

## **FSI Endorses Roth for FINRA Board of Governors**

Washington, D.C. - - July 20, 2010 - - The Financial Services Institute (FSI), the advocacy and membership association for independent broker-dealers and independent financial advisors, today announced its endorsement of Lisa Roth, president and CEO of Keystone Capital Corporation of San Diego, Calif., for a small firm seat on the FINRA Board of Governors. Roth currently is the chairman of the FINRA Small Firm Advisory Board, comprised of small firms representing a diversity of size, geographic regions, and business models. She was the unanimous choice of her peers on the Board to assume the role of chair in 2010.

Dale Brown, FSI's president and CEO said, "Lisa has been active in our industry and highly engaged in advancing the interests of independent broker-dealers for many years. From a foundation of volunteer service, and as the owner and senior executive of a small firm, she brings extensive experience and perspective to her potential service on the FINRA Board of Governors."

In addition to serving on the Small Firm Advisory Board since 2008, Roth served on the FINRA Small Firms Rules Impact Task Force (2006 to 2008) and the FINRA Series 14 Item Writing Committee (2009 to present). She has been a member of the National Association of Independent Broker-Dealers (NAIBD) since 1992, serving as chairman from 2006 to 2008 and as chairman of the association's Membership Advocacy Committee from 2000 to present. She serves on the Board of Directors of the Third Party Marketers Association and is co-chair of the membership committee . Roth is a frequent speaker at industry events sponsored by FINRA, the SEC, NASAA, and NAIBD, being called on regularly to share her expertise regarding regulation, legislation, regulatory compliance, and information security. Prior to becoming the owner and chief executive of Keystone Capital in 2001, Roth held executive positions with First Allied Securities and Royal Alliance and was the founder and CEO of ComplianceMAX Financial Corporation. She also has served as a FINRA arbitrator for more than 15 years.

“FSI member firms are all sizes, from very small to very large, and collectively license more than 188,000 independent financial advisors across the country,” said Brown. “FSI has made it a priority to encourage FSI member service throughout FINRA’s governance structure. Because of Lisa’s dedication and commitment to constructive engagement in the rulemaking process, FSI is pleased to endorse her for a three-year seat on the FINRA board of governors.”

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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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