



THE VIEW ACROSS THE SILOS

The Retirement Income Industry Association Congratulates the First Graduating Class to Earn the Retirement Management AnalystSM Designation

Boston, MA (May 12, 2010) The Retirement Income Industry Association (RIIA) congratulates the first graduates to receive the new Retirement Management AnalystSM designation, also known as the RMASM designation. This title represents achieving proficiency in advanced education curriculum in retirement income planning and management for financial advisors and financial professionals. The graduating class of Spring 2010 are:

- Dana Anspach, Principal/Financial Advisor, Wealth Management Solutions, LLC
- George Bernard, President & CEO, Bennington Asset Management, Inc.
- John Calvo, Income Planning Specialist, Nationwide Financial
- Sharon Carson, Vice President, Bank of America
- Sean Ciemiewicz, Managing Partner, NRP – The Founders Group
- Lee Edgcomb, Senior Vice President-Investments, RBC Wealth Management
- Bob Friesen, Income Planning Specialist, Nationwide Financial
- Greg Headrick, Managing Partner, Northwest Asset Management
- Mike Kenney, Income Planning Specialist, Nationwide Financial
- William Lavender, Vice President – Retirement Income Strategies, Nationwide Financial
- David Macchia, President & CEO, Wealth2k, Inc.
- Marcia Mantell, Principal & Owner, Mantell Retirement Consulting, Inc.
- Kim McSheridan, Vice President – Income Annuities, Symetra Financial
- Frank Patzke, Founder & President, Guidant Wealth Advisors, (LPL Financial)
- Anand Rao, Vice President, Diamond Consultants
- Christine Russell, Retirement Strategist, Christine Russell Retirement Consulting

According to Francois Gadenne, RIIA's Executive Director and Chairman of the Board, the collapse of the economy and financial markets in 2008 made it clear that traditional retirement planning was not working and was, in fact, putting millions of Americans' retirement security at risk.

"Our leadership group saw right away that there was a compelling need for a more comprehensive approach to retirement income management which is how the RMASM certification came into being. This first group of graduates should be commended for taking a leadership role in learning the specialized curriculum to help them better prepare their clients to achieve a more secure retirement," he says.

About the Retirement Management AnalystSM Designation

To earn an RMASM designation, a financial advisor or other professional must complete a rigorous educational and ethics training curriculum that focuses on:

PRESS RELEASE



THE VIEW ACROSS THE SILOS

1. **Building the Retirement Plan to Mitigate Risks:** The objective is to learn to create complete plans for retirement income that assure the client a floor of retirement income and provide appropriate exposure to upside potential, based on each client's unique goals and circumstances.
2. **Mastering the Advisory Process:** Using a simple, but powerful "hub and spoke" approach, the client is at the center and the process looks at the client in a holistic frame that includes the household balance sheet; creating a life-cycle profile; assessing retirement risks; risk management allocation; and choosing the right products. The objective is to expand the focus from traditional Financial Capital to now include Human Capital and Social Capital in every retirement income plan.

"RIIA's approach is not just more comprehensive, it places a sharp focus on the risk-management techniques that both advisors and retirees need to understand and implement to create a reliable income stream throughout what could be decades in retirement," explains RIIA Board Member, CEO of Wealth2k, Inc., and RMASM designation graduate, David Macchia. "I believe that any practitioner who is concerned about succeeding in retirement planning would benefit enormously from the practical insights conveyed by the RMASM program."

For more information about the RMASM designation, criteria, and requirements, please visit the RIIA website, www.riia-usa.org.

About the Retirement Income Industry Association

The Retirement Income Industry Association (RIIA) was founded in 2006 by leading financial services companies, advisors and academics who wanted a focused approach to retirement income with a broad view across the financial services industry to address the major challenge facing an entire generation of Americans about how to create durable, inflation-adjusted retirement income that can last 30 years or more in retirement. A not-for-profit organization with national and international members, RIIA strives to address issues encompassing a dramatically changing and dynamic retirement income landscape. Its mission is to bring the retirement income industry (commercially, academically and through affiliated associations) together with a "View Across the SilosSM" to create a forum for sharing the freshest outlooks, the most modern thinking, the latest research and education, and the newest advances in product development within the realm of retirement income. This unique view provides members with a variety of perspectives on key retirement income issues to help them drive their business success.

Media Contact: Susan B. Chanley, sbumsteadchanley@comcast.net, 781-578-0115.

PRESS RELEASE