinary events that would be material to a client's evaluation of Mr. Stone or of PSA.

### Other Business Activities

Mr. Stone is the sole owner of Third Coast Advisors. Third Coast Advisors provides investment advisory services to a limited list of retirement plans, utilizing the resources of PSA.

### Additional Compensation

Mr. Stone receives additional compensation through Third Coast Advisors in addition to his compensation through PSA.

### Supervision

As PSA's Co-Founder and President, Mr. Stone maintains ultimate responsibility for the company's financials as well as publications. Mr. Stone discusses investment decisions with the other Investment Committee members, Jennifer Flodin, Angelo Auriemma and Mark Pliska. Operational decisions are discussed with PSA's Chief Operating Officer and Chief Compliance Officer, Jennifer Flodin. Any of these individuals can be reached directly by calling the telephone number on the cover of this brochure supplement.

## **Angelo Auriemma's Biographical Information**

### Educational Background and Business Experience

#### **Angelo Auriemma (1968)**

##### *Education and Background*

BS – Purdue University

FINRA Series 65

CFA® – Chartered Financial Analyst

CFA Charter Minimum Qualifications: The Charter Financial Analyst (CFA) designation is an international professional certification issued by the CFA Institute (formerly AIMR) to qualified candidates who complete a series of three examinations. To become a candidate for a CFA charter, candidates must meet one of the following requirements: 1) Undergraduate degree and four years of professional experience involving investment decision-making, or; 2) Four years qualified work experience (full time, but not necessarily investment related). Candidates may become a CFA Charterholder if they successfully pass three course exams, Levels 1, 2, and 3. The CFA Institute has stated that the average candidate may need approximately 250 hours of study for each of the three levels. The CFA curriculum includes these topic areas: Ethical and Professional Standards; Quantitative Methods (such as the time value of money, and statistical inference); Economics; Financial Reporting and Analysis; Corporate Finance; Analysis of Investments (stocks, bonds, derivatives, venture capital, real estate, etc.); Portfolio Management and Analysis (asset allocation, portfolio risk, performance measurement, etc.) CFA Charterholders are also obligated to adhere to a strict Code of Ethics and Standards governing their professional conduct.

##### *Business Background*

June 2009 – Present – Director, Investment Advisory Services, Plan Sponsor Advisors, LLC

2004 – 2009 – Analyst/Portfolio Manager – Woodley Farra Manion Portfolio Management

### Disciplinary Information

Mr. Auriemma has not been involved in any legal or disciplinary events that would be material to a client's evaluation of Mr. Auriemma or of PSA.

### Other Business Activities

Mr. Auriemma is not engaged in any other investment related business, and does not receive compensation in connection with any business activity outside of PSA.

### Additional Compensation

Mr. Auriemma does not receive economic benefits from any person or entity other than PSA in connection with the provision of investment advice to clients.

### Supervision

Mr. Auriemma's investment recommendations are supervised by PSA's Investment Committee. Mr. Auriemma's activities are also overseen by PSA's President, Donald Stone. Any of these individuals can be reached directly by calling the telephone number on the cover of this brochure supplement.

## **Mark Pliska's Biographical Information**

### Educational Background and Business Experience

#### **Mark Pliska (1984)**

##### *Education and Background*

BS –University of Kansas

FINRA Series 66

CFA® – Chartered Financial Analyst

CFA Charter Minimum Qualifications: The Charter Financial Analyst (CFA) designation is an international professional certification issued by the CFA Institute (formerly AIMR) to qualified candidates who complete a series of three examinations. To become a candidate for a CFA charter, candidates must meet one of the following requirements: 1) Undergraduate degree and four years of professional experience involving investment decision-making, or; 2) Four years qualified work experience (full time, but not necessarily investment related). Candidates may become a CFA Charterholder if they successfully pass three course exams, Levels 1, 2, and 3. The CFA Institute has stated that the average candidate may need approximately 250 hours of study for each of the three levels. The CFA curriculum includes these topic areas: Ethical and Professional Standards; Quantitative Methods (such as the time value of money, and statistical inference); Economics; Financial Reporting and Analysis; Corporate Finance; Analysis of Investments (stocks, bonds, derivatives, venture capital, real estate, etc.); Portfolio Management and Analysis (asset allocation, portfolio risk, performance measurement, etc.) CFA Charterholders are also obligated to adhere to a strict Code of Ethics and Standards governing their professional conduct.

##### *Business Background*

December 2009 – Present – Investment Analyst, Plan Sponsor Advisors, LLC

2006 – 2009 – Assistant Portfolio Manager/Operations Manager – DWM Financial Group

### Disciplinary Information

Mr. Pliska has not been involved in any legal or disciplinary events that would be material to a client's evaluation of Mr. Auriemma or of PSA.

### Other Business Activities

Mr. Pliska is not engaged in any other investment related business, and does not receive compensation in connection with any business activity outside of PSA.

### Additional Compensation

Mr. Pliska does not receive economic benefits from any person or entity other than PSA in connection with the provision of investment advice to clients.

### Supervision

Mr. Pliska's investment recommendations are supervised by PSA's Investment Committee. Mr. Pliska's activities are also overseen by the Director of Investment Advisory Services, Angelo Auriemma. Any of these individuals can be reached directly by calling the telephone number on the cover of this brochure supplement.