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Arnerich Massena Will Host Seattle Conference Featuring T. Rowe Price's Stuart Ritter as Keynote Speaker

PORTLAND, Ore., February 6, 2015 —Arnerich Massena Inc., an independent investment advisory firm specializing in retirement plan consulting services and forward-thinking investment strategies, is excited to announce its next *Learn Share Connect* event: ***Turning Opportunities Into Outcomes: Understanding how behavioral finance impacts committee processes***. The mini-conference will be hosted the afternoon of April 29, 2015 at the Washington Athletic Club in Seattle, Washington.

The event will feature keynote speaker Stuart Ritter from T. Rowe Price. Ritter, vice president of T. Rowe Price Investment Services, Inc. and a senior planner in their Financial Planning Services Group, has appeared on television and radio programs like ABC News and National Public Radio, and has been quoted by *The Wall Street Journal*, *The New York Times*, and *Money Magazine*. Mr. Ritter will discuss participant behavior, using interactive technology to delve into the unexpected ways outside influences affect people's choices, and explore ways to improve plan sponsors' influence and participants' outcomes.

An all-star panel featuring Mimi Warner, an employee benefits attorney with Stoel Rives LLP; Chris Heimgartner, assistant general manager for Snohomish County Public Utilities District; and Ryan Cunningham, CAIA, advisor with Arnerich Massena, will also discuss behavioral finance and how it impacts committee best practices.

"This event promises to be not only informative but extremely interesting," says Scott Dunbar, senior managing director of Arnerich Massena's Retirement Plan Services. "We're excited to hear Stuart's thoughts, and to be discussing the very pertinent and fascinating topic of behavioral finance. This is a little-understood area that can yield tremendous benefits when it comes to designing and managing a retirement plan."

This mini-conference is part of Arnerich Massena's *Learn Share Connect* series, events designed to help retirement plan sponsors and administrators keep up to date on industry trends and best practices. Previous events in the series have met with great success and positive feedback from attendees.

About Arnerich Massena

Founded in 1991, Arnerich Massena is a Portland-based independent investment advisory firm servicing corporations, institutions, state and local governments, charitable organizations, trusts and estates, corporate pension and profit sharing plans, and private clients. More information is available at www.arnerichmassena.com.