

The Committee for the Fiduciary Standard
The Certified Financial Planner Board of Standards
The Financial Services Institute
The Financial Planning Association
The National Association of Personal Financial Advisors

Cordially invite you to

The Fiduciary Forum 2010

Exploring The Fiduciary Standard in a Brokerage Setting

September 24, 2010
8:30 am – 5:00 pm

Hyatt Regency Washington on Capitol Hill
400 New Jersey Avenue, NW
Washington DC 20001

The Forum is designed to provide various points of view in the fiduciary standard discussion and provide input into the SEC study, called for in the Dodd-Frank reform legislation. The study aims to evaluate "The effectiveness of the existing ... standards of care" of brokers and advisors.

Professors Tamar Frankel of Boston University and Arthur Laby of Rutgers University are among the academic and policy experts who will speak.

Reserve your place today.

To register, email **Mardi Lee at leem@napfa.org** with your name and title/agency or organization affiliation.

For further information about the forum:
Contact Kate McBride at **Kmcbride@wealthmanagerweb.com**