

Five Star Wealth Manager

Five Star Professional conducts market-specific research to identify outstanding service professionals. Founded in 2003, the Five Star award program is the largest and most widely published award program in North America, covering more than 45 major markets. Professionals recognized as award winners are published by Five Star Professional and its partners. Award winners cannot pay a fee to be included in the research or the final list of award recipients.

The Five Star Wealth Manager award program was presented and discussed with the SEC Staff in Washington, D.C., in June 2011. The SEC Staff verbally advised Five Star Professional that the program does not constitute a client testimonial because (a) clients do not participate in the nomination and pre-qualification process and (b) the use of consumer survey feedback in the regulatory history/consumer complaint process is insignificant in the overall award selection process.

Our research objective is to recognize wealth management professionals who show a commitment to clients, demonstrate strong industry credentials and are evaluated on the quality of their current practice. For purposes of this program, wealth managers include SEC- and state-registered investment adviser representatives and registered investment advisers. Our final list is not intended to be exhaustive. To receive the Five Star Wealth Manager award, a wealth manager must satisfy 10 objective eligibility and evaluation criteria. The award process is conducted annually.

The nomination and pre-qualification process is designed to identify the broadest possible population of high-quality award candidates in order to ensure that eventual award winners have been drawn from a large and diverse pool. Award candidates are identified by one of three sources: firm nomination, peer nomination, or pre-qualification. Self-nominations are not accepted.

Five Star Professional defines the relevant geographic area for the research and identifies the wealth managers and firms in that area. FINRA and SEC-registered representatives, as defined by an outside data provider, and past Five Star Wealth Manager award winners are contacted as part of the peer nomination process. Broker-dealers and registered investment advisers, as identified by a third-party data firm, are contacted as part of the firm nomination process.

Once the populations of peers and firms have been determined, contact and eligibility data is acquired. For nominations sent by mail, Five Star Professional processes all mailing lists through industry-leading verification software to ensure that data is updated with any change-of-address submissions to the USPS in order to maximize the deliverability of each piece.

Peers and firms are asked to nominate one or more wealth managers they know who have an established practice, good client relationships and a strong reputation. Nominees can be SEC- or state-registered investment adviser representatives.

Peer Nominations

Peers are invited to nominate wealth managers by accessing Five Star Professionals' web-based nomination system. Each peer may nominate up to six wealth managers. Nominations are collected through an individual online form.

Five Star Professional collects peer nominations submitted to Five Star Professional's web-based nomination system. Five Star Professional's research staff reviews nominations for completeness of required information and to guard against self-nomination. In the event of questions, research staff contacts the peer that submitted the nomination(s).

Firm Nominations

Firms are invited to nominate wealth managers by accessing Five Star Professional's web-based nomination system. A firm may nominate up to 10% of its wealth managers in the market for consideration. Firms with fewer than 10 wealth managers in a market may nominate one wealth manager. The firm representative submitting nominations must provide their contact information.

Five Star Professional collects firm nominations submitted to Five Star Professional's web-based nomination system. Five Star Professional's research staff reviews nominations for completeness of required information and to ensure no more than 10% of the wealth managers of each firm in the market are nominated. Firms with less than 10 wealth managers may nominate one wealth manager. In the event of questions, research staff contacts the firm representative who submitted the nomination(s).

Internal and external data sources are used to identify relevant and high-potential candidates. Multiple pre-qualification attributes are considered and may include years in the industry, fiduciary status, and assets administered, among others.

Each award candidate is matched to a license/registration number (FINRA, state, SEC). Once found on the license/registration site, each wealth manager's license status (active or non-active) and disciplinary history are noted. Five Star Professional's research staff identifies contact information, using company and other directories.

To ensure that award candidates are in good standing with a favorable regulatory history, regulatory reviews of reported complaints and disciplinary actions are conducted for each candidate.

As part of the regulatory review, Five Star Professional conducts a review of each award candidate as reported by FINRA and the SEC. For wealth managers with a CRD Number, Five Star Professional relies on the wealth manager's FINRA BrokerCheck Report and/or the SEC Investment Adviser Public Disclosure website. For wealth managers without a CRD Number, Five Star Professional relies on Form ADV for the wealth manager's firm.

Additionally, Five Star Professional promotes, via local advertising and through their website, the opportunity to submit feedback — including whether a consumer had an unsatisfactory experience — regarding a wealth manager. Complaint data submitted in this way serves as an early alert system to unfiled consumer complaints and augments the regulatory review of reported complaints. A favorable regulatory and complaint history is defined by Five Star Professional to mean that the wealth manager has not:

- Been subject to a regulatory action that resulted in a license being suspended or revoked, or payment of a fine
- Had more than a total of three settled or pending complaints filed against them (and no more than five total pending, dismissed, or denied) with any regulatory authority
- Individually contributed to a financial settlement of a customer complaint
- Within the past 11 years:
 - Been terminated from a wealth management or financial services firm
 - Filed for personal bankruptcy
 - Been convicted of a felony

Wealth managers who do not have a favorable regulatory history, based upon the criteria listed above, are removed from consideration.

Each wealth manager who passes the Five Star regulatory and complaint history review must also attest that they meet the definition of a favorable regulatory history, based upon the criteria listed above. This step occurs at the time the wealth manager submits information about themselves and their practice.

Top Women in Business – Minneapolis/St. Paul Business Journal

Women in Business awards honor industry-leading executives, entrepreneurs and business owners for their professional accomplishments and community involvement. These awards honor women in various business categories who have proven to be dynamic and outstanding leaders with established track records of significant accomplishments in business and/or community service. To be eligible, nominees must work in the 24-county Twin Cities metro area, including Anoka, Benton, Blue Earth, Carver, Chisago, Dakota, Freeborn, Goodhue, Hennepin, Isanti, Le Sueur, Mower, Nicollet, Olmsted, Ramsey, Rice, Scott, Sherburne, Stearns, Steele, Washington, Wright, Pierce and St. Croix counties.

40 under 40 – Minneapolis/St. Paul Business Journal

Judges will select 40 honorees based on their professional accomplishments, demonstrated leadership and community contributions. To be eligible, nominees must work in the 24-county Twin Cities metro area, including Anoka, Benton, Blue Earth, Carver, Chisago, Dakota, Freeborn, Goodhue, Hennepin, Isanti, Le Sueur, Mower, Nicollet, Olmsted, Ramsey, Rice, Scott, Sherburne, Stearns, Steele, Washington, Wright, Pierce and St. Croix counties. Nominees must be 39 or younger in March of the year of award. Self-nominations are accepted.

Marty Baskerville Philanthropy Award

The Marty Baskerville Philanthropy Award is presented annually to a Minneapolis Rotarian who has made a significant difference in furthering the objectives of the Minneapolis Rotary Community Service Foundation or the Rotary International Foundation. The award is presented to a member who has demonstrated over time a strong commitment to the service mission of Rotary.

Vistage Lifetime Achievement Award

Founded in 1957, Vistage Worldwide is designed exclusively for high-integrity CEOs and executive leaders who are looking to drive better decisions and better results for their companies, families and communities. Members gather in confidential peer groups, led by an accomplished business leader, to gather fresh perspectives and objective advice on their toughest challenges. Today, more than 22,000 executives across 20 countries rely on Vistage. In Minnesota, Vistage member companies generate \$9.3 billion in annual revenues and employ more than 33,000 people. There are over 400 CEOs and key executive members.

Lifetime Achievement Award achievers are those members who have a track record of decisions whose benefits permeate company, community and beyond. They have been with Vistage for years and exemplify a spirit of continued growth and learning. They share their wisdom — drawn from a deep well of experience — to support their fellow members. They inspire. A nomination for the Lifetime Achievement Award honors this commitment to learning and development, and a commitment to fellow Vistage members, every step of the way.