



## Episode 20: Perspective and Personality: An ERISA Attorney

Ary Rosenbaum practices ERISA and retirement plan law at [The Rosenbaum Law Firm P.C.](#) and is also known by industry insiders as That 401(k) Guy, infusing personality into his practice through his [That 401\(k\) Site website](#), [conference series](#), and [podcast](#).

In episode 20 of *Revamping Retirement*, Mike Webb chats with Ary about his perspective on topics such as the DOL's Fiduciary Rule and ESG and Private Equity in retirement plans, his wish list for compliance changes to help plan sponsors avoid plan errors, and his collection of Mets memorabilia.

## Making Retirement Plans Relatable

Ary Rosenbaum isn't your average ERISA attorney. In this episode, Mike Webb explores what sets Ary apart—from his unconventional entry point into retirement plan education to his knack for blending pop culture with plan compliance. Whether he's writing about disaster movies or sharing Caddyshack references, Ary uses his That 401(k) Site platform to demystify complex retirement topics through humor, storytelling, and real-world connections.

## The Value of Connection in Compliance

Ary shares that retirement plan law is, at its core, a relationship business. His mission? To humanize the legal landscape by writing and speaking in language plan sponsors actually understand. That includes poking fun at industry jargon and sharing personal experiences from his days as a junior associate trying to break into the space. Listeners also get a taste of Ary's love for nostalgia and how cultural references—from network TV promos to Mets memorabilia—help him make lasting connections with clients and peers.



## What's Next in the World of ERISA?

The episode dives into the regulatory fast pace at the Department of Labor, especially around fiduciary rules, ESG investments, and private equity in retirement plans. Ary weighs in on what's worth paying attention to, and what might be more politics than policy. He also offers his take on improving plan compliance, including why he'd revise the definition of highly compensated employees and simplify compensation rules to help reduce plan errors.

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