



North American Securities
Administrators Association, Inc.

750 First Street, NE Suite 1140
Washington, D.C. 20002
(202) 737-0900
(202) 783-3571 (Fax)
www.nasaa.org

September 2008

Re: NASAA Sandwich Generation Tool Kit

Dear Investor Education Contact:

Have you heard of the terms “Sandwich Generation” or “SandGEN”? This generation refers to adults who are responsible for the care and support of both their dependent children and elderly family members. Of particular concern to NASAA is the fact that 35% to 49% of the Sandwich Generation might not have adequate retirement assets.¹

To help you address this concern in your jurisdiction, NASAA developed the Sandwich Generation: Caught in the Middle Tool Kit. NASAA offers the Tool Kit to assist you in conducting presentations specifically targeting the Sandwich Generation.

The Sandwich Generation: Caught in the Middle Tool Kit contains:

- **“How To Use” Guide**
- **PowerPoint presentation**
- **Brochure**
- **Booklet**
- **Self playing DVD presentation (PowerPoint with voiceover)**

The Tool Kit materials are designed to be used with associations and groups that have a large outreach to the Sandwich Generation demographic. Refer to the enclosed “How To Use” Guide for additional outreach recommendations.

The *Sandwich Generation: Caught in the Middle* Tool Kit is also available on the NASAA website, www.nasaa.org, in the Members Only section.² Please feel free to download the files for your use and distribution.

Sincerely,

NASAA Sandwich Generation Project Group:
Diane Young-Spitzer, Chair, Massachusetts
Amanda Blanks, Virginia
Lorinda Brinton, Alberta, Canada
Tony Drenzek, Massachusetts
Mary Ann Smith, California
Tanya Webber, Mississippi



Your Children



You



Your Parents

¹ Munnell, Alicia H., Anthony Webb, and Francesca Golub-Sass, Center for Retirement Research at Boston College, Number 7-11, *Is There Really a Retirement Savings Crisis? An NRRRI Analysis* (2007)

² If you do not already have a Member Login username and password, please contact NASAA at nasaa@nasaa.org or call (202) 737-0900