

Richard L. Behr, Jr., AIF[®], PRP[®]
401k Squared

Rich serves as Managing Partner of 401k Squared. He was recently recognized as one of Denver's 2009 Best in Client Satisfaction Wealth Managers, as seen in *5280* magazine as well as *Coloradobiz*. He was also just named to 401kWire's "300 Most Influential Advisors in Defined Contribution" list.

Rich, along with his partner, Amanda L. Arthur, is a *three-time* nominee for PLANSPONSOR'S[®] Retirement Plan Advisor Team of the Year award. They were also recognized in the "Most successful retirement plan advisers" edition of PLANADVISOR[™] magazine for achieving an average plan participation rate of 80% or more. In addition, they were acknowledged for have 10% or more of their business in Defined Benefit plans.

Rich earned a Master's degree in Finance with Emphasis in Securities Analysis at the University of Colorado, and has done postgraduate studies at the Wharton School of Economics. In addition, he has completed his CFP[®] designation (inactive) and has been awarded his AIF[®] designation. The AIF[®] is the first and only designation that illustrates knowledge and competency in the area of fiduciary responsibility. Rich also holds a PRP[®] designation, the industry benchmark for measuring retirement sales and service expertise, and is currently completing his QPRC[®] through the ASPPA organization.

Rich is a Board Member and Finance Chairman for The Rocky Mountain College of Art & Design and also serves on the finance committee of his local church. He is a member of the Economic Development Group in the South Metro Chamber of Commerce and sits on the Health Care Task Force, the Legislative Action Committee, and the Renewable Energy Task Force for the Chamber.