



## ACTIVE MEMBER NEWSLETTER IS NOW ELECTRONIC

*-- Going paperless will save money, add flexibility--*

We've been talking about converting from an "all-paper" to an "all-electronic" format for the active members' newsletter for quite some time now -- and we're finally doing it. By the end of this year, our goal is to be sending every active PERSI member a link to PERSpectives by email instead of printing and mailing.

### WHY MAKE THE CHANGE?

It's not that we're tired of licking stamps; we just feel like the time and money you've entrusted with us can, and should be spent in the most efficient and effective manner possible. Printing and shipping costs come directly out of the PERSI retirement fund, and account for more than \$180,000 each year. We'd rather see that money stay put, helping keep the fund stable and contribution rates down.

- Active Members: 65,000
- Newsletters Mailed Each Year: 260,000
- Annual Cost: \$180,000

Today's internet and email accessibility allow us to provide you with all of the important PERSI news updates you've always gotten -- only much sooner (our current mailing process takes up to four weeks to go from print to your mailbox).

### OTHER IMPROVEMENTS

An electronic format will also allow us to provide you with more interactive tools and links to resources on the [PERSI website](http://www.persi.idaho.gov) (www.persi.idaho.gov) and others.

We want to provide links to specific content like our "[Fast Facts Flyer](#)", which contains annually updated vital statistics about PERSI's membership and policies --or a quick link to a particular [blog](#). When our education department updates or adds a new [training video](#), you can go right to it.

### WHAT'S THE TIMELINE?

With this edition of PERSpectives, we have begun phasing out the mailing process. Those members for whom we already have email addresses will receive an electronic newsletter notification by email. As we gather additional email addresses, we will continue to mail fewer and fewer paper copies with the goal of sending 100% electronic newsletters first quarter, 2015.

### HOW YOU CAN HELP

To hit our goal, we need valid email addresses for all active members -- you can use a personal address or your work email if allowed. The easiest way you can help is by making sure you're signed up for [myPERSI](#) and making sure your coworkers are also signed up for [myPERSI](#).

Once you're signed into [myPERSI](#), you'll have some options; you can opt out of receiving the newsletter altogether, or you can sign up to continue receiving it in the mail through 2014.

We've posted an additional myPERSI article page 4 of this newsletter.

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# Insights

## CHOOSING THE RIGHT FINANCIAL ADVISOR

As a Training Specialist with PERSI I travel the state talking about the value and benefit the Public Employee Retirement System of Idaho offers. In the process of providing PERSI's regularly scheduled workshops, which discuss money and investing, we are frequently asked "How do I find a financial advisor?" PERSI does not and cannot 'approve' or 'recommend' financial advisors, however I'm happy to share some ideas for finding the right one for you.

First of all, a 'financial advisor' can be a banker, insurance agent, stockbroker, CPA, or attorney, virtually anyone who deals with money or provides financial services of any kind. FINRA, the Financial Industry Regulatory Authority, is the largest regulator of securities firms doing business in the U.S. and is charged with protecting investors by making sure the U.S. securities industry

We are commonly asked 'Where do I begin?' 'Who should I trust?' or 'How do I know if they are right for me?'

operates fairly and honestly. While there are specific FINRA-licensed 'Financial Advisors', a category of people who have passed rigorous examinations, have met certain qualifications, and are held to strict business standards and responsibilities to their clients, there are no governmental restrictions as to who may refer to themselves as financial advisor.

We are commonly asked 'Where do I begin?', 'Who should I trust?', or 'How do I know if they are right for me?' Let's see if we can provide you some help.



*Mike Mitchell has more than 18 years of experience in financial education. He has been a PERSI Training Specialist since 2006.*

### WHERE DO I BEGIN?

Start your search with friends and family. Most of us know people who are savvy when it comes to money matters. Maybe they discuss it frequently, talk about things they've read or seen, or perhaps their lifestyle leads you to believe that financial matters are interesting to them. Ask them if they are working with someone in financial services. If they are, discuss their thoughts regarding the value they receive. While they generally won't share the details of their personal situation, it is very likely they will offer their opinion.

### WHO SHOULD I TRUST?

Once you have the name of someone you may wish to consider, make an appointment to meet with them. Most financial professionals will provide you with a complimentary meeting to determine the services you are looking for, and whether they help in your situation. Use this time to determine if you feel comfortable with them, and understand how they work with their clients. Remember, this is your money and your future, so ask questions throughout this process.

### HOW DO I KNOW IF THEY'RE RIGHT FOR ME?

During your initial meeting, they should freely disclose how they are compensated, what they will expect of you as client, and how you will measure their performance. If you decide they are not the right fit for you, explain that you would like to continue your search and would appreciate referrals to someone who might be a better fit. Remember they will be evaluating you as well, so do not be concerned that you may hurt their feelings.

Once everything appears positive, ask if they are familiar with PERSI benefits and how they work. Then would they be willing to provide you with a client or two with whom you may discuss their services.

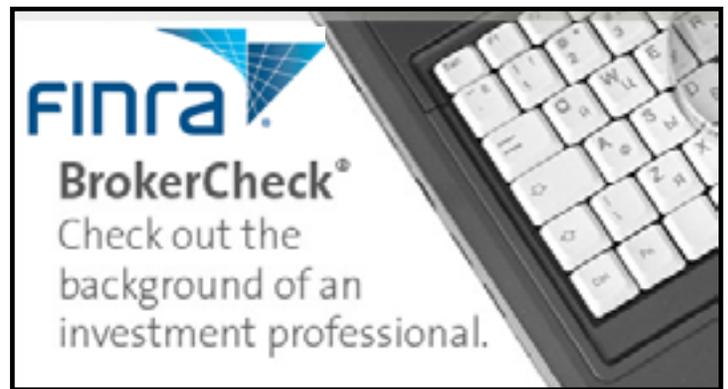
### CHECK OUT THE FINRA WEBSITE

Since individuals working in financial services operate within very strict rules and guidelines, this will alert you to any negative facts that should be considered before deciding to work with them. Go to [www.finra.org](http://www.finra.org); click on Broker Check; enter

their name, firm name, and zip code to learn more about them and to see if they have any regulatory issues.

### CONCLUSION

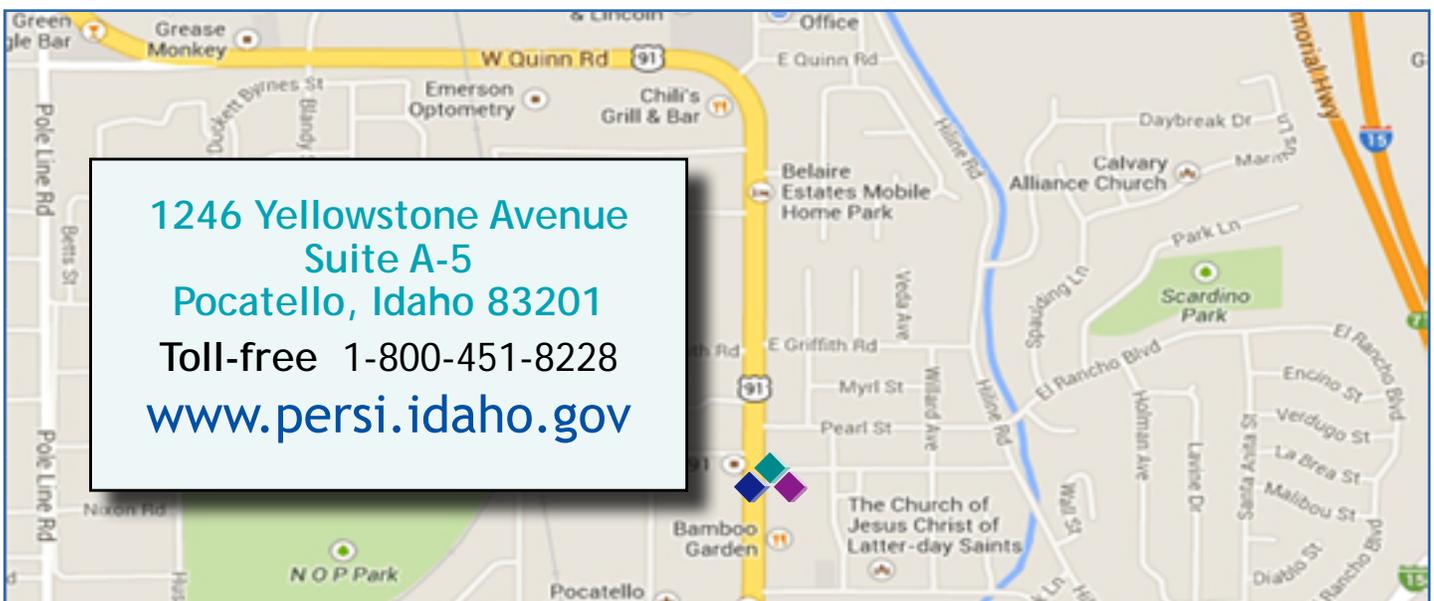
Once you have determined that this person seems right for you, give them a try. While there are certainly no guarantees, you're the best judge of what works for you. Should their services prove unsatisfactory, you can make a change whenever you like. Remember, it's your money, your future. Best of luck working toward your financial success.



## PERSI'S POCATELLO OFFICE HAS RELOCATED

To provide the best possible customer service in Eastern Idaho, PERSI has moved its Pocatello office to a more convenient and accessible space.

The new address is 1246 Yellowstone Avenue, Suite A5, Pocatello, ID 83201. Located in the Oakwood Plaza Office Complex (North of Office Max), the new space is easily accessible and provides enough space for group PERSI training as well as private areas for PERSI specialists to assist retirees and active members, on an individual basis. PERSI has offices in Pocatello, Coeur d'Alene and Boise, Idaho. Public hours are Monday through Friday, 8 a.m. until 5 p.m., except on State holidays.



# EXPLORE YOUR FUTURE: START WITH myPERSI!

MyPERSI allows you to monitor and update all aspects of your financial participation in the PERSI retirement system. This includes all information pertinent to your PERSI accounts and also provides you with various financial modeling and projection tools. To sign in, you need an e-mail and password.

With myPERSI, you can always keep tabs on the money you've been putting away for retirement:

## PERSI Base Plan

- Base Plan Balance
- Contribution Rate

## Choice 401(k) Plan

- Choice Plan Balance
- Last Contribution Rate

Perhaps one of the more interesting features of myPERSI is the "Account Balances and Projections" tool. This is where you can calculate various retirement savings scenarios based on your own

actual PERSI account(s). It's interactive, so you can move numbers and adjust assumptions to help come up with a clearer picture of what you'll need and what it will take for you to achieve a comfortable retirement.

While you're signed in, you can verify that PERSI has the correct information about you. Some of the information you'll want to make sure stays up to date:

- Name
- Mailing Address
- Average Monthly Gross Salary
- Membership Category
- Current Public Employer
- Months of Service
- Date of Last Contribution
- Current Status
- Beneficiary Information

You also have the option to jump directly from myPERSI to the PERSI Choice 401(k) site (Xerox HR Solutions is the record keeper).



## PERSI INVESTMENT NEWS

*for Base Plan as of March 11, 2014*

**Value of the Fund:**

\$14,016,575,965

**Fiscal Year Change in Market Value:**

\$ 1,260,050,049

**Fiscal Year-to-Date Returns:**

11.1%

**Month-to-Date Returns:**

-0.1%

\*Posted monthly on PERSI website: [www.persi.idaho.gov](http://www.persi.idaho.gov)  
Fiscal Year 7/1/2013 - 6/30/2014

[www.persi.idaho.gov](http://www.persi.idaho.gov)

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