TRAU®

THE RETIREMENT ADVISOR UNIVERSITY

WELCOME GUIDE 2021

FIRST STEPS

Towards your C(k)P® Designation

The Certified 401(k) Professional Designation

CERTIFIED 401(k) PROFESSIONAL

C(k)P

The Retirement Advisor University

In collaboration with

UCLA Anderson School of Management Executive Education

Fred Barstein
Founder & CEO, TRAU

Dear New C(k)P® Candidate,

On behalf of The Retirement Advisor University (TRAU) in collaboration with UCLA Anderson School of Management Executive Education and the C(k)P Board of Standards we congratulate you on your decision to enroll and begin training for your C(k)P® Designation. The focused curriculum that you will experience can be the stepping stone to a rewarding career where you help individuals to be well prepared for retirement, and enhance your present practice.

TRAU is the first retirement planning certification program offered in collaboration with a nationally recognized institution of higher learning. We hope that you will benefit by earning a certification that has real meaning to plan sponsor, participants, clients, prospects, and the retirement industry as a whole.

We encourage you to visit our website www.TRAUniversity.com regularly for news, updates, and to be an active member in the TRAU community. Your instructors and I are looking forward to meeting you during the campus session. This guide is designed to provide you with information you will need in the program and we recommend that you review it throughly.

Sincerely,

Fred Barstein
Founder & CEO

Steff C. Chalk
Executive Director, TRAU

Steff C. Chalk is the Executive Director of The Retirement Advisor University in collaboration with UCLA Anderson School of Management Executive Education. Mr. Chalk is CEO of Fiduciary Consulting and Governance Group, Inc. and founder of CHALK Advisory Board, Inc. Since 1995 CHALK Advisory Board has served in a fiduciary capacity to over $12 billion of retirement plan assets.

Mr. Chalk's client list has included corporations, non-profits and governmental units. CHALK Advisory Board, Inc. has conducted original research for the Chilean Pension System, the Finance Ministry of Kuwait, the Central Bank of Egypt and has worked with the policy-makers of the Turkish Self-funded Retirement System. He served on the first Leadership Council of the National Association of Plan Advisors.

Steff instructs at The Retirement Advisor University in collaboration with UCLA Anderson School of Management Executive Education, and has also instructed at Northern Kentucky University, Department of Finance, The Midwest Trust School, and the PLANSPONSOR Institute. Steff has graduated Central Michigan University, The American Institute of Banking, The Kentucky School of Banking, the National Graduate Trust School at Northwestern University and holds the Accredited Investment Fiduciary Analyst designation from University of Pittsburgh, Katz School of Business, and the Global Financial Steward designation from 3Ethos Thayer Leadership Development at West Point.

"Mr. Chalk is a co-author of "How to Build a Successful 401(k) Retirement Plan Advisory Business."

Steff Chalk
Executive Director

About The Retirement Advisor University

TRAU®, The Retirement Advisor University in collaboration with UCLA Anderson School of Management Executive Education is the first retirement planning certification program associated with a nationally recognized institution of higher learning. Participating advisors and wholesalers can benefit by earning certification that has real meaning to plan sponsor clients, prospects, and the retirement industry as a whole.

The Retirement Advisor University in collaboration with UCLA Anderson Executive Education Curriculum is a combination of on-site classes at the UCLA campus, virtual classroom courses E-Learning and self study. By combining world class professors with retirement industry leaders TRAU has created the most comprehensive retirement training program in America for financial advisors.

Individuals attending TRAU®, are instructed by both World Class faculty members, and some of the most accomplished financial advisors in the retirement plan industry. This approach combines the academic excellence and the practical applicability needed to produce a highly skilled and knowledgeable retirement plan advisor.

Recognizing that access to a skilled retirement advisor is becoming increasingly critical to the average American, The Retirement Advisor University has been designed to empower financial advisors with the skill sets they need to assist their clients in retiring successfully.

Development:

The Retirement Advisor University is designed to provide executive education and certification for financial advisors and other professionals in the retirement industry. The program and its curriculum are developed in accordance with core goals, competencies, and purposes identified by TRAU. The curriculum content is designed with the goal of empowering financial advisors to help companies and individuals prepare for a successful retirement.

TRAU Partners and Contributors:

UCLA Anderson Executive Education:

A leader in executive education since 1954, the school offers more than 40 programs, including open enrollment programs that focus on leadership, general and functional management, and strategic vision, as well as custom programs designed in collaboration with leading organizations to meet their specific business objectives.

Checklist for the C(k)P® Designation

☐ ***Step 1:** Register for the Session on the TRAU website at www.TRAUniversity.com

☐ ***Step 2:** Pay non-refundable initial payment for a specific TRAU program towards the full tuition cost to obtain access to the Learning Management System (LMS)

If you do not gain access to the LMS within 24 hours of payment please contact D.J. Koehne:

DJ@TRAUniversity.com
855.755.4015 Ext. 103

☐ ***Step 3:** Pay remaining tuition balance 30 days prior to attending the TRAU Campus Session

a. Personally pay remaining tuition balance

OR

b. If you have Support from Providers, please provide the firm name, contact name, phone number, email address, and the amount of Support to Elizabeth Youngs (855-755-4015 ext. 121 or Elizabeth@TRAUniversity.com)

☐ ***Step 4:** Login to the TRAU LMS (link located under the "MyTRAU") via your computer and complete Level 1 coursework

a. Complete all Level 1 Modules

OR

b. Complete the Level 1 Test Out Exam

☐ ***Step 5:** Check that you have the current TRAU Welcome Guide (www.TRAUniversity.com)

☐ **Step 6:** Complete TRAU Campus Exam (taken after live campus sessions have been completed) via the TRAU Learning Management System

☐ **Step 7:** Complete Levels 2 & 3 LMS modules via the TRAU Learning Management System. (This is the optimal time to take and complete the two available C(k)P Designation Practice Exams in prepartion for the final exam)

☐ **Step 8:** Complete and pass TRAU C(k)P Designation Exam via the online proctor (instructions for scheduling your proctored exam can be found in the TRAU Learning Management System)

* **Required prior to attending TRAU Session at UCLA**

Best User Experience

We encourage you to begin working through the online courses prior to your session date. While you may attend the campus session having completed only the minimum of required courses, the best user experience will be to complete all of the online courses available prior to attending the UCLA sessions. You will find step-by-step instructions on taking the online courses later in this guide.

Pre-campus Course Work

Complete Prior to Attending

Course-Work:

At a minimum, complete Level 1 courses in MyTRAU Account Online.
(Completion of all courses listed on the LMS is preferred):

TRAU attendees are required to either complete all Level 1 courses or pass the Level 1 Test-Out Exam.

Best User Experience

- ☐ **1. Apply**
- ☐ **2. Enroll & Pay Tuition**
- ☐ **3. Level 1 (Complete a or b)**
  a. Complete Online Modules
  b. Complete Level 1 Test-out
- ☐ **4. Levels 2 & 3 (Complete Online Modules)**
- ☐ **5. Attend TRAU at UCLA, Anderson**
- ☐ **6. Campus Exam**
- ☐ **7. C(k)P® Designation Exam**

TECHNICAL COMPETENCE

TC-211 Regulatory TRENDS & Update

Course Overview:

This course examines important regulatory changes recently made and in progress. It provides an update on the recent happenings in Washington DC. Topics may include the State of the Union address, lack of retirement savings, target date funds, and many other current issues, proposed solutions and their expected effects are covered.

Learning Outcomes:

- Describe the scope and effect of new regulations
- Identify current issues in the retirement plan industry
- Identify the potential positive and negative effects of proposed solutions

TC-325 Discovering The New Alpha In The DC Market

Instructor: Fred Barstein,
Founder & CEO,
The Retirement Advisor University

Course Overview:

The landscape of the retirement plan business is both complex and dynamic. This course provides an overview of how advisors, providers, academics, regulatory agencies and plan sponsors can work together to produce better results for all involved.

Learning Outcomes:

- Identify key factors and developments shaping the retirement industry
- Explain strategies to partner with providers, academics and regulators for improved results
- Explain the role of an advisor within the DC market

MANAGEMENT & BUSINESS

MB-270: Applying TRAU within an Evolving Industry

Instructor: Steff Chalk,
Executive Director
The Retirement Advisor University

Course Overview:

Financial Advisors position substantial resources in the form of time, energy and capital when attending The Retirement Advisor University.

Learning Outcomes:

- Recognize the value of proper preparation
- Identify the major business foundational components that should be in place
- Generate improved outcomes for plan sponsors and plan participants by utilizing the knowledge and strategies conveyed by The Retirement Advisor University
- Comprehend the logical steps involved with succinctly communicating the value that you and your firm bring to the client

MB-203 Building Strong Brands In Financial Services

Instructor: Sanjay Sood,
Associate Professor, Marketing,
UCLA

Course Overview:

Some of the best companies have differentiated themselves and created direct value for their enterprises and customers through strong brands. In this session you'll explore some of the factors that matter in branding financial services.

Learning Outcomes:

- Define and understand what is brand equity
- Conceptualize and understand brand equity
- Identify steps in brand building

MANAGEMENT & BUSINESS

MB-225 Critical Issues in Financial Reporting

Instructor: Eric Sussman,
Lecturer,
UCLA Anderson School of Management

Course Overview:

Examination of financial statements and tax liabilities of firms. Introduction to key issues facing corporate financial decision makers, including making capital budgeting and investment decisions, designing capital structure of firms, minimizing agency costs and costs of financial distress, role of financial innovation, capital markets, and valuation Familiarizes the manager with functions of account by focusing on use of external financial reports for evaluating corporate performance and use of accounting information of internal planning and control.

Learning Outcomes:

- Recognize the value of accounting in financial management
- Read various financial statements
- Recognize common signs indicating potential problems on financial statements

OPTIMIZING PLAN OUTCOMES

OP-232 Behavioral Finance: Decisions Under Risk & Uncertainty

Instructor: Craig Fox,
Professor of Policy, UCLA
Anderson & Professor of Psychology, UCLA

Course Overview:

This session provides an introduction to behavioral economics and psychology of investor decision making. We will examine common biases of investors, analysts, and portfolio managers and discuss how to avoid them. Key topics include:

- How do people behave in the face of risk and uncertainty?
- In what ways is this behavior irrational?
- How does this affect investment decisions?
- How can savvy investors avoid falling prey to these biases?

Learning Outcomes:

- Overcome psychological biases that could sabotage wealth management and client retention
- Address and incorporate client's psychological biases in designing optimal profiles

OPTIMIZING PLAN OUTCOMES

MB-260 Thinking on Your Feet: Setting the Stage for Creative Thinking

Instructor: Iris Firstenberg
Adjunct Associate Professor

Course Overview:

Today's business environment requires thinking skills that give you the agility and readiness to respond to novel and complex situations. This includes situations of intense time pressure with little opportunity to think through, analyze and weigh options as well as the ongoing complex and ambiguous problems that require a fresh and novel approach. In this session we will discuss the constraints that inhibit our ability to think with flexibility, and explain potent thinking strategies that expand possibilities and prepare us to meet new challenges and create better opportunities as the future unfolds.

Learning Outcomes:

- Identify perceptual and cognitive traps constraining your own thinking
- Learn strategies to see beyond the familiar
- Discuss application of strategies in the business world

OP-250 Principles of Persuasion

Instructor: Noah Goldstein
Associate Professor

Course Overview:

Every day we face the challenge of persuading others to do what we want. But what makes people particularly responsive to our arguments, requests, and products? Persuasion is an art, but it is also a science, and researchers who study it have uncovered a series of hidden principles for moving others—be they employees, managers, coworkers, prospective clients, or customers—in your direction. This session explores the psychological fundamentals of persuasive communication and how to apply those principles to maximize your persuasiveness in an assortment of different contexts and with a variety of different target audiences. This session will be led by Dr. Noah Goldstein, UCLA faculty member and author of Yes, a New York Times bestseller on the topic of persuasion.

Learning Outcomes:

- Gain an understanding of the fundamental principles of persuasive communication.
- Develop the knowledge and skills to identify the most persuasive aspects of your case.
- Learn to apply the fundamental persuasion principles to win support for your ideas, initiatives, products, and requests.
- Learn to use a variety of persuasion tactics in multiple domains, including management, marketing, negotiation, sales, and client relations.

Quick Reference for:

- The Retirement Advisor University®
- TRAU®
- C(k)P® Designation
- *Certified 401(k) Professional*

Contacts & Logo Use:

- For detailed use guidelines please see the policies page at www.TRAUniversity.com.
- Contacting UCLA in any way relating to the Retirement Advisor University is strictly prohibited.
- Use of the UCLA logo or marks/logos of TRAU students or lecturers is strictly prohibited.
- Any logos or marks not owned or registered by you may not be used without written permission of owner

All questions regarding these policies should be directed to: The Retirement Advisor University, 855-755-4015 ext. 101 or Steff@TRAUniversity.com

Approved Description of TRAU:

TRAU™ - The Retirement Advisor University in collaboration with UCLA Anderson School of Management Executive Education is the first company retirement plan management certification program offered in collaboration with a nationally recognized institution of higher learning. The mission of The Retirement Advisor University at UCLA Anderson Executive Education is to empower financial professionals focused on the defined contribution and 401(k) industry, with the qualifications and skill sets necessary for the planning of a more secure retirement for plan sponsors and participants.

General Guidelines:

First use must be one of the following:

- The Retirement Advisor University® in collaboration with UCLA Anderson School of Management Executive Education.
- The Retirement Advisor University®

Second Uses Must Be One of The Following:

- The Retirement Advisor University in collaboration with Anderson Executive Education
- The Retirement Advisor University
- TRAU

Use By A C(k)P®:

- *<Name>* is a C(k)P® *Certified 401(k) Professional*
  <Name> has earned the C(k)P® *Certified 401(k) Professional* Designation from (follow general guideline section here)
- *<Name>* is a *Certified 401(k) Professional* OR
- *<Name>* is a C(k)P®
- *<Name>* is a C(k)P® *Certified 401(k) Professional* in good standing with The Retirement Advisor University in collaboration with UCLA Anderson School of Management Executive Education
- *<Name>* is a C(k)P® / *Certified 401(k) Professional* in good standings with the C(k)P® Board of Standards

* *Certified 401(k) Professional* should always be in italics. Other Acceptable uses of C(k)P® *Certified 401(k) Professional* must be approved on an individual basis prior to use.

Use By Lecturers:

(“Instructor” may replace “Founding Lecturer”)

- *<Name>* is a Founding Lecturer of The Retirement Advisor University® in collaboration with UCLA Anderson School of Management Executive Education
- *<Name>* is a Founding Lecturer of The Retirement Advisor University®
- *<Name>* is a Founding Lecturer of TRAU®

Use By Students:

(“Enrolled” may replace “a student”)

- *<Name>* is a student at The Retirement Advisor University® in collaboration with UCLA Anderson School of Management Executive Education
- *<Name>* is a student at The Retirement Advisor University®
- *<Name>* is a student at TRAU®

Online/Website Use:

Use of the TRAU® name or logo online may be permitted. Prior written permission is required for each use.

When the TRAU® logo appears online it must contain a link to www.TRAUniversity.com

The following link to the TRAU instructor page may be used by any student or lecturer:

http://www.trauniversity.com/retireu/lecturelist.aspx

MyTRAU System Requirements

Learning Management System (LMS)

While the LMS functions on most devices and browsers, the TRAU courses do not fully function in the Apple Safari or Microsoft browsers We recommend using the Google Chrome browser which is available on most devices. The machine needs to be running Java. Pop-up blockers should be enabled and cookies turned ON for the Internet browser that is being used for the courses.

System Requirements:

- **Platform:** Windows Operating System or macOS
- **Recommended Browser:** Google Chrome
- **Screen Resolution:** Minimum 1024x768
- **Cookies:** Browser must be enabled to accept cookies
- **Java-script:** Must be enabled
- **Pop-Ups:** Must be able to allow pop-ups
- **PDF Files:** Requires Adobe Acrobat Reader Version 7 or higher

Create a MyTRAU Account

If you were enrolled or applied online - This step is already completed.

1. Go to www.TRAUniversity.com

2. Click on “Enrollment” and complete registration and enrollment - this populates your profile information

3. Select the session you would like to attend and click “Submit”

You will receive an email stating that enrollment is not official until payment has been received. Please work directly with your TRAU Representative regarding your tuition payment.

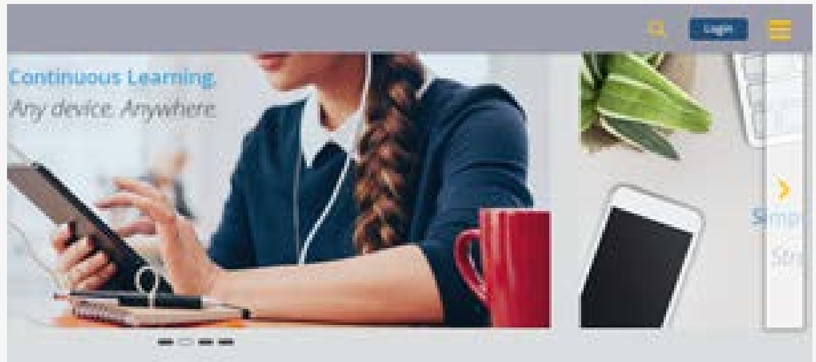
4. Upon receipt of the initial payment your account should become active within 24 hours.
If it is not activated within 24 hours of receipt of payment please contact:

Donald “D.J.” Koehne
p: 1-855-755-401k ext. 103
e: DJ@TRAUniversity.com

Accessing Online Courses

(Use windows based PC or laptop - Per the MyTRAU System Requirements)

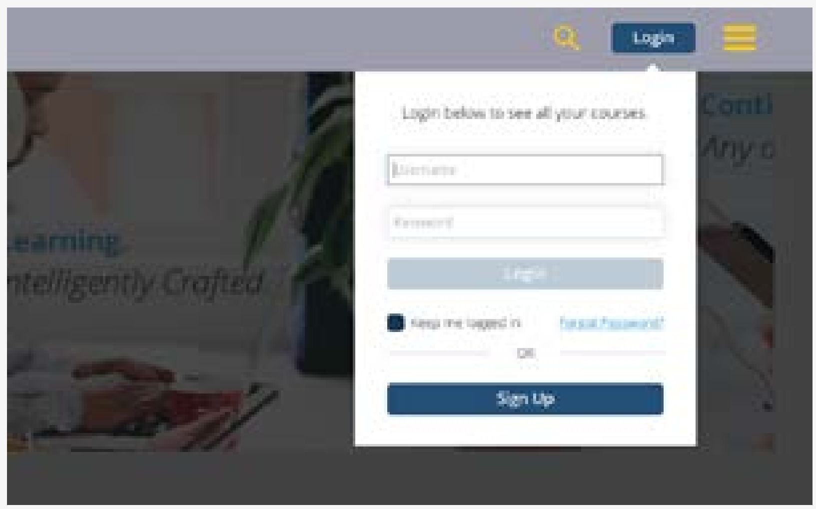
These instructions will guide you through logging into the MyTRAU LMS, where you will find the online courses and examinations that you will take during Certified 401(k) Professional training.



1. Go to www.TRAUniversity.com

2. Under “My TRAU”, click on “My Courses”

3. If you are not redirected, click on the link to the LMS. Log in and enter the email address and password you created when you set-up your LMS Account. If you do not remember your password, use the “forgot password” link.



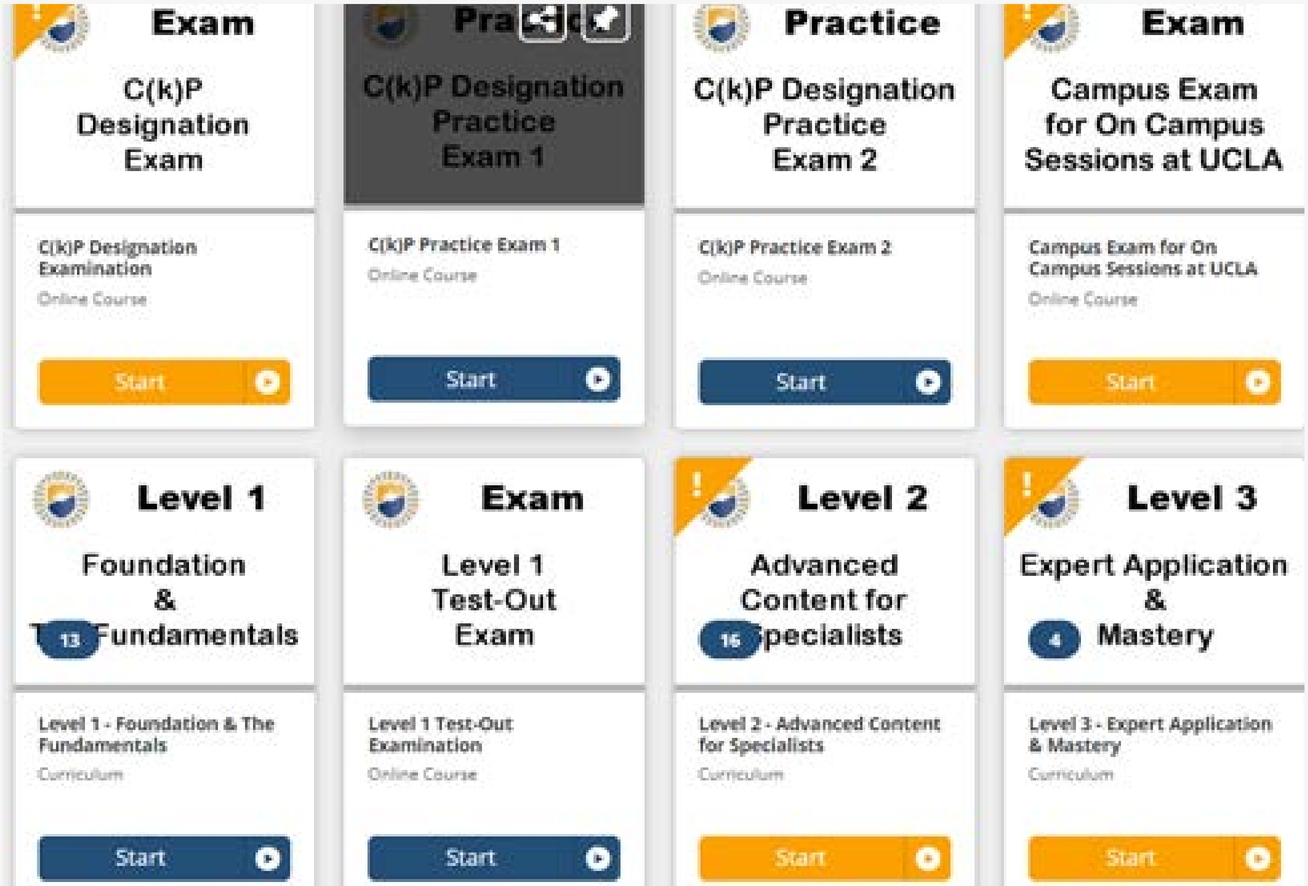
4. Go to your course catalog and select the Level and Course that you would like to take.

5. BE SURE YOU HAVE POP UPS ENABLED from TRAUniversity.com and traunle.myabsorb.com - if you do not the system will not function properly.

a. If you have tool bars installed these may include pop up blockers separate from your web browser.

b. You will know when you launch a course that you have failed to enable pop ups from the site as you will get a gray screen saying “educational activity in progress”, but the separate course window will fail to open.

To verify that pop-ups are the problem, hold the left ctrl-key on the keyboard down while clicking on the “launch” link for any given course. This will bypass any pop-up blockers.



6. Click on “Start” (or “Resume”) on the correct “Level” Tile (Level 1, 2, or 3).

7. Locate the course you wish to take. You can sort the list of courses or change the view.

8. The first time you are accessing the course, click the “Enroll” button for the course you wish to take.

> **a.** This will launch the course. Your current window will gray-out and a new window will open with the course.
>
> **b.** If the new window does not launch it means you still have a pop up blocker active. Please check your browser and tool bars and allow pop ups as indicated in #5.
>
> **c.** If you have pop ups blocked, you can still launch the course directly from the text on the grayed out screen, or by returning to the original link and holding the left ctrl-key and clicking on “launch” at the same time.

9. The link for the Birkman will be sent separately.

> **a.** This link will be sent approximately 30 days prior to your UCLA session.

Preparing for and Taking the Designation Examination

This Welcome Guide includes a sheet designed to help keep you on track and organize your schedule to accomplish completion of your course in a timely manner. You will find this sheet on page 9.

Once you have completed the online courses (see page 5 for instructions on how to log-in to MyTRAU to access online courses) we suggest you prepare for the Designation Examination by doing the following:

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1. Take the practice exams. We recommend that you take the practice exams 2-3 times for best preparation.
2. Carefully review your notes from the campus and online courses.
3. Carefully review the learning guides and other course materials.
4. Go to ProctorU.com and register with them to test your equipment.
5. Schedule your examination day & time with ProctorU.
6. You will need a web camera and a microphone for remote proctoring. Most computers and devices have these built in.
7. On the day of the exam please do the following:

- **a.** Follow all instructions received from ProctorU after scheduling for the exam.
- **b.** Be sure you have a clean and quiet location to take the exam (required by ProctorU).
- **c.** Log-in between 1-5 minutes earlier than your scheduled examination.
- **d.** Have a pen, paper, and your photo ID nearby.
- **e.** Have both your LMS account, and the ProctorU sites open in separate tabs or windows.

8. Notify TRAU of your completion and score of the exam by emailing DJ@TRAUniversity.com.

LMS Course Schedule

TC-100	ERISA: A Historical Perspective
TC-101	Fiduciary Responsibilities of Parties to a Defined Contribution Retirement Plan
TC-110	Fundamentals of Defined Contribution Plans
TC-111	Historical Perspective: Profit Sharing Reform & Emergence of the 401(k) Plan
TC-114	Fundamentals of Defined Contribution Plan
TC-115	Fundamentals of 401k - Part 1
TC-116	Fundamentals of 401k - Part 2
TC-120	Overview & Trends in DC Market
TC-121	How Parties In A Defined Contribution Plans Are Paid
TC-122	Mutual Fund Fees & Expenses
TC-124	Investment Fees & Expenses
TC-125	Regulatory Agencies That Govern DC Plans
TC-126	Target - Date Funds
TC-213	Fundamentals of DB Plans
TC-220	Fundamentals of MEP’s
TC-227	A Survey of Fiduciary Standards
TC-228	Defining A 401k Ethos
TC-229	401k Ethos Step 1 - Analyze
TC-230	401k Ethos Step 2 - Strategize
TC-231	401k Ethos Step 3 - Formalize
TC-232	401k Ethos Step 4 - Implement
TC-233	401k Ethos Step 5 - Monitor
TC-234	401k Ethos - Assessment Procedures
TC-235	Trust and Loyalty
TC-251	What Does it Mean to be a Fiduciary?
TC-306	Leveraging Change: Prospecting & Retention Strategies for Retirement Plan Advisors
TC-310	Fundamentals of Non-Qualified Deferred Compensation Plans
OP-200	Understanding Investor Behavior - Behavioral Finance
OP-215	Designing & Delivering Fiduciary Education for Plan Sponsor Clients
OP-233	Understanding the Need for Guaranteed Income Products
OP-239	Plan Health & Retirement Readiness
OP-325	Distinguishing Your Practice - Uncovering Alpha in the DC Market
OP-330	The Power of Plan Design
MB-220	Understanding Fee Benchmarking for Qualified Plans
MB-223	Fundamentals of Small Business Accounting
MB-310	How to Succeed in a Competitive Defined Contribution Environment
SM-220	Identify and Engage Retirement Plan Prospects
SM-300	Distinguishing Yourself In The Competitive Landscape of The Retirement Plan Industry

LOCATION:

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e: Elizabeth@TRAUniversity.com

Best User Experience

- ☐ 1. Apply
- ☐ 2. Enroll & Pay Tuition
- ☐ 3. Level 1 (Complete a or b)
  - a. Complete Online Modules
  - b. Complete Level 1 Test-out
- ☐ 4. Complete Birkman Questionnaire
- ☐ 5. Levels 2 & 3 (Complete a or b)
  - a. Complete Online Modules
  - b. Attend Group Study Session
- ☐ 6. Attend TRAU at UCLA, Anderson
- ☐ 7. Campus Exam
- ☐ 8. C(k)P® Designation Exam