

*Fiduciary September: The largest annual conversation of investment advisers, financial planners and experts focused on the importance of fiduciary advice*

**NEWS** August 30, 2023

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**Fiduciary September Panel: NAPFA Veterans Discuss  
'The Birth of Fee-only Planning in NAPFA's early Years'  
September 6<sup>th</sup>, 3-4 PM ET**

*Panelists to discuss fee-only advice at its birth in 1983. NAPFA's first convention in Atlanta, the world of 'selling versus advising' and explaining "Fee-only" to media, consumers in 1983 are key topics. Question, 'How is Fee-only doing today?'*

**Washington DC, August 30, 2023** – Fiduciary September 2023 launches September 6 at 3:00 PM ET with a panel on the birth and status of fee-only planning and advice.

Knut Rostad, states, "Fee-only financial planning launched in 1983 with NAPFA. Fee-only advice offers consumers unparalleled objectivity, transparency and clarity. Another fact rarely mentioned: fiduciary advice conceived in the Investment Advisers Act (IAA) IS fee-only advice. The rationale for the IAA in 1940 and fee-only advice today is the same."

**What:** Virtual panel on 'The Birth of fee-only Planning in NAPFA's Early Years.'

**When:** September 6, 3:00-4:00 PM ET

**Who:** Knut Rostad, Moderator  
Mary Malgoire  
Bob Maloney  
Gary Greenbaum  
Bill Prewitt

**Where:** Please join the meeting at <https://meet.goto.com/912686005>



## Speakers

**Mary Malgoire** retired in 2018 from a 33-year career as a fee-only financial advisor. Mary helped “birth” NAPFA and was a member of its first board of directors in 1985, serving again in 2010. She founded The Family Firm, Inc., a comprehensive financial advisory firm in Bethesda, MD.

**Bob Maloney** was a founding member of NAPFA. Bob served for three years as president and director of the Northeast Mid-Atlantic Region and led a committee to develop NAPFA University for the continuing education of fee-only financial advisors. [NH Fee-Only Financial Planner | Squam Lakes Financial Advisors](#)

**Gary Greenbaum** found his fee-only firm in New Jersey in 1982 and was elected NAPFA’s 3rd president in 1986. Gary retired in 2009

**Bill Prewitt** founded Charleston Financial Advisors, a fee-only firm in 1986. The firm is a Real Fiduciary Advisor with the Institute for the Fiduciary Standard. Bill has served on the NAPFA Compensation Committee since 1999.

## Link to GoTo Meeting

Fiduciary Institute Panel: The Birth of Fee-only Financial Planning  
Sep 6, 2023, 3:00 – 4:00 PM (America/New\_York)

Please join my meeting from your computer, tablet or smartphone.

<https://meet.goto.com/912686005>

You can also dial in using your phone.

**Access Code: 912-686-005**

**United States: +1 (571) 317-3112**

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## Institute for the Fiduciary Standard

The Institute for the Fiduciary Standard is a not for profit formed in 2011 to provide research, education and advocacy to consumers, policy makers and advisors on fiduciary principles and practices. Fiduciary September is the largest annual conversation on the importance of fiduciary advice. The Real Fiduciary™ Practices are written in plain language and set out what we believe the most conscientious advisors and planners do. Visit [www.thefiduciaryinstitute.org](http://www.thefiduciaryinstitute.org)