

## From The Corner Office

So here we are – it's mid-October and the beach days are but a hazy memory. It's cliché but poignant how every year we have this beautiful reminder of the passing of time. Autumn is the season of change in preparation for the colder days ahead, and while we celebrated our 20th year in business this past Summer, all eyes are on the horizon. We are really excited about how EI is changing to better serve an ever-evolving industry, and we welcome growth with open arms. Our team has been fine-tuning some of our existing capabilities to improve how we meet the needs of our clients and to develop new solutions based on market demand.

We formally launched our **Retirement Plan Compliance Services (RPCS)** offering last month to continue providing assistance with plan documents, form filing, compliance testing, and auditing. Members of the RPCS Team will be at **The SPARK Forum** next month, so be sure to say hi if you're attending and save the date for our breakout session, *Keeping Client Plans Compliant in a Sea of Change*, on November 7th at 2:25 pm. We will also be demoing the preeminent no-code development platform by our implementation partner, **BizNuvo®**.

In this issue, we feature a new segment, an informal interview between two EI experts – this one with our SVP of Solutions & Delivery, Mark Kalafsky, and recent newcomer but Financial Services alum, John McDermott. Since our previous newsletter, we've welcomed two new partnerships: **Cothorn Computer Systems**, to integrate more best-in-class solutions to our Genesys Center of Expertise, and **Oculus Partners**, a fellow NJ-based strategic consultancy to leverage additional expertise when delivering our comprehensive advisory services.

I wish you continued health and prosperity as we finish the year strong! Happy Halloween!

**John Crocker**  
Co-Founder, EVP, & Chief Commercial Officer

## Inside EI: A Conversation with...



**Mark Kalafsky**  
SVP, Solutions & Delivery



**John McDermott**  
Delivery Partner

**Mark:** *John, you are a senior guy with 30+ years in the corporate world and a ton of experience in so many aspects of Financial Services. To start, how does it feel to be a part of the other side of life, the consulting world, or as we know it – the 'right' side now that you've joined Enterprise Iron as a Delivery Partner?*

**John:** Appreciate the introduction. So, I've worked at Irving Trust, Dean Witter/Morgan Stanley, and Wells Fargo for over 37 years. I was a consultant for about a year and a half at Wells before they converted me to an employee. I've been with Enterprise Iron now for 3 months, but this type of consulting is different than what I had done before. At EI, the primary focus is getting the job done right, but then also generating new business. This is where the main difference lies. I can get any project or task done, but generating business is a new challenge for me that I am excited to take on.

**Mark:** *I know you had many opportunities when you were ready to make the move career move, so I'm wondering what made you choose to join EI?*

**John:** There are 3 main reasons: my relationship with John Polito was the first. From my time at Dean Witter/Morgan Stanley, we built trust with each other and worked closely together. I was also intrigued by the exciting partnerships EI has in Modernization (ResQSoft) and No-Code Development (BizNuvo®). I see No-Code Development as the future of IT and ResQSoft does modernization in the correct way. I want to be part of both efforts. Lastly, for most of my career, I have worked in huge corporations, and being part of a more niche and client-focused operation felt like the right fit for me. I look forward to helping EI continue to grow as a company.

**Mark:** *El is focusing on modernization strategies in the FS world, on both the business and IT sides of the business. Does that follow what you saw in the corporate world or were there other priorities?*

**John:** In the corporate world, moving to the Cloud is a huge priority. Corporations want to move off the mainframe and into the Cloud as soon as possible. With COBOL resources becoming scarcer, the older systems have become a risk to maintain. My previous employers are investing a lot of resources to modernize.

## CALENDAR OF EVENTS

### ASPPA Annual

October 23rd – 26th | National Harbor, MD

### The SPARK Forum 2022

November 6th – 8th | Palm Beach, FL

Silver & Golf Tournament Sponsor

Join our breakout session on November 7th at 2:25 pm:

*Keeping Client Plans Compliant in a Sea of Change*

### Big Brothers Big Sisters of the Sun Coast -

Tommy Bahama Golf Classic 2022

November 14th | Longboat Key, FL | Sponsor

**Mark:** *With grad to management styles, El maintains a flat organizational style, unlike the typical corporate pyramid. How did you find moving from the pyramid to working directly for the CEO?*

**John:** This was a surprise to me. John and I had a great working relationship at Morgan Stanley. I expected that we would have conversations as opportunities come up, but I did not initially expect to be part of the business development team. In large corporations, you do your work and hope to make a difference. In this environment, I can make a difference. It gives me more energy and makes my work more meaningful.

**Mark:** *El is also focusing on new partnerships, as you know, with companies like ResQSoft for modernization and BizNuvo®, a no-code development platform. How do you feel being in the forefront of rolling out these toolsets?*

**John:** As I said before, these partnerships were one of the many reasons why I was interested in El. I believe No-Code Development is the future of IT and that ResQSoft, with its use of Semantic Code Transformation, is the best way to achieve modernization. It's exciting stuff.

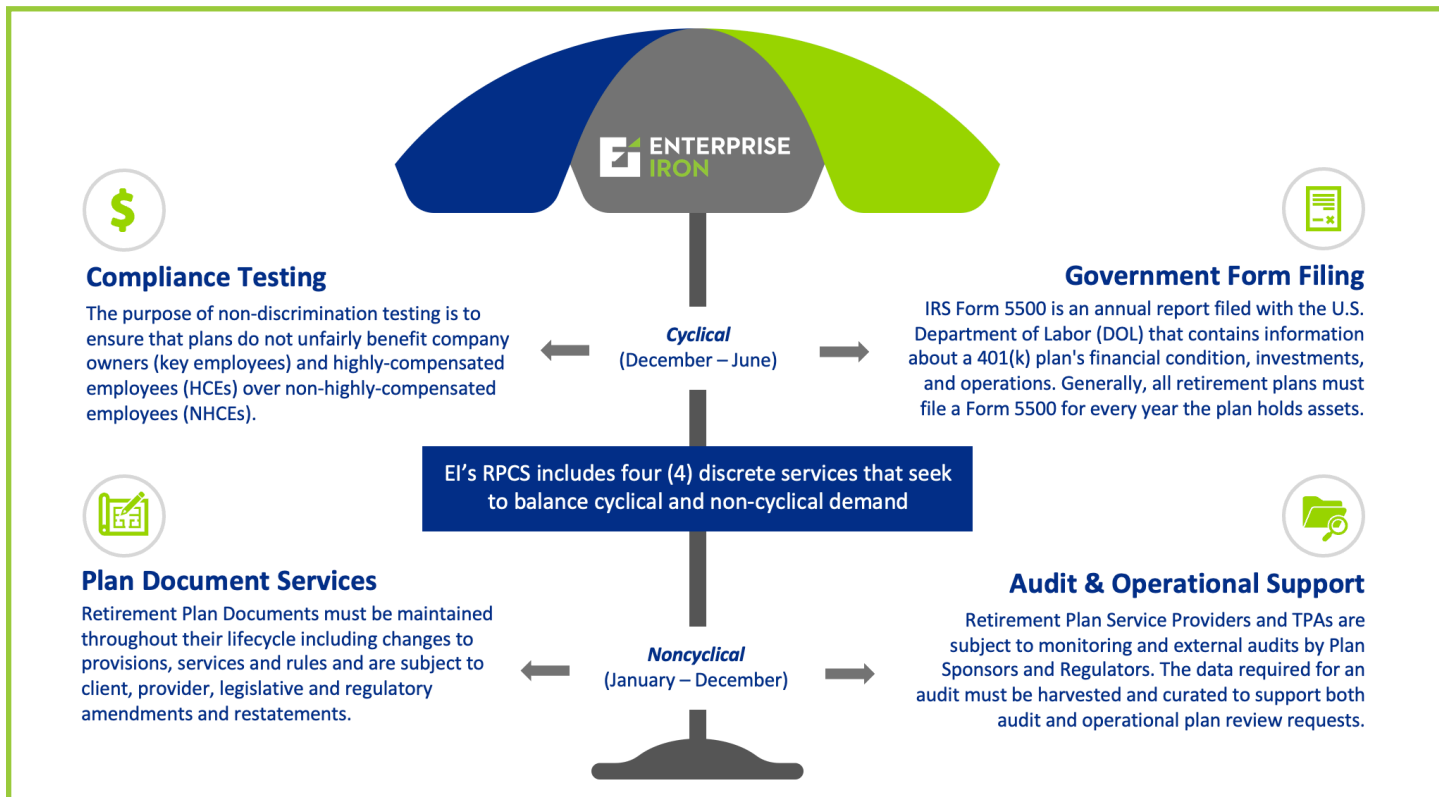
**Mark:** *What are some skills that you brought over that work well as a consultant? What skills do you need to sharpen? I know direct selling to El clients is new for you, how have you found that aspect of the job so far?*

**John:** One of my strengths is talking to technical people and understanding what is being said to then translate this to non-technical people effectively. I have always maintained excellent relationships with my clients and technical teams and these skills translate well to life as a consultant. Two things I want to improve on are growing new business and my presentation skills (something I have always been working on).

**Mark:** *From all feedback everyone in the El community has received, your transition has been as smooth as anyone could have expected. Do you feel like you are now a fully incorporated member of the El family? Because we do.*

**John:** Thanks. One thing that has helped is that I've known John for a long time, and he introduced me to Pete roughly 3 years ago and Mark 1.5 years ago. Through various other opportunities, I've met many members of the team so the transition has been a lot easier than normal since I was already familiar with El. I'm amazed at how accepting everyone has been to me, encouraging me to make my voice heard in meetings. I appreciate that. So, yes – I do feel like a member of the team already and am excited for the work we're doing together.





**Enterprise Iron's Retirement Plan Compliance Services (RPCS)**  
*A Tailored Solution For Your Compliance Needs*

Our team of industry-leading SMEs are available to provide you and your Plan Sponsors with the many benefits of our dynamic compliance services. We increase efficiency by outsourcing nuanced compliance activities, when applicable, maximizing flexibility and minimizing costs by only using resources when you need them. Our clients experience notable improvements with the quality of service to their Plan Sponsors!

We are conducting a brief survey to better understand how recent legislative changes have impacted our industry and are seeking your participation. Our team will use the survey data to help identify shared trends across similar groups and organizations, and to probe the audience during our upcoming session at The SPARK Forum on November 7<sup>th</sup>.

Can't attend the conference? – Don't worry, we will share our findings in an upcoming issue of **The Iron Chronicles**.



Scan the QR code or click [HERE](#) to take our survey. **Thank you!**

To learn more about our RPCS offering and how Enterprise Iron can help drive your business forward, visit:  
[www.enterpriseiron.com/retirement-plan-compliance-services/](http://www.enterpriseiron.com/retirement-plan-compliance-services/)



**Tech Crossing**

EI supports the full suite of Genesys applications to deliver this industry-leading call center software framework to our clients. Our skilled and experienced resources operate a **Center of Expertise (COE)**, which includes Implementation Services, Software Upgrades, Development and Production Support, and Maintenance capabilities.

We've recently added Cothorn Computer Systems (CCS) to our list of partnerships to complement this technology offering by providing additional best-in-class solutions to our Genesys COE.

Questions? Contact our team today!  
[cloudtechnologies@enterpriseiron.com](mailto:cloudtechnologies@enterpriseiron.com)

**WE HAVE THE RESOURCES & EXPERTISE YOU NEED!**

- Program & Project Management
- Platform Modernization
- Data Analytics / Integration
- Business Process Reengineering
- Quality Control & Assurance Testing
- Operational & Technological Best Practices
- Genesys
- OmniDC & OmniPay
- EXP AG / AWD
- COBOL / Mainframe
- BizNuvo® & ResQSoft (proprietary)

**RECENT CASE STUDIES**

**Plan Restatements Project**

*Our Client performs recordkeeping and document services for 5 Plan Providers with approximately 8,500 plans. We created and sent all restatement packages to signers within the regulatory deadline for Cycle 3 restatements, achieving an overall signature rate as high as 98%.*

[READ MORE](#)

**Retirement Services Data Modeling**

*We built a logical model unifying data from multiple Omni legacy recordkeeping system instances for this client. With our Agile approach and technology expertise, the first-ever canonical data model was produced by this Retirement Services LOB and we created a modernized Client Data Hub.*

[READ MORE](#)

**WORD SEARCH**

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|-----------|------------|
| BUSINESS  | COMPLIANCE |
| STAFFING  | RETIREMENT |
| EXPERTISE | TECHNOLOGY |
| MODERNIZE | SUCCESS    |
| PROJECTS  | DATA       |