



PSCA Announces Massey Services as 2019 Best-in-Show Signature Award Winner

Chicago (May 1, 2019) – The Plan Sponsor Council of America (PSCA) has announced its 2019 Signature Award Best-in-Show winner, the “Let’s Taco-Bout Retirement”™ campaign by Massey Services with Chepenik Financial. PSCA, part of the American Retirement Association (ARA), is the leading association for sponsors of voluntary, employer-based retirement plans in the U.S.

The campaign was awarded first place in the Events and Workshops and Promoting Plan Participation – Small Company categories and was voted Best-in-Show among the first place Signature Award winners. The Signature Award winners were announced yesterday. Attendees at PSCA’s Annual National Conference in Tampa, Florida had the chance to review all of the award-winning campaigns and vote on their favorites and the ‘best of the best.’ PSCA’s Signature Awards recognize excellence in retirement plan communications to both plan sponsors and plan participants. Effective education and communication are key to helping employees understand the importance of saving and preparing for retirement, and the crucial role that workplace benefits play in achieving success.

Massey Services was recognized for its very creative and highly effective campaign that aimed to motivate employees to think about retirement differently, increase participation in the plan, and increase savings rates. The “Let’s Taco-Bout Retirement”™ campaign used a local taco truck and meal vouchers along with an on-site educational counselor to provide information and answers to employee questions and enrollment forms with catchy slogans such as “Sign up now or you’ll be living la vida broke-a” and “Put away a little extra just in queso.”

Jennifer Pharris, director of human resources, and Grace Byrd, benefits manager for Massey accepted the award along with Barney Chepenik from Chepenik Financial. Jennifer stated that they were grateful for their partnership with Chepenik Financial to bring this creative program to their employees which raised plan participation to 97% with an average deferral rate close to 5%. Massey services is a pest prevention and landscape care company with 2,051 team members across seven states.

The 2019 Best-in-Show Award winner, as well as all of the 2019 Signature Award winners, will be featured in the summer issue of PSCA’s *Defined Contribution Insights* magazine.

About the Plan Sponsor Council of America

The Plan Sponsor Council of America (PSCA), part of the American Retirement Association (ARA), is a diverse, collaborative community of employee benefit plan sponsors, working together on behalf of millions of employees to solve real problems, create positive change, and expand on the success of the employer-sponsored retirement system. With members representing employers of all sizes, we offer a forum for comprehensive dialogue. By sharing our collective knowledge and experience as plan sponsors, PSCA also serves as a resource to policymakers, the media, and other stakeholders as part of our commitment to improving retirement security for millions of Americans. For more information, visit www.pasca.org.