



Invitational Business Roundtable

BUILDING WORKFORCE ASSETS: INNOVATION, APPLICATION & BOTTOM-LINE BENEFITS

September 11, 2008 – 2-5 p.m.

Hyatt Regency Crystal City, Washington, DC

Workforce asset-building encourages and provides the tools employees need to buy and retain their homes, pursue higher education, and build an adequate savings and retirement nest-egg. At the same time, employers benefit as they develop a more skilled, invested, loyal, and stable workforce, with all the productivity gains and cost savings that entails.

Building Workforce Assets, to be held in conjunction with CFED's signature Assets Learning Conference, will showcase creative and effective workplace initiatives that are already meeting the needs of a growing and diverse workforce. From emergency payroll loans to auto-enrollment 401(k)s; to broad-based employee stock options to financial education and savings tools; the Business Roundtable will provide an overview of the latest and best innovations in workforce asset-building.

Join a select group of leading employers and their community partners, ready to share and assess the lessons and opportunities resulting from employer-based asset building. Invitees will get an insider view of the corporate experience:

- Why are more businesses implementing asset-building strategies now?
- How are asset-building initiatives impacting corporate culture?
- How have asset-building initiatives affected employee recruitment, productivity, morale and retention?

CFED's driving principle is that America's economic vitality and security are greatly strengthened when people are able to invest in their futures and also weather financial storms. Today, a significant and growing number of American households have not had access to the opportunities and resources required to build and retain assets and are unable to accumulate adequate savings to sustain even three months of income disruption. By attending the Business Roundtable, you will be part of the solution, contributing to a national dialogue that aims to reverse this troubling trend.

If you have any questions about the Business Roundtable or the Assets Learning Conference, please contact Kim Pate, Vice President, Strategic Partnerships at kpate@cfed.org or (202) 408-9788.

WHO SHOULD ATTEND

This Roundtable is a must-attend event for business leaders who are considering, administering or expanding asset-building opportunities for employees. It will be of particular importance for human resources executives and others engaged in employee recruitment, training and retention.

COST

Conference Sponsors receive complimentary seats at the Roundtable in keeping with their level of support. (See Sponsorship flyer for details.)

If you are registered for the conference, the fee for the Business Roundtable is an additional \$500.

Roundtable fee without Conference registration is \$1,200.

All attendees are invited to a Capitol Hill reception with senior policymakers and other thought leaders, following the Roundtable.

The Business Roundtable
is part of the

2008 ASSETS LEARNING CONFERENCE
Advancing America's Assets Agenda
Expanding Opportunity, Promoting Prosperity & Mobilizing Communities

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