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Bonnie Treichel is the Founder and Chief Solutions Officer of Endeavor Retirement, a consulting firm dedicated to solving problems for plan sponsors, advisors and service providers in the retirement plan industry. Her unique experience as an ERISA attorney and advisor helps her bring governance solutions for day-to-day issues that are an inevitable part of running a successful retirement plan. Bonnie is also a Partner at Endeavor Law, a firm dedicated to supporting the ecosystem of financial services with their retirement plan-related decisions, documentation, compliance, regulation and litigation.

As a thought leader on retirement plan governance issues, Bonnie is the author of *Your Retirement Sketchbook* and has been quoted in publications such as *The Wall Street Journal*, *Kiplinger*, *InvestmentNews*, *401(k) Specialist*, *Ignites*, *PlanAdviser*, *NAPA Net Daily*, and *Journal of Pension Benefits*. She is an active member of the American Retirement Association and has served in various leadership roles as well as the American Bar Association's Tax Division where she is on the Lifetime Income Committee. She was awarded *InvestmentNews* 40 Under 40 in 2023, the ABA's On the Rise - Top 40 Young Lawyers Award in 2022, and NAPA Top Influencers for 2024 and 2025. She is also a member of the Women in Pensions Network, the State Bar of California, the State Bar of Kansas, current advisory board member of RISA, LLC and board member for the FinServ Foundation.

When she isn't working on retirement plan issues, Bonnie enjoys traveling, spending time with her golden retrievers, Sadie and Sunny, running, riding her bike and volunteering for Make a Wish.

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