



Episode 24: The Experts Behind the Column – PLANSPONSOR’s Ask the Experts

With more than a decade worth of plan sponsors questions answered by industry experts, the column continues to be one of the most popular features on PLANSPONSOR’s website. Mike, David, and Rebecca share the history of the column, contributing factors to its success, and tips on how plan sponsors can have their questions featured.

Inside Episode 24—Keeping “Ask the Experts” a Must-Read After 12 Years

Host Mike Webb joins PLANSPONSOR managing editor Rebecca Moore and Groom Law Group principal David Levine for a behind-the-scenes look at one of the industry’s most enduring Q&A columns.

How It Began

In 2008 the IRS overhauled 403(b) regulations, and PLANSPONSOR’s then-editor suspected plan sponsors would be hungry for guidance.

Moore launched a niche newsletter—B-Lines Ask the Experts—with Levine and fellow attorney David Powell fielding reader questions about the new rules.

The feature quickly outgrew its 403(b) roots; today it addresses 401(k), 457, and DB questions and is surfaced site-wide on PLANSPONSOR.com.



Why It Still Resonates

Bread-and-butter practicality: Columns tackle evergreen issues (vesting errors, controlled-group testing, hardship distributions) that plague sponsors of every size.

Strict editorial filters: Questions must be broad enough to help many readers and devoid of personal or client-specific details—a guardrail that keeps content legally safe and universally useful.

A rotating expert bench: Beyond Levine and Webb, Groom attorneys Kim Boberg, David Powell, and Charles Phillips now share the weekly load, ensuring fresh perspectives and on-time answers.

Tips for Getting Your Question Featured

Think universally. Situations that could apply to thousands of plans—rather than one quirky fact pattern—rise to the top.

Skip the sensitive data. No participant names, Social Security numbers, or proprietary plan details.

Keep it concise. A well-framed paragraph outlining the issue and why it matters helps editors gauge fit quickly.

Fun Facts

The column's archive spans more than 600 posts and still ranks among PLANSPONSOR's highest-clicked items each week.

Popularity spawned a 403(b) e-book—Your 403(b) Questions Answered—compiling the most timeless entries for easy reference.

“Jump-the-shark” moment? Not yet—web traffic indicates readership is still climbing.

Whether you're troubleshooting a nondiscrimination failure or clarifying SECURE 2.0 nuances, this episode explains how to leverage the Ask the Experts pipeline—and why its mix of legal rigor and plain-English exposition keeps plan sponsors coming back.

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