

# **THE THREAT TO RETIREMENT SECURITY: When Salespeople Call Themselves “Advisers”**

**Presented by AARP, Americans for Financial Reform,  
and Consumer Federation of America**

**May 6, 2014  
11:00am – 1:30pm**

## **PANELIST BIOS:**

- **Moderator: LISA DONNER, Executive Director, Americans for Financial Reform.** Lisa Donner is the Executive Director of Americans for Financial Reform (AFR), a coalition of more than 200 national, state and local groups that work together to reform the financial industry. AFR led the efforts of groups on the ground to strengthen and pass the Dodd Frank financial reform legislation, including the creation of the Consumer Financial Protection Bureau. Since passage of that legislation, AFR has defended the CFPB from continual attacks and pushed for effective consumer protection rules, fought for the public interest perspective as hundreds of crucial regulations shaping the financial system are written, and focused public attention on the need to transform the financial system and hold Wall Street accountable. Prior to joining AFR – first as Deputy Director - Lisa was the Executive Director of the Half in Ten Campaign, and the co-director of the Center for Working Families. In these positions she developed and promoted policy on fair taxes, work and family, anti- poverty measures, and green jobs. Before that, Lisa was a union and community organizer, campaign strategist, and Director of the Financial Justice Center.
- **BARBARA ROPER, Director of Investor Protection, Consumer Federation of America.** Barbara Roper is director of investor protection for the Consumer Federation of America, where she has been employed since 1986. A leading consumer spokesperson on investor protection issues, Roper has conducted studies of abuses in the financial planning industry, state oversight of investment advisers, state and federal financial planning regulation, financial education needs of low income older persons, and securities law weaknesses as a cause of the financial crisis. She has testified frequently before Congress and has supported federal and state legislative and regulatory initiatives on a broad range of investor protection issues. Roper is a member of the SEC’s Investor Advisory Committee, and serves as Chair for its Investor as Purchaser Subcommittee. She graduated from Princeton University.
- **DAVID CERTNER, Legislative Counsel and Legislative Policy Director for Government Affairs, AARP.** David Certner is the Legislative Counsel and Director of Legislative Policy for Government Affairs at AARP. He has been with AARP since 1982, and is a member of AARP’s leadership team. He serves as counsel for the Association’s legislative, regulatory, and policy efforts, as well as for litigation opportunities before the courts. Prior to assuming his current role in 2007, Mr. Certner had served as Director of AARP’s 25 person Federal Affairs shop, where he headed up all federal legislative and regulatory activity. In both roles, Mr. Certner has testified numerous times before both Congress and regulatory bodies, and has made frequent appearances on TV, on radio, as well as in print publications. Mr. Certner also previously served as chairman of the ERISA Advisory Council of the Department of Labor, and was appointed as a delegate to the 1998, 2002, and 2006 National Summits on Retirement Savings. He is currently a member of Bloomberg/BNA’s Benefits Practice Resource Center Advisory Board. Mr. Certner, an attorney, received his law degree from George Washington University.

- **SHAUN O'BRIEN, Assistant Director of Public Policy, AFL-CIO.** Shaun O'Brien is the Assistant Director for Health and Retirement in the AFL-CIO's Policy Department, where he oversees development of the Federation's policies related to Medicare, Medicaid, Social Security, and work-based health and retirement plans. Immediately prior to joining the AFL-CIO, he held several positions at AARP, including the Vice President for the My Money Portfolio and Senior Vice President for Economic Security. O'Brien holds a Bachelor of Arts degree from American University and a law degree from Cornell Law School.
- **SHERYL GARRETT, founder of Garrett Planning Network.** Sheryl Garrett, CFP® started her career in financial services in 1986. For 18 years she worked as a personal financial planner. Since 2000 she has been heading up the Garrett Planning Network, a nationwide network of over 300 hourly-based financial advisors, whose mission is to help make competent, objective financial advice accessible to all people. She also participates on the WSJ Experts Panel and CNBC's Advisory Council. Sheryl is frequently quoted and a recipient of numerous awards and recognition for her contributions in the field of financial advice. She has written, co-authored or served as series editor on over a dozen books, and has been very involved in financial education and awareness and investor protection. Currently she is active on the CFP Board's Public Policy Council and the Committee for The Fiduciary Standard. Since 2005 Sheryl has also been providing litigation consulting services involving cases of alleged misconduct by financial advisors.