



**CFA Societies
of Wisconsin**

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STATEMENT OF INVESTOR RIGHTS LAUNCHED ON INAUGURAL WISCONSIN INVESTORS 1ST DAY

The CFA Societies of Wisconsin Introduce the Statement of Investor Rights as a Tool for Investors Who Desire Fair Treatment from Their Financial Services Providers

May 31, 2013 – CFA Society Milwaukee and CFA Society Madison announced today the introduction of the Statement of Investor Rights in Wisconsin. In conjunction with Wisconsin’s inaugural Investors 1st Day, the state’s CFA (Chartered Financial Analyst) societies continue their efforts to promote and encourage the fair treatment of all investors in investment markets and by investment professionals.

The Statement of Investor Rights is a list of principles intended to help buyers of financial service products demand the conduct they are entitled to expect from financial service providers. The list applies to financial products and services such as investment management, research and advice, personal banking, even insurance and real estate, and is intended to help investors demand that financial professionals abide by these rights. The document includes rights that investors are entitled to expect such as objective advice, disclosure of conflicts of interest, and fair and reasonable fees. The full Statement can be found on the new Investors1st.org website www.Investors1st.org/statement-of-investor-rights.html.

“CFA charterholders are on the forefront of building trust and putting investor interests first,” said Bill McGinnis, CFA, President Elect of CFA Society Milwaukee. “Every CFA charterholder signs a statement annually agreeing to follow the CFA Institute Code of Ethics and Standards of Practice. This charterholder statement is completely aligned with the Statement of Investor Rights. The Statement of Investor Rights is, quite simply, the treatment all investors should expect from investment professionals.”

Investors 1st Day was established by the CFA societies of Wisconsin to recognize the important role of investors in the economic stability and growth of Wisconsin’s economy. Whether an individual investor or a large institutional investor – such as insurance companies, pension funds, and mutual funds – investors provide valuable opportunities for economic growth and stability. This leads to increased job creation, rising incomes, a growing tax base, and economic diversity.

The date of May 31 was selected for Investors 1st Day to honor the 391 individuals in Wisconsin and 145,000 globally who are sitting for the CFA (Chartered Financial Analyst) exam on Saturday June 1. The CFA charter is a globally recognized, graduate-level investment credential, which requires a college diploma, the passing of three rigorous exams, at least four years of relevant work experience, and a written commitment to the high level of professional conduct and ethical behavior required by CFA

Institute. Each of the 145,000 individuals sitting for the exam on June 1, have already committed in writing to putting investors first. It is a fundamental part of being a CFA charterholder or candidate.

John Rogers, CFA, President & CEO, CFA Institute said, "CFA Institute is proud to support Wisconsin's Investors 1st Day. Investors are the backbone of America's economy, willing to match hard-earned capital to great ideas from entrepreneurs, small businesses, and well-established employers alike. Placing investors first, also known as the fiduciary duty, is a great way to restore trust and confidence in our financial system and capital markets, and to support social and economic progress in Wisconsin and across the United States."

The newly launched Investors1st.org website also provides a number of tools and resources for investors. "While most people are highly interested in the safety and growth of their investments, many feel under-prepared to make financial decisions," said Mr. McGinnis. "We believe the Investors1st.org website should be a great help to investors and wish all Wisconsinites a Happy Investors 1st Day."

The website contains dozens of specialized reports and tools from information on the basics of investing, to explanations of variable annuities, to having difficult discussions with your financial advisor. There are also details on the many projects undertaken by the global CFA Institute in an effort to improve the quality and integrity of financial services and products. Additionally, there is a significant amount of reference material on the research and policy positions developed on behalf of CFA charterholders and all investors.

Please visit www.investors1st.org for more information.

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Statement of Investor Rights

Additional information on the Statement of Investor Rights can be found at <http://www.investors1st.org/statement-of-investor-rights.html>.

The CFA societies of Wisconsin

The CFA societies of Wisconsin refers to the two societies in the state - CFA Society Milwaukee and CFA Society Madison – CFA stands for Chartered Financial Analyst. Both societies are a part of the CFA Institute and follow shared core values: professional excellence, integrity, strength of community and cooperation, and volunteer service. Like the CFA Institute, the CFA societies of Wisconsin are volunteer-driven organizations whose members are employed as securities analysts, portfolio managers, investment strategists, investment consultants, educators, and other areas of the investment profession.

Investors 1st and Investors1st.org are joint projects of the CFA societies of Wisconsin.

CFA Society Milwaukee

CFA Society of Milwaukee is an association of over 600 investment professionals primarily in Milwaukee and eastern Wisconsin.

CFA Society Madison

CFA Society of Milwaukee is an association of over 200 investment professionals primarily in Madison and western Wisconsin.

CFA Institute

CFA Institute is the global membership association that administers the Chartered Financial Analyst (CFA) and Certificate in Investment Performance Measurement (CIPM) curriculum and exam programs worldwide; publishes research; conducts professional development programs; and sets voluntary, ethics-based professional and performance-reporting standards for the investment industry. CFA Institute has more than 116,000 members, who include the world's nearly 110,000 CFA Charterholders, in 139 countries and territories, as well as 138 affiliated professional societies in 60 countries and territories. More information may be found at www.cfainstitute.org.