

## Third Party Marketers Association Formed

NEW YORK, NY, September 1, 1998 -- Several principals of the top third party marketing firms have announced the formation of the industry's first ever trade association. Seven charter member-firms recently met in Chicago and formally voted to initiate the trade association. Those firms were:

- Arrow Partners - Steven Rubenstein and Ken Rogers
- Asset Management Services - Wilson Madden
- Effinger & Associates - Hugh Effinger
- Genesis Marketing Group - Ron Oldenkamp
- Hanover Square - Joan Marsted and Abby Laufer
- Templeton & Associates - Susan Templeton
- Vogelzang & Associates - Jim Vogelzang

3pm was created to achieve a further degree of excellence in the business, to share ideas, information, education and social interaction between the principals of independent sales and marketing firms," said James C. Vogelzang, president of Vogelzang & Associates. He added, "Another important goal is to communicate to the investment management community that third party marketing firms exist and are a viable, low-cost alternative to an in-house or a "no active marketing" option.

3pm members will now benefit from having access to an open forum in which to share ideas and open up lines of communication between firm principals," stated Wilson Madden of Asset Management Services. "This will provide an excellent opportunity for marketers to leverage off of the distribution channels and market segment expertise of others in the industry," added Joan Marsted of Hanover Square Partners.

Among the group's planned outreach initiatives are joint sponsored advertising programs ("Got Milk?" ads), an interactive web-site, a quarterly publication updating news and events in the third party marketing industry and semi-annual member conferences. The group also plans to work closely with the press on delivering news and commentary concerning institutional sales and investment management marketing.

One institutional marketing trend that has given rise to the recent growth in the third party marketing industry is the impact of mergers on mid to small sized managers. The bigger firms are getting bigger and that has created some market segment and product opportunities at these combined entities. This trend has also made it more important than ever for "boutique firms" to increase their dedicated sales and marketing effort.

"There are many money managers that are world-class manufacturers of product looking for ways to leverage their distribution," added Steven Rubenstein, president of Arrow Partners. "This provides great opportunity for firms specializing in distribution," he added.

The average third party marketing firm has been in business for seven years, yet the number of firms has more than doubled during the past five years. Said Susan Templeton, president of Templeton Associates, "Investment advisors recognize the need for senior level, proven, marketing expertise." She also added, "Independent marketers are able to offer asset managers an experienced and proven sales team at substantially lower up front fixed costs which enables the money manager to do what they do best, i.e., which is manage money."

3pm is expected to grow in number, as many third party marketing firms who were not able to attend the Chicago inaugural conference have expressed interest in joining the group. Jim Vogelzang of Vogelzang & Associates was elected president and Susan Templeton of Templeton & Associates was elected vice president & treasurer.