

... November 11, 2010 Media Invitation ...

FEDERAL, STATE OFFICIALS TO PARTICIPATE IN FIRST-EVER "NATIONAL SUMMIT ON ELDER FINANCIAL EXPLOITATION" ON NOVEMBER 11TH

FTC Regional Director, Leading California Experts, NAPSA & IPT Leaders to Play Key Roles in Unprecedented Event; Inaugural Conference to Help Save U.S. Seniors from Sophisticated Scams.

SAN DIEGO, CA//NEWS ADVISORY//National Adult Protective Services Association (NAPSA) and the Investor Protection Trust (IPT) announced today that the two organizations will hold the first annual "[Summit on Elder Financial Exploitation](#)" on November 11th in San Diego, California.

Reporters and columnists covering senior news, personal finance and consumer news are strongly encouraged to attend this unique event.

The summit will put elder financial abuse under a microscope with experts from across the country examining emerging research on why older persons might be more susceptible to financial abuse, and also to explore ways for detecting and stopping it before it happens. The groundbreaking one-day event will also include breakout sessions exploring the impact elder abuse has on our financial institutions, health care providers and the overall economy; take a closer look at some of the new scams being perpetrated on older Americans, many veterans; and teaching the methods con artists use to defraud for the purpose of stopping them in their tracks.

Major participants at the National Summit on Elder Exploitation will include:

- Thomas Syta, regional director, U.S. Federal Trade Commission;
- Kathleen Quinn, executive director, National Adult Protective Services Association;
- Lara Hinz, program manager, Women's Institute for a Secure Retirement (WISER);
- Steven D. Irwin, Pennsylvania Securities Commissioner;
- Pat McGinnis, executive director, California Advocates for Nursing Home Reform (CANHR) and Prescott Cole, senior staff attorney, CANHR;
- Dr. Natalie L. Denburg, assistant professor of neurology, University of Iowa;
- Dr. Robert Roush, associate professor of medicine – geriatrics, Baylor College of Medicine;;
- Paul Greenwood, deputy district attorney, San Diego;
- Tristan Svare, assistance district attorney, San Bernardino District Attorney's Office;
- Debora Whipple, investor education director, Office of the Attorney General/NJ Bureau of Securities
- Denise Jaworski, vice president, Western Union Global Consumer Protection Program; and
- Bill Benson, coordinator, Coalition to End Elder Financial Abuse (CEASE).

On June 15, 2010, the Investor Protection Trust released a national survey showing that half of older Americans exhibit one or more of the warning signs of current financial victimization. For example, more than one out three seniors (37 percent) say they are currently being pitched by "people (who) are calling me or mailing me asking for money, lotteries, and other schemes," while a much lower 19 percent of adult children believe that their parents are being pressured in such a fashion. The survey also found that about one out of three older Americans (31 percent) says they are vulnerable in one or more ways to potential financial victimization.

TO PARTICIPATE: Be part of this live national summit taking place on November 11, 2010 in San Diego, CA at the Westin Gaslamp Quarter, San Diego, CA located at 910 Broadway Circle, San Diego, California 92101. The conference will begin at 8:30 a.m. PST and seminars will run until 4 p.m. PST. A full conference agenda is available upon request for members of the media.

Reporters should RSVP to pre-register for the summit by contacting Patrick Mitchell at (703) 276-3266 or pmitchell@hastingsgroup.com. There is no charge to attend the conference.

CAN'T PARTICIPATE?: Materials from the summit will be available on the Web throughout the week of November 8, 2010 at <http://www.investorprotection.org>. Interviews with NAPSA, IPT and California summit participants can be arranged by contacting Patrick Mitchell.

MEDIA CONTACT: Patrick Mitchell, for IPT, (703) 276-3266 or pmitchell@hastingsgroup.com.

ABOUT THE GROUPS

The National Adult Protective Services Association (NAPSA) (<http://www.apsnetwork.org>) is a national non-profit 501(c)(3) organization with members in all fifty states, including the District of Columbia, the U.S. Virgin Islands and Guam. It was formed in 1989 to provide state Adult Protective Services (APS) program administrators and staff with a forum for sharing information, solving problems, and improving the quality of services for victims of elder and vulnerable adult abuse.

The Investor Protection Trust (<http://www.investorprotection.org>) is a nonprofit organization devoted to investor education. The primary mission of IPT is to provide independent, objective information needed by consumers to make informed investment decisions. Founded in 1993 as part of a multi-state settlement to resolve charges of misconduct, IPT serves as an independent source of unbiased and non-commercial investor education materials. IPT operates programs under its own auspices and uses grants to underwrite important investor education and protection initiatives carried out by other organizations. The IPT provides investor education at both the state and national levels. From 1993 through the present, the IPT has funded investor education and protection initiatives totaling more than \$18 million dollars. Those programs include the MoneyTrack national public television series, curriculum programs, public service announcements, research, investor education and protection booklets, DVDs, videos, Investor Education in Your Community®, and The Campaign for Wise and Safe Investing®.