

**MEMORANDUM**

TO: File No. 4-606

FROM: Alicia F. Goldin  
Office of Commissioner Elisse B. Walter

DATE: October 13, 2010

On October 4, 2010, Commissioner Elisse B. Walter and her counsel, Alicia F. Goldin, met with Paul Spitzer of Advanced Practice Advisors.

The discussion included the establishment of an Investor Advisory Committee pursuant to Section 911 of the Dodd-Frank Wall Street Reform Act of 2010 (the "Act") and the SEC study of the obligations and standards of care of broker-dealers and investment advisers providing personalized investment advice about securities to retail investors required by Section 913 of the Act, as specified in the attached agenda, which was provided in advance of the meeting.

## Meeting Agenda

9:00AM

October 4, 2010

SEC Commissioner Elise Walter  
Securities Exchange Commission  
100 F Street NE  
Washington, DC 90249

Paul C. Spitzer  
Founding Member  
Advanced Practice Advisors, RIA  
12250 El Camino Real, Ste 160  
San Diego, CA 92130

### I. Introductions

- My work experience spans almost 23 years in the retail financial services sector.

### II. Intention of meeting: Title IX, Sub A: Increasing Investor Protection

- To discuss my desire to participate in helping create policy to protect consumers from deceptive sales practices, conflicts of interest and fair disclosure.

### III. Subcommittee Qualifications

- Title IX, Sub A, sec. 39..b Membership ( 1)(D)
- (i) Represent the interests of individual equity and dept investors, including investors in mutual funds;
- (ii) represent the interests of institutional Investors, including the interest of pension funds and registered investment companies;
- (iii) Are knowledgeable about investment issues and decisions; and
- (iv) Have reputations of integrity

### IV. Closing.