



## DEFINING THE FUTURE OF RETIREMENT

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### **Retirement Income Industry Association (RIIA) Unveils Solution to Solve Financial Advisors' Income Planning Education Needs; Organization Signals Intention to Lead Retirement Income Industry's Educational Efforts**

BOSTON--(BUSINESS WIRE)--June 26, 2006--With the leading edge of the Baby Boomer generation now sixty years of age, financial advisors must take concrete steps to assure that they are well prepared to serve the retirement security needs of tens of millions of Americans. Unfortunately, few financial advisors have been provided the tools, insights, and perspective necessary to properly place retirement assets into an income distribution mode. Today, the Retirement Income Industry Association (RIIA) announced its intention to change that by unveiling an advanced retirement income planning educational program designed to convey the specialized knowledge financial advisors must acquire if they are to succeed in the coming income distribution era.

Called Delivering Retirement Income Solutions, the program is an overview of the key risks and issues retirees face and provides guidance to help advisors uncover client needs so they can deliver the right investment and risk management solutions. This educational offering will be the first in a series of programs that will result in an Industry Designation accrediting financial advisors as "Retirement Income Specialists."

"Raising awareness of pre-retiree and retiree issues and how to address them is at the core of RIIA's mission," explained John Curry, RIIA Board Member and Chair of RIIA's Education Committee. "This initiative stems from a belief that financial advisors are thirsty for an objective, high-quality, and action-oriented perspective addressing retirement, retirement income, and risk management in retirement."

Delivering Retirement Income Solutions will be delivered in a workshop setting, consisting of a 3-hour interactive session accompanied by a course workbook and a series of case studies designed to reflect the complex challenges pre-retirees and retirees face as they plan for a 20- or 30-year retirement. This course, the first of several planned for a comprehensive, detailed curriculum, can be used by financial institutions on either a turnkey, sponsored or private-label basis. For the turnkey approach, pre-approved instructors will deliver the course on-site at the financial institution. Meanwhile, RIIA expects larger institutions or firms will be attracted to the flexible and reasonably priced class sponsorship approach, or licensing arrangement, which allows private-labeling.

Curry went on to say that, "RIIA is delighted to have engaged Retirement Learning Center (RLC) to execute on the RIIA mandate given their understanding of how to develop and deliver quality curriculum for financial advisors."

RLC is the engine behind the Columbia Management Retirement Learning Center, the premier education and training platform for rollover and ERISA technical solutions in the advisor space, and also has developed and delivers aspects of the PLANSPONSOR Retirement Professional (PRP) Program offered in conjunction with PLANSPONSOR Magazine.

PRESS RELEASE



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### About the Retirement Income Industry Association

RIIA is a national organization whose members are defining the future of retirement security in the United States. The vortex of innovation in the retirement income business, RIIA provides its members a non-biased forum for sharing information, strategies and research. RIIA members receive ongoing quantitative and qualitative analyses of trends in the manufacture, distribution and usage of retirement income products and services. The association also facilitates a greater understanding of retirement income issues through educational programs and training/certification. For more information, visit [www.riia-usa.org](http://www.riia-usa.org).

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