

## **FOR IMMEDIATE RELEASE**

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### **3PM to focus on the Future of Third Party Marketing at Spring Forum on May 11<sup>th</sup> in New York City**

**Princeton Junction, NJ – April 20, 2010** – The Third Party Marketers Association, Inc. (3PM), a professional association with more than 75 member organizations that assist in increasing institutional assets for their diverse following of investment manager clients, will hold its Spring Forum on May 11, 2010 at the New York Society of Security Analysts (NYSSA) in New York City.

In light of the recent controversy regarding placement agents, 3PM is excited to have Gary L. Goldsholle, Vice President and Associate General Counsel of the Financial Industry Regulatory Authority (FINRA) on the agenda. At FINRA, Goldsholle is responsible for regulatory policy, interpretation and rule development matters. He will be speaking about FINRA's proposed oversight of third party marketers and placements agents. Goldsholle frequently speaks at industry conferences and lectures at the American University Washington College of Law.

"FINRA will play an extremely important role in the future of our industry," said Donna DiMaria, President of 3PM. "We encourage all of our members to attend this event and share their thoughts with FINRA. Now is the time to influence regulation—once it's passed it is too late."

The association will introduce a "Principles and Best Practices Guide" at the event. This guide will help educate members and the investment management industry on the role of third party marketers. 3PM's Strategy Committee, led by Chair, Frank Minard, Managing Partner at XT Capital Partners, has worked on the guide for several months in order to provide the appropriate tools and guidance to members.

In addition to the guide, the event provides attendees the opportunity to learn about regulatory changes in light of the various proposed placement agent regulations, current trends in the investment management industry as well as participate in educational sessions.

Benjamin Poor, Director, Cerulli Associates will also address attendees at the event. Poor will discuss the recent challenges presented by M&A activity and how it has made distribution more challenging. Poor has 13 years of experience researching asset managers and trends within the asset management industry. His responsibilities focus on investment manager selection, mutual funds, alternatives, revenue sharing and investment consulting. Poor served as a Senior Manager of Investment Products and Services at Schwab Retirement Plan Services before he joined Cerulli. While at Schwab, Benjamin performed due diligence meetings with over 500 mutual fund managers.

3PM Spring Forum sponsors include returning sponsors, Ashland Partners, Northern Lights, MPI and Patrick Securities; and first-time sponsors, the Lloyd Group, J G Advisory, as well as one who is yet to be disclosed but will roll out their new product offering at the event.

For more information about 3PM, to register for the Spring Forum or to sponsor, please visit [www.3pm.org](http://www.3pm.org) or contact Barbara Swanda at [info@3pm.org](mailto:info@3pm.org).

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**About Third Party Marketers Association, Inc. (3PM)**

3PM is a professional association with more than 75 member organizations that assist in increasing institutional assets for their diverse following of investment manager clients. The organization's goals are to cultivate relationships and business opportunities among members and to provide information and education about the industry. In addition, 3PM also aims to enhance professional standards and integrity by advancing best practices throughout the financial services industry. More information is available at [www.3pm.org](http://www.3pm.org).