Gary S. Lesser, JD

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Career Summary

Extended Business Biography

- Over thirty years of mutual fund, securities, investment management, and insurance industry experience marketing qualified and non-qualified deferred compensation programs, financial and insurance company products, consulting, and related services. Strong technical marketing, training, and support skills. In depth knowledge of retail and wholesale distribution channels for mutual funds, securities and insurance company products and related services.

- Contributing author and technical editor of Aspen Publisher's *Health Savings Account Answer Book*, *Roth IRA Answer Book*, *SIMPLE, SEP, and SARSEP Answer Book*, *Quick Reference To IRAs*, *Life Insurance Answer Book For Qualified Plans and Estate Planning*, and the *457 Answer Book*. Editor and contributing author of the *CPA's Guidebook to Retirement Plans for Small Businesses*, the *Adviser's Guide to Health Savings Accounts*, as well as several continuing professional education (CPE) programs for the American Institute of Certified Public Accountants (AICPA). Publisher of *Basic Accounting Simplified*.

- Former I.R.S. Tax Law Specialist, Employee Plans Division.

- Developer of several retirement plan software programs that are used for designing and illustrating contributions under retirement plans. *QP-SEP Illustrator*™, and *SIMPLE Illustrator*® are marketed and distributed nationally.

- Nationally known author, speaker, and educator on financial and retirement planning, marketing, compliance, and strategy.

- Provides telephone consulting, marketing, sales and technical support services to financial consultants, insurance agents, pension practitioners, and financial institutions. Coordinated relevant legal/compliance, SEC and NASD activities for retirement plans, mutual funds, variable annuities, and related services. Provided management, product development, support, and advocacy at all levels.

- *Journal of Taxation of Employee Benefits – f*ormer member of the Board of Advisors.

- Associated Professional Member of the *American Society of Pension Professionals & Actuaries*. Former member of ASPA's *Ad Hoc* SIMPLE §401(k) Committee, *Ad Hoc* SEP Guidelines Committee, and Congressional Outreach Committee.

- Publishing and printing services; such as, layout and design, review, and technical editing of reports, newsletters, summaries (including statistical analysis), layout, design, tables, and charts.

(rev. 2-2011)

Professional Experience

Gary S. Lesser, JD / GSL Galactic Consulting, 1990 - Present
Indianapolis, IN

- Consulting to businesses and financial organizations in the areas of qualified, tax-sanctioned and nonqualified deferred compensation planning and marketing. Speak at educational seminars and conferences.
- Collaborate with other professionals.
- Write and update books and continuing professional education courses for Aspen Publishers and the American Institute of Certified Public Accountants (AICPA).
- Review and produce sales presentations and related marketing materials involving financial planning, investment products and related services.

Conseco Equity Sales, Inc. / Conseco Fund Group, 1997- 1998
Director of Retirement Planning & Marketing
Carmel, IN

- Consultantancy. Built retirement plan department for mutual fund family. Responsibilities included the marketing of retirement plans, products, and services relating to a newly created group of mutual funds and fund distribution network.

Seligman Marketing, Inc. and J. & W. Seligman Trust Company, 1985 - 1989
Senior V.P., Director of Retirement Planning
New York, NY

- Responsible for the development and promotion of the firm's IRA, Keogh, and corporate retirement accounts.
- Developed the *Seligman §401(k)*, a low-cost, "turn-key" marketing package, customized and fully administered at every level, including customized proposals and enrollment forms, highlights brochure, videotape and statement stuffers. Conducted broker training and branch seminars on how to use, market and sell the *Seligman §401(k)*, resulting in over 600 proposals and 70 plan adoptions in the first 5 months of marketing the program.
- Developed and marketed nationally a salary reduction SEP program and registered its name, SARSEP™, as a national service mark with the U.S. Patent and Trademark Office.
- Successfully managed product marketing and related operations. Developed national marketing strategies for SEP, Section 403(b), and qualified retirement plan programs.
- Provided marketing, training, sales and technical support to a national wholesaling team, broker-dealers, investment executives, CPAs and financial planners.

PaineWebber, 1981 - 1985
Attorney, Retirement Plan Marketing Department
New York, NY

- Assisted Bruce Paine in the firm's creation of the Retirement Plan Marketing Department.
- ERISA marketing attorney solely responsible for firm-wide interpretations involving ERISA, DOL, IRS, and related laws. Reviewed and/or approved matters pertaining to transactions within and between retirement plans, plan documentation, literature and brochures, contracts, marketing strategy and operations in support of sales. Managed legal and technical support facilities, training and information to retirement plan staff, investment executives and pension practitioners.

- Collaborated on the development and implementation of a corporate marketing strategy affecting qualified corporate and Keogh plans, IRAs and SEPs.
- Created and managed a Pension Consultant Network for investment executives. Designed documents and established firm-wide procedures for use in connection with the adoption and administration of retirement plans and trusts.
- Organized and conducted professional seminars for accountants and other state board licensees on a national level. Reviewed investment products for retirement trust and client suitability.

LORD, ABBETT & CO.
Director of Retirement Planning/Associate House Counsel
New York, NY

- Designed and submitted prototype and individually designed plans to the IRS and negotiated their approval. Developed marketing materials.

LAIKEN & SIEGEL, INC.
Consultant/ERISA Attorney
New York, NY

- Designed and submitted prototype and individually designed plans to the IRS and negotiated their approval. Drafted and reviewed amendments to plans.

ACTUARIES UNLIMITED, INC.
Vice President and General Manager
New York, NY

- Promoted and managed all operations of this pension consulting and actuarial organization. Managed staff of six case administrators, an actuary and other support personnel. Negotiated sale of business.

INTERNAL REVENUE SERVICE
Tax Law Specialist/Attorney, Employee Plans Division
Brooklyn, NY

- One of the eleven original tax law specialists hired under ERISA to administer and enforce its provisions. Responsible for the examination and interpretation of pension plans for compliance with IRS and DOL rules and regulations. Detailed to the technical staff as a reviewer and also became Divisional Coordinator of Disclosure, Public Affairs, Freedom of Information and Problem Resolutions. Developed and managed a taxpayer assistance program for pension related inquiries. Personally initiated responses from congressional sources on behalf of the District Director.
- Conceived of and authored initial copies of the *Employee Plans & Exempt Organizations Digest*, a nationally distributed publication of the Internal Revenue Service.

EDUCATION

Washington University School of Law, Graduate Tax Studies, 1974

New York Law School, Juris Doctor, 1973

Fairleigh Dickinson University, B.S. in Accounting, 1970

MEDIA AND ARTICLES

Contributing author and technical editor of Aspen Publisher's—

- *Health Savings Account Answer Book –7th Ed.*
- *Roth IRA Answer Book – 6th Ed.*
- *SIMPLE, SEP, and SARSEP Answer Book– 16th Ed.*
- *Quick Reference To IRAs – 2012 Ed.*
- *Life Insurance Answer Book for Qualified Plans and Estate Planning – 3rd Ed.*
- *457 Answer Book – 5th Ed.*

Editor and contributing author of the American Institute of Certified Public Accountant's (AICPA)—

- *CPA's Guidebook to Retirement Plans for Small Businesses (2010)*
- *Adviser's Guide to Health Savings Accounts (2010)*
- *HSA InfoByte course (2008)*

Published by GSL Galactic Publishing—

- *Basic Accounting Simplified (2011)*

Planner, Personal Financial Planning Section, "Making Contributions to Health Savings Accounts," American Institute of Certified Public Accountants (May-June 2007).

Rough Notes (column): "Simple IRAs and Excess Contributions" (Jan & Feb 2001); "Where's The Money?" (Nov 2000); "The Three-Legged Stool of Retirement Plans" (July 2000); "Simple IRAs Are Simple" (Mar 2000); "Wanted, Keogh Plans, Dead or Alive" (Feb 2000) "The 13 Faces of IRAs" (Nov. 1999); "Sorting Through the Multitude of Retirement Plan Options" (Oct 1999); "Defining Retirement Plan Options" (Sep 1999).

"The New Roth IRA Rule: A Small Price for the Benefits," *Journal of Taxation of Employee Benefits* (Nov/Dec 1998).

"Roth IRA: Effective Dreaming or Reality," *Journal of Pension Benefits* (Fall 1998).

"SIMPLE IRAs March Ahead," *Journal of Pension Benefits* (Summer 1997).

"SIMPLE Plans Offer Retirement Savings with Less Complex Administrative and Compliance Rules," 5 *Journal of Taxation of Employee Benefits* 3 (May/June 1997).

"State Taxation of Pension Distributions,"4 *Journal of Taxation of Employee Benefits* 2 (July/Aug 1996).

"Treatment of Excess SARSEP Amounts," *Journal of Pension Benefits* (Autumn 1995).

"Accounting Technology 1995 1040 Tax Preparation Face-Off Fact Pattern: The Big Loophole That Got Away," *Accounting Technology* (December 1995).

Faulkner & Gray CPE Course: "*SEPs and SARSEPs and Calculating Earned Income for the Self-Employed Individual*" (New York: Faulkner & Gray Inc., November, 1995).

"Structuring Simplified Employee Pension Plans for Smaller Business Owners," Chapter 59 in *Employee Benefits Handbook* (New York: Warren, Gorham & Lamont, revised 1996).

"Earned Income In Plan Design Is More Complex Than Meets The Eye," 2 *Journal of Taxation of Employee Benefits* 1 (May/June, 1994).

"Design An Effective and Cost-Efficient Retirement Plan For a Small Business Owner," *Financial Planning News* (March, 1994).

"Sophisticated Uses of Benefit and Retirement Programs for High Income Executives," distributed by the IAFP (Conference for Advanced Planning), Washington, D.C., 1993.

SELECTED SPEAKING ENGAGEMENTS

2011 – Webinar, Wolters Kluwer Law & Business, NY - *"Roth Mathematics: Deal or No-Deal—Altered States."*

2010 – NIPA Annual Forum & Expo, Las Vegas, NV - *"Roth Mathematics: Altered States."*

2008 – Financial Planning Association of Greater Indiana, "Roth IRA Math - *"Deal or No-Deal."*

2007 – American Institute of Certified Public Accountants, Serving Your Aging Clients, Las Vegas, NV, "Roth IRA Math - *"Deal or No-Deal" - A Contrarian View of All Sides: the Bad, the Good, and the Ugly*."

2005 – Fishing For Retirement Plans: Bait and Tackle, Nassau, Bahamas.

2003 – Morgan Stanley, John B. Burke, Continuing Professional Education, Woodbridge, NJ, "Portability, Toil, and Trouble…And More!"

2003 – College for Financial Planning, **Financial Planning Perspective Series** (a CPE course tape), Greenwood Village, CO, "Portability, Toil, and Trouble."

2002 – The American Society of Pension Actuaries (ASPA) Annual Conference, Washington, D.C., "Portability, Toil, and Trouble"

2002 – National Institute of Pension Administrators (NIPA) Annual Conference, Washington, D.C., "What Is `Earned Income?' Maybe It Is, and Maybe It Isn't!'"

2002 – Financial Planning Association of Greater Indiana (FPA), Indianapolis, IN, "Portability, Toil, and Trouble"

2001 – The American Society of Pension Actuaries (ASPA) Annual Conference, Washington, D.C., "What Is `Earned Income?' Maybe It Is, and Maybe It Isn't!"

2000 – The American Society of Pension Actuaries (ASPA) Annual Conference, Washington, D.C., "SIMPLES – How To Make Them Profitable."

2000 – The American Society of Pension Actuaries (ASPA) – Summer Conference, San Francisco, CA, "13 Faces of IRAs."

2000 – College For Financial Planning (CFP), Denver, CO, "Retirement Plans for Small Business Owners."

2000 – Investment Managers National Conference & Exposition, Ft. Lauderdale, FL,"Retirement Plans for Smaller Business Owners," and "Roth, Roth, and More Roth."

1999 – International Association for Financial Planning (IAFP), San Antonio, TX, "Rock'n Roth: Changing Rules and New Opportunities."

1999 – ASPA/IRS – Northeast Key District Employee Benefits Conference, Iselin, NJ, "Review of Traditional, Simple, SEP, Educational, and Roth IRAs."

1998 – HD Vest National Conference, Dallas, TX, "Simple IRAs 101: The Foundation For Smaller Business Owners."

1998 – ASPA Benefits Council of the Delaware Valley, Philadelphia, PA, "IRA and Roth IRA: The Law and the Actual Practice."

1998 – Enrolled Actuaries Meeting Actuaries (ASPA), Washington D.C., "Plans For Self–Employed, Partnerships, and Sole Proprietorships: Compensation Issues."

1997 – The American Society of Pension Actuaries (ASPA), National Conference, Washington D.C., "SIMPLE — How SIMPLE is SIMPLE?"

1997 – Federal Bar Association, Annual Tax Law Conference, Washington, DC, "SIMPLE Plans."

1997 – Audiotape: College for Financial Planning, "SEPs, SARSEPs, and SIMPLEs For Small Businesses," Denver, Colorado.

1996 – The American Society of Pension Actuaries (ASPA), National Conference, Washington D.C., "SEPs and SARSEPs...For Fun and Profit."

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