

## FOR IMMEDIATE RELEASE

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### **3PM Annual Conference Expands to Feature Additional Educational Content**

*Keynote Speaker David Sibears of FINRA to Address Third Party Marketing Changes on October 13th*

**PRINCETON JUNCTION, NJ – September 20, 2010** – The Third Party Marketers Association (3PM), a professional association made up of firms that assist in increasing institutional assets for their diverse following of investment manager clients, will hold its Annual Conference on October 13-14, 2010 at the Hyatt Regency O'Hare in Chicago, Illinois. This year's Conference has expanded to include a day and a half of educational content and will feature a "Pre-Conference Primer: 3PM Basic Training" session, giving attendees the opportunity to hear from experienced third party marketers on business topics such as registration, contracts, manager selection and outsourcing.

Themed "A New Era," the event will feature keynote speaker David Sibears, Executive Vice President of Member Regulation Programs at the Financial Industry Regulatory Authority (FINRA). Sibears' career runs the gamut from securities regulation, compliance and supervision to his legal and management background which include private practice all the way up to FINRA. He is also a member of the Section of Business Law of the American Bar Association. With new regulations continuing to affect the third party marketing industry, Sibears will discuss how these changes will directly impact third party marketers and the way they conduct business in the future.

The Conference will also feature a variety of educational sessions and workshops including "Practical Considerations for a Changing Regulatory Landscape" where attendees will hear from Frank Minard from XT Capital Partners and Charlie Bartz from Berchwood Partners who will share their thoughts on where regulations are heading, how to effectively operate in the current environment and tips on preparing for regulatory scrutiny. Donna DiMaria from Tessera Capital Partners will lead attendees through the "Broker/Dealers in a New Light" session featuring Lisa Roth from Keystone Capital, Brian Clark from Patrick Capital and David Frank from Stonehaven as they discuss the current role of broker/dealers, setting up a broker/dealer firm versus affiliating, as well as the benefits broker/dealers can provide to reps.

"As our industry faces regulatory changes it's important to continue to provide our members with educational outlets such as our Annual Conference to help them stay informed and acquire the tools and information necessary to stay competitive," said Stacy Havener, President of 3PM.

Other sessions at the Conference include: "Technology Cloud Camp," featuring Rachel Baker of Plugged In Consulting and Allister Klingensmith from Sugarspun Industries, "New Avenues of Distribution," led by Stacy Havener from Havener Capital Partners featuring Eddie Lund from Northern Lights/Gemini, Sandra Powers from ARK Global and Bill Hoover from Advisor Marketing Services while they explore different channels for asset gathering, vehicles required and shared practices and "Client Contracts and Case

Studies,” featuring Chris White from Cedar Partners and Susan Bryant from Bryant Law Group. Investors will explore the trends in their channel during the investor panel on October 14 led by Jeremy Bach from Bach Capital Advisors. A networking reception for attendees will conclude the Conference.

Northern Lights Distributors, LLC/Gemini will be the opening night sponsor for the 3PM Annual Conference. The company is a broker/dealer and mutual fund distributor registered in all 50 states, Puerto Rico and the District of Columbia. For more information about 3PM, to register for the Conference or to sponsor the event, 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 made up of firms 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).