For Immediate Release

GRP Advisor Alliance Announces Speakers for First Annual Participant Outcomes and Financial Wellness Summit

CAPISTRANO BEACH, C.A., December 16, 2015 – GRP Advisor Alliance (www.grpaa.com), an elite group of retirement plan firms focused on empowering advisors, today announced its roster of speakers for the upcoming Participant Outcomes and Financial Wellness Summit. Renowned behavioral economist Shlomo Bernartzi will provide the keynote address and industry veterans Charlie Ruffel, Liz Davidson, Barbara Delaney, and others will lead the two-day event that takes place at the Arizona Biltmore, Phoenix AZ, on January 14-17, 2016.

Presentations will include:

- Shlomo Bernartzi, Co-Chair, Behavioral Decision Making Group, UCLA Anderson School, Chief Behavioral Economist – *Changing Behavior*
- Charlie Ruffel, Co-Chief Executive Officer and Executive Chairman of Kudu Investment Management LLC – *The Future of Investing*
- Liz Davidson, founder and CEO of Financial Finesse and Barbara Delaney, Principal, StoneStreet Advisor Group – *Financial Wellness*

In addition to presentations, roundtable discussions, and study center workshops, the agenda also features a panel of top financial industry and technology leaders including Joseph Denoyior of Washington Financial Group, Babu Sivadasan of Envestnet, and Dan Fay of Financial Engines, who will share their unique insight and guidance on participant advice.

"The purpose of this event is to bring together the best minds in the industry to drive the future of positive participant outcomes and financial wellness," said Bill Chetney, CEO of GRP Advisor Alliance. "We are truly inspired by this incredible lineup of speakers and look forward to expanding this collaborative spirit to help advisors learn from the best and brightest."

More than 100 elite advisors are expected to attend the invitation-only event co-sponsored by more than 20 of the industry's leading investment and record-keeping providers. Attendees are invited to attend a welcome reception and networking event as well as planned activities in the Phoenix area.

For more information, visit http://grpaa.com/events and follow GRP Advisor Alliance on Twitter @GRPAdvisor for live updates from the event.

About GRP Advisor Alliance

GRP Advisor Alliance is an elite group of over 200 retirement plan advisors—representing over 4,000 retirement plans and $70 billion in assets—who have achieved a rare level of professional accomplishment. GRP Advisor Alliance is focused on providing a clear, forward-looking vision, seasoned expertise, educational & best practice sharing opportunities for advisors, technology enablement systems, and a turnkey financial wellness program for retirement plan advisors across the country.

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