

Fiduciary September: The largest annual conversation of financial advisers, planners, attorneys and experts focused on what fiduciary advice means

NEWS September 4, 2025

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Fiduciary September launched Aug 7 to rebut Trump's alts order: Panel discussions resume September 9.

Washington DC, September 3, 2024 – Institute president, Knut Rostad, exclaimed, “The Trump EO triggered Fiduciary September on August 7. We responded immediately. This is how”:

The “Executive Order” (EO) on alternative investments in 401(k)s was released **Thursday**, August 7.

[Democratizing Access to Alternative Assets for 401\(K\) Investors – The White House](#)

Friday morning we held a media briefing with Phyllis Borzi, Kate McBride and Tim McGlinn.

Monday, a podcast with Bruce Kelly of Investment News.

Tuesday, my article on Investment News. [The president’s executive order on alts for 401\(k\)s is absurd - InvestmentNews](#) The EO, briefing recording, podcast and articles are on our website.

Fiduciary September panel discussions (see schedule and links below) will highlight topics important to preserving and delivering real fiduciary advice:

- ‘The Trump Alts Order and should alts be pushed into 401(k)s?’ (Two panels)
- ‘RIA succession planning -- keeping majority employee ownership’
- ‘RIAs v. BDs, advice v. sales; Do conflicts of interest still matter?’
- ‘Why fixed, flat and hourly fee advisers are gaining ground’
- ‘Is a Bi-partisan DOL Fiduciary Rule possible, beneficial?’

Rostad concludes, “Real fiduciary advice is often ignored or diminished today. It is even directly attacked. Yet, retail investors continue to want what real fiduciary advisers and planners provide. That is, expert objective advice that serves clients’ best interests first and seeks lower costs.”

Fiduciary September 2025 Program

September 2 . 2:00-3:00 PM ET *An interview with Bob Veres on his new book chronicling financial planning since 1982.*

Speaker: Bob Veres, Inside Information, author of his new book,
A Behind-the-Scenes History of the Financial Planning Profession.
Knut Rostad, Moderator

September 4 . 11:30 – 12:30 ET *'Fee-only / Fiduciary Planning at Risk'; What fee-only planners can do to preserve fee-only fiduciary planning.'* Knut Rostad, NAPFA Fall Conference in Washington DC.

Speakers: Knut Rostad and NAPFA session participants.
Meeting link: NA

September 9 . 2:00 – 3:00 PM ET *"RIA Succession Planning: 100% or Majority Employee-owned". Discussion of succession planning often means PE majority control of RIA firms. There is another way. Hear three independent RIAs tell their employee ownership succession planning stories.*

Speakers: Brian Martin, Accredited Investors
Jon Robertson, Abacus Planning Group
Patrick Runyen, Modera Wealth Management
Knut Rostad, Moderator
Meeting Link:
<https://us06web.zoom.us/j/84432355779?pwd=V8UmZldubHVmGEp8yS0pYoMcoS6thd.1>

- **September 17 . 3:00 – 4:00 PM ET** *'RIAs v. BDs, advice v. sales; Do conflicts of interest still matter?' An SEC staffer called conflicts, a "Virus (that can be) a mortal threat". Is he right?"*

Speakers: Chuck Failla, Sovereign Financial Group, Inc.
Jason Wenk, Altruist
Dennis J. Moore, FPA
Knut Rostad, Moderator
Meeting link:
<https://us06web.zoom.us/j/82775017762?pwd=gGw9XZtccBvtfwAgXtobafswQGCEjc.1>

September 18 . 3:00 – 4 :00 PM ET “*PE and Alt Assets in a 401(k)? Good for retail investors?*”

Speakers: Benjamin P. Edwards, William S. Boyd School of Law

Alexander I. Platt, University of Kansas School of Law

James W. Watkins, III, Invest Sense

Kate McBride, Fiduciary Path, Moderator

Meeting link:

<https://us06web.zoom.us/j/88550579032?pwd=7LVOAhjsoLLDNKsD0gZeskTE84yzbP.1>

September 23 . 2:00 – 3:00 PM ET “*The Transparency Movement: the importance of fixed, flat, hourly fees and advice only*” in 2025

Speakers: Sara Grillo, The Transparency Movement

Scott Salaske, Firstmetric

Holly Donaldson, Holly Donaldson Financial Planning

Meeting link:

<https://us06web.zoom.us/j/81093799904?pwd=Y2NsvWWWmoHSLBb2OZyk5wUr8iSvAL.1>

September 24 . 2:00 – 3:00 PM ET “*Private assets in a 401(k) ... What could possibly go wrong?*”

Speakers: Edward “Ted” Siedle, Benchmark Financial Services

Chris Tobe, Principal Litigation Consultant

Tim McGlenn, The Alt View

Meeting link:

<https://us06web.zoom.us/j/83471383073?pwd=0qVD1O7V57ht5xJDeoq5gb1DAdbZPb.1>

September 25 . 2:00 – 3:00 PM ET “*Bipartisan Retirement Policy and the DOL Fiduciary Rule: Is it possible? What does it look like?*”

Speakers: Emerson Sprick, Bipartisan Policy Center

Lisa Meyer, LMG Collaborative Consulting Solutions LLC

Knut Rostad, Moderator ... Meeting link:

<https://us06web.zoom.us/j/83434924526?pwd=EalAV2f5WKScIRwS8ciCDVwr7a2vMm.1>

Institute for the Fiduciary Standard

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