



Laying Down the Law

State Securities Regulators Teach Local Law Enforcement Officials "Securities Law 101"

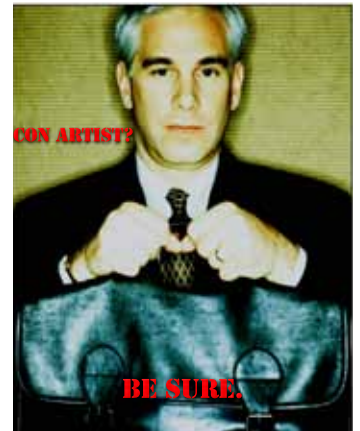
With financial crimes on the rise, NASAA recognized the need to educate the law enforcement community about the basics of securities laws, products, schemes and scams, as well as the assistance state and provincial securities regulators can provide with securities cases. The NASAA Investor Education Section's Research & Coordination Project Group developed "Securities Law 101: Handbook for Law Enforcement Officials," a series of resources geared toward state and local law enforcement. NASAA's Affinity and Military Outreach Project Group is gathering information on how the states have adapted the Securities 101 program for use in their jurisdictions.

Michigan's Success Story

The Securities Section of the Michigan Office of Financial and Insurance Regulation (OFIR) held two four-hour training sessions in December 2008 for law enforcement officers funded through a grant from the Investor Protection Trust.

Examiner Lindsay DeRosia and Investor Education Coordinator Peg Beckwith adapted the Securities 101

materials for a Michigan audience. The more than 200 law enforcement officers who attended the trainings received a resource binder endorsed by the Michigan Coalition on Law Enforcement Standards (MCOLES) containing a contact list of securities examiners and office staff, a copy of the Michigan Uniform Securities Act and Rules highlighting the most commonly violated sections, and the securities reference guide. Another 60 jurisdictions that were unable to attend the trainings requested the resource binder.



The NASAA Investor Education program "Securities Law 101: Handbook for Law Enforcement Officials" warns that anyone can be a swindler.

[See page 4 >>](#)

NASAA Recognizes America Saves Week with Launch of New Workplace Retirement Planning Program



In recognition of America Saves Week Feb. 21-28, 2010, NASAA unveiled its

newest investor education outreach program, "Planning Your Retirement With Confidence," which brings retirement planning assistance to the workplace.

NASAA responded to the growing concern that increasing numbers of workers are planning for retirement amid a decline in the traditional safety net of defined benefit pension plans. The "Planning Your Retirement With Confidence" program was developed by the NASAA Investor Education Section's Informed Investor Outreach Project Group to provide these workers with the information they need to build and protect their retirement savings.

"The responsibility for financial security in retirement rests largely on the shoulders of today's workers," said NASAA President and Texas Securities Commissioner Denise Voigt Crawford. "State and provincial securities regulators want to make sure that these workers are provided accurate and unbiased financial information."

The "Planning Your Retirement With Confidence" program helps prepare pre-retirees for the financial challenges they will face in retirement through workplace seminars led by investor education experts from state and provincial securities regulatory agencies. The seminars address the specific retirement planning needs of individuals at every stage of their working lives – early career, mid-career, near retirement and retirement.

NASAA is a proud partner of the Consumer Federation of America's America Saves Week, which aims to promote personal savings and improve financial education. State securities regulators mark America Saves Week with a media outreach campaign to remind investors to "investigate before they invest" their hard-earned savings. The "Planning Your Retirement With Confidence" program highlights the need for investors to ask their local state securities regulator for detailed information about their broker, investment adviser or investment before they hand over any retirement funds. For more information on NASAA's America Saves Week media outreach tools and the "Planning Your Retirement With Confidence" program, visit www.nasaa.org.

From the Section

About NASAA's Investor Education Section

Recognizing that education is a key weapon in the fight against investment fraud, the NASAA Investor Education Section was created in 1997 to help support the financial education efforts of the NASAA jurisdictions.

2009-2010 IE Section

Tung Chan, Hawaii, Chair
Colleen Keefe, Kentucky, Vice Chair
Lynne Egan, Montana
Theodore Miles, District of Columbia
Diane Young-Spitzer, Massachusetts
Elizabeth Block, New York
Marissa Rignanesi, New Brunswick

Lord, Alabama)
Informed Investor Outreach (*Diane Young-Spitzer, Massachusetts*)
Research and Coordination (*Andrew Roth, California*)
Senior Outreach (*Christina Kotsalos, Pennsylvania*)
Women in Transition Outreach (*Gena Wilimitis, New Mexico*)
Youth Outreach (*Vickie Moseley, Illinois*)

2009-2010 Project Groups

Affinity and Military Outreach (*Dan*

Contents

Securities Law 101	1
America Saves Week ...	1
Section Updates	2
Programs for Youth	3
Canadian News	4

Bullish on Investor Education



Grabbing the bull by the horns, the Informed Investor Outreach Project Group meets in Missouri in January. From left: Kelly Igoe (OH), John Maron (NC), Diane Childs (OR), Diane Young-Spitzer (MA), Melanie Michelson (MO) and Mary Ann Smith (CA). Not pictured, Tanya Webber (MS). During an intensive two days of brainstorming, the project group members made significant progress on developing investor alerts on derivatives, annuities and gold. The group will have alerts on derivatives and annuities available at the NASAA Spring Conference. The group also has plans to update the joint NASAA-SIPC-SIFMA brochure, "Understanding Your Brokerage Account Statements."

By the Numbers

The Research & Coordination Project Group surveyed investor education coordinators within the NASAA membership to gauge how they are using NASAA investor education toolkits. Of the 67 NASAA jurisdictions, 32 responded to the survey. Below is a brief summary of the percentage of respondents who have used all or part of each toolkit:

53%	Senior Investor Outreach
47%	World Elder Abuse Awareness Day
44%	Sandwich Generation
34%	Seniors Against Investment Fraud
31%	Union Outreach
31%	Pre-Retiree Outreach
28%	Law Enforcement Outreach

For more details on the survey results, please contact Andrew Roth at aroth@corp.ca.gov.

Getting to the Core

NetWorth Integrates Personal Finance Education in West Virginia's Core Curriculum

The West Virginia Securities Commission joined forces with Jump\$tart partners in support of the groundbreaking NetWorth program, which seeks to integrate personal financial literacy education into the state's core education curriculum. Directed by the state Department of Education and the state Treasurer's Office, NetWorth offers a variety of resources for educators, including Finance University. Professionals



from such organizations as the Better Business Bureau, National White Collar Crime Center and the West Virginia Society of CPAs served as faculty, training West Virginia teachers to integrate financial literacy into core and other subjects in all grades. During the 2009-10 school year, 75 teachers in 35 West Virginia counties are participating in the pilot NetWorth program. They pre-tested nearly 2,500 K-12 students in the fall of 2009 and will post-test them in spring 2010. Participating teachers are developing standards, lesson plans and project-based learning modules and applying them to real-world situations, both in the classroom and through special programs. To see the peer-reviewed instructional guides developed by the NetWorth educators to date, visit <http://wvde.state.wv.us/instructionalguides/>.

Each of the 52, peer-reviewed, developmental guidance lessons designed for all grades includes a parent/student activity. The materials are available at <http://wvde.state.wv.us/counselors/networth-lessons.html>.

The National Council on Economic Education and CitiGroup foundations have provided monetary support, in addition to grants from Investor Protection Trust.

Many state and federal agencies participated in Finance University, including the Attorney General's Office, West Virginia University, the FDIC and the U.S. Federal Reserve Bank of Richmond.

The Institute for Financial Literacy named NetWorth the 2009 Excellence in Financial Literacy Education recipient for non-profit financial education programs. Further, state Auditor Glen B. Gainer III received the "Most Presentations Award" from the North American Securities Administrators Association for 2009 financial literacy activity.

Click to Connect



The Securities Division of the Indiana Secretary of State's Office partnered with the Indiana Department of Education to create Team Fin Lit, an online community for financial literacy educators to share resources, curriculum, activities, best practices and more. The goal is to make Team Fin Lit Indiana's one-stop shop for financial literacy resources. In the site's first two months, it already attracted nearly 200 members. Access to the site is limited to members only, but contact Melanie Woods at mlwoods@sos.in.gov for more information or to see the site.

News Teachers Can Use

Texas Delivers FSI to Classrooms with Help from IPT and the Houston Chronicle



With funding from an Investor Protection Trust grant, the Houston Chronicle in

Education's Readers are Leaders Foundation launched an initiative in February 2010 to promote the NASAA Youth Outreach Project Group's *FSI: Fraud Scene Investigator* resource to Texas teachers, students and the general public. The initiative includes FSI advertisements in the newspaper and online, as well as in-classroom distribution of "The Basics of Saving and Investing: Investor Education 2020" and Chronicle eEdition licenses to approximately 20,000 students.



NASAA

About NASAA

The North American Securities Administrators Association (NASAA) is a voluntary association of securities administrators in the 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Canada and Mexico. Organized in 1919, NASAA is the oldest international organization devoted to investor protection and education.

National Partners

NASAA represents its members at meetings of the American Savings Education Coalition (ASEC), the Jump\$tart Coalition for Personal Financial Literacy, the U.S. Treasury's Financial Literacy Education Commission (FLEC), the National Financial Education Network and the President's Advisory Council on Financial Literacy. Keep up with the latest developments in national investor education initiatives by contacting Leah Szarek, NASAA's Assistant Manager of Communications and Investor Education, at ls@nasaa.org.

NASAA

750 First St NE Ste 1140
Washington, DC 20002
(202) 737-0900
www.nasaa.org

Canada Retools Online Personal Finance Resources to Reach Investors of All Ages

The Investor Education Fund commissioned a study on how Canadians 20 to 34 years of age and those 35 and older seek information about financial matters. The fall 2009 study found that Canadians 35 and older are less willing or able than those under 35 to mine the ever-growing amount of financial information available on the Internet, preferring to seek information from "experts" such as financial advisers and other people they trust.

Ninety percent of those under 35 use the Internet as a source for financial information, compared to just 40 percent of people over 34.

Another key finding is that older Canadians and their adult children recognize that when it comes to personal finance, they each have knowledge and skills to share. Surprisingly, while just over one-third of adult children think their parents would accept the advice or information they offer, nearly two-thirds of parents say they are receptive to listening to what their adult children have to say when it comes to personal finance.

The survey results are helping shape the way the Investor Education Fund presents financial literacy information. Visit <http://getsmarteraboutmoney.ca> to learn more.

The British Columbia Securities Commission released an expanded and updated online tool, "InvestRight Guide to Investing: How to work with your investment adviser," in January 2010. Written with B.C. investors in mind, but useful for investors everywhere, the new guide is designed to help both newer and more experienced investors approach their adviser as a partner rather than an all-knowing authority. It is published in "e-book" format and can be downloaded for free from the BCSC's investor education website at www.investright.org.

Securities Law 101: Continued from page 1

A popular segment of the training was an appearance by a victim of an affinity-based Ponzi scheme, who offered first-hand insight into the devastating effects of financial fraud.

The trainings have led to several successful joint investigations between OFIR and Michigan law enforcement, such as the December 2009 arrest of Rita Gosselin of RG Properties and Investments, LLC, an accused real estate Ponzi schemer who may have scammed as many as 20 victims of half a million dollars. The Gosselin case is directly attributable to information obtained due to the Securities 101 seminar and the subsequent cooperation between the Southgate Police Dept. and OFIR. Gosselin is charged with one count of continuing criminal enterprise (racketeering), a 20-year felony, and three counts of false pretenses over \$20,000, each a 10-year felony.

Alabama Builds Relationships

The Alabama Securities Commission (ASC) held fraud

prevention seminars and educated 80 counselors and district attorneys on securities fraud victim abuse at the Victim Service Officers Association Conference in May 2009. The key curriculum for the seminars was NASAA's "Securities 101: Handbook for Law Enforcement Officials."

The Director, Deputy Director, and Education Manager of the Alabama Securities Commission provided two hours of seminars to instruct attendees to recognize fraudulent or unsuitable investment products, identify illegal investment schemes and develop techniques for working with victims. ASC staff discussed issues, answered questions and distributed additional materials to conference attendees.

The victim service officers gave the seminars positive reviews, saying they gained a more acute understanding of the severity of white collar crime and more comprehensive understanding of securities fraud and investment products and services.