

## FSI Endorses Buechner for FINRA Board of Governors

Washington, D.C. - - July 1, 2010 - - The Financial Services Institute (FSI), the advocacy and membership association for independent broker-dealers and independent financial advisors, today announced its endorsement of Mari Buechner, President & CEO of Coordinated Capital Securities, Inc. (CCS), of Madison, Wisconsin and current chair of FSI's Board of Directors, for a second term on the FINRA Board of Governors.

Dale Brown, FSI's President and CEO said, "Mari is a leader in the industry, bringing her valuable perspective as owner of a small independent broker-dealer to her service on FINRA's Board and Committees and to FSI's volunteer leadership."

Buechner has served on the FSI board since 2007, having previously served as FSI Compliance Council chair from 2005 – 2007. She has been involved in FINRA governance and educational initiatives, served as an at-large member of its small-firm advisory board and as a member of various FINRA industry committees including the Independent Dealer/Insurance Affiliated Committee. In 2008, Buechner was elected to one of three small firm seats on the 23- member FINRA Board of Governors.

Brown continued by saying "FSI member firms are all sizes, from very small to very large, collectively license more than 188,000 independent financial advisors across the country. FSI has made it a priority to encourage FSI member service throughout FINRA's governance structure. Because of Mari's dedication and commitment to constructive engagement in the rulemaking process FSI is pleased to endorse her for a second term prior to FINRA's annual meeting in August."

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*FSI is the advocacy organization for independent broker-dealers and independent financial advisors. Established in January 2004, FSI has 122 broker-dealer members and over 14,500 financial advisor members. FSI's mission is to create a healthier regulatory environment for independent broker-dealers and their affiliated independent financial advisors through aggressive and effective advocacy, education, and public awareness. Its strategy includes involvement in FINRA governance, constructive engagement in the regulatory process, and effective influence on the legislative process. For more information please visit: [www.financialservices.org](http://www.financialservices.org)*

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