

## FOR IMMEDIATE RELEASE

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### **3PM Webcast to Tackle Changes in Contracts and Compensation**

*Panel of Industry Experts Discuss Effects of New Regulations*

**PRINCETON JUNCTION, NJ – March 5, 2012** –Continuing a popular discussion topic from their past Annual Conference, the Third Party Marketers Association (3PM), a professional association of firms that assist investment management clients in growing their assets, will hold a webcast on **Wednesday, April 4, 2012 at 12:00 PM EDT** on “The Transformation of 3PM Contracts and Compensation.”

Available to members and non-members, the webcast will seek to answer attendees’ questions surrounding the implementation of new regulations recently imposed on the investment industry, such as the Dodd-Frank Act and AB 1743, which passed last year in California prohibiting a marketer from earning a contingency fee. These restrictions have greatly affected the way a third party marketer operates and gets paid.

Panelists include **Larry Beaupre** of Proskauer Rose, LLP, **Charlie Bartz** of Berchwood Partners and **Matthew Eisenberg** of Finn Dixon & Herling LLP. The panel will be moderated by **Mike Pereira** of the *Hedge Fund Law Report*.

“It’s a reality that third party marketers can no longer conduct business the way they used to,” said Stacy Havener, 3PM President. “But we can still earn a living while working within the confines of the rules. The webinar will help third party marketers navigate through these challenging times.”

The webcast is free for 3PM members and \$100 for non-members. For more information about 3PM, please visit [www.3pm.org](http://www.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).