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From: Maine CFA Society Events [events.mainecea@gmail.com]
Sent: Wednesday, March 24, 2010 3:26 PM
To: undisclosed-recipients:
Subject: Maine CFA Society - April 27th Event

The Maine CFA Society is please to present "Fiduciary Ethos" on April 27th, from 11:45 AM to 1:30 PM at the Portland Harbor Hotel, 468 Fore Street, with Don Trone, Chief Ethos Officer of Strategic Ethos.

The event is open to members and non-members. Feel free to forward this invitation to others in the wealth management industry and to fellow members of investment committees on which you may serve. The cost is \$15 for members and \$25 for non-members with a full lunch and a copy of the publication, *Fiduciary Ethos* included. Please RSVP to events.mainecea@gmail.com by April 20th.

The presentation will qualify for 1.0 hour of CE credit (including credit for ethics focus)

About the Event:

Ethos is the link between leadership behaviors, core values and a decision-making process. More than 80% of the United States' liquid investable wealth is in the hands of investment fiduciaries (trustees, investment committee members, investment consultants, and money managers). As critical as their function is to the fiscal health of the nation, little has been done to define the details of a prudent investment process. Mr. Trone will also discuss the global fiduciary standard of excellence that has been released by the international certifying body, the Center for Fiduciary Excellence (CEFEX).

About the Speaker:

Don Trone is the CEO (Chief Ethos Officer) of Strategic Ethos. He has been named by numerous organizations as one of the most influential people in the retirement, financial planning, and investment advisory industries. In 2003, he was appointed by the U.S. Secretary of Labor to represent the investment counseling industry on the ERISA Advisory Council, and in 2007 he testified before the Senate Finance Committee on fiduciary issues associated with retirement plans investing in hedge funds and alternative investments. Mr. Trone is co-author of two industry bestsellers, *Procedural Prudence* and *The Management of Investment Decisions* (McGraw-Hill Publishing), and he led the development of the handbook series, *Prudent Practices for Investment Fiduciaries*. He is the author of *Investment Ethos*, *Executive Ethos* and *The Management of American Indian Investment Decisions*.