



PRESS RELEASE
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For Immediate Release
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NOVA 401(k) ASSOCIATES ANNOUNCES THE ADDITION OF INDUSTRY VETERAN CRAIG HOFFMAN

National TPA adds to its Deep Bench of Technical Resources

Houston, TX, September 24, 2020-Nova 401(k) Associates today announced that Craig Hoffman has joined the firm as an Attorney/Consultant. Craig will be using his decades of experience to assist with interpreting and implementing new legislative and regulatory guidance as those things are introduced and will jump in immediately to assist in Nova's development of its Pooled Employer Plan (PEP) service offering. In addition, he will assist with special projects and corrections work which is an ever growing part of the Nova service offering.

"Craig's thought leadership and selfless dedication to this industry is respected by everyone in the business. Craig's hire makes a big statement about Nova's true commitment to the importance of staying ahead of the curve in an ever-changing, fast evolving technical environment" Russell Hooker, National Sales Director at Nova 401(k) Associates

Craig brings with him over 35 years of experience and is recognized as a national expert in the tax-qualified plan world. He is also a highly sought after speaker and educator who is regularly seen on stage at any number of national conferences speaking on a wide range of ERISA topics. Craig has also established himself as a respected liaison between the private sector practitioners and government regulators throughout his distinguished career.

"Adding Craig's experience and expertise to the Nova team as we work to develop PEP solutions is a tremendous advantage. He will also be instrumental in keeping our staff up to date on regulative and legislative changes" – Karen Smith, President Nova 401(k) Associates

About NOVA: Nova 401(k) Associates provides third party administration services for 401(k), 403(b) and 457 plans as well as actuarial services for defined benefit plans and cash balance plans. With 140 employees spread across 23 states, Nova has over 8,000 clients nationwide representing well over \$9 billion in plan assets. NOVA partners with some of the largest retirement plan recordkeepers in the industry who are committed to both service and value in working with TPAs.

NOVA 401 (k) ASSOCIATES



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Craig P. Hoffman is an attorney in Atlantic Beach, Florida where his practice focuses exclusively on federal tax and ERISA matters relating to the design, implementation and operation of tax-qualified retirement plans. He has over thirty-five years' experience working in this area.

Craig previously was Counsel to Trucker Huss law firm in San Francisco, California. Before joining Trucker Huss, Craig served as General Counsel for the American Retirement Association, ("ARA"), a national organization of over 20,000 members who provide actuarial, consulting, administrative, legal, investment and other professional services for qualified retirement plans and tax-sheltered annuities. At ARA, Craig's responsibilities included acting as Director of Regulatory Affairs where he interacted with high ranking officials at the Treasury Department, the Department of Labor and the IRS on matters of retirement policy. Craig also spent time on Capitol Hill meeting with members of Congress and their staff. He had previously served ARA as President, a member of the Board of Directors, Co-Chair of the Government Affairs Committee and Co-Chair of the Political Action Committee. Prior to joining ARA, Craig served for over 19 years as General Counsel to the Relius division of SunGard, which is now part of Fidelity National Information Services, Inc. ("FIS").

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