



DEFINING THE FUTURE OF RETIREMENT

Retirement Income Industry Association (RIIA) Event Focuses on the Challenges and Frustrations Facing Advisors Providing Retirement Income Advice

Boston, MA (August 3, 2007) Identifying the challenges financial advisors face in providing retirement income advice to Baby Boomer customers will be a prominent theme explored at the Annual Meeting of the Retirement Income Industry Association's (RIIA) Annual Meeting and Awards Dinner to be held in Cambridge, MA on September 16 & 17.

"Perhaps no other group of people is more important in this huge demand of Baby Boomers for solid, reliable advice related to long-term retirement income payout strategies than financial advisors," explains Francois Gadenne, Founding Chair of RIIA and CEO of Retirement Engineering, Inc.

The program addresses the challenges and frustrations financial advisors experience in helping their clients achieve a secure retirement during a time when yesterday's accumulation approaches are no longer adequate and new income generation approaches and products are still in development.

The event will be held on September 16 -17, 2007 at the Royal Sonesta Hotel Boston in Cambridge, MA. **Members of the media are welcome to attend.**

The Annual Meeting will include the first ever RIIA Awards Dinner which showcases innovation and creativity in retirement communications "Successfully communicating retirement strategies is one of the major challenges facing financial advisors today," says David Macchia, CEO of Wealth2k, Inc. and Chair of RIIA's Communications Committee. "One goal of this event is to heighten advisors' awareness of the importance of communications as well as to recognize those companies, media outlets, academics and organizations that are making progress in this vital area."

In addition, the Annual Meeting will include panel discussions featuring members of RIIA's Research, Education, Compliance and Methodologies committees. There will also be book signings by noted authors Terry Burnham, *Mean Markets and Lizard Brains* and Harold Evensky, *Retirement Income Redesigned*.

For a complete program agenda and to register, visit www.riia-usa.org .

About the Retirement Income Industry Association

RIIA (www.riia-usa.org) is a national, not-for-profit 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 a non-biased forum for sharing information, strategies and research. RIIA members receive quantitative and qualitative analyses of trends in the manufacture, distribution and usage of retirement income products and services. The association facilitates understanding of retirement income issues through educational programs and training.

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