



a quiet revolution™

FMF&E Wealth Management, LLC Leads Formation of Bright Sky Group, LLC

Syracuse firm is a founding member of national alliance of investment advisors

(East Syracuse, NY – Dec. 14, 2009) FMF&E Wealth Management, LLC of East Syracuse, NY is a founding member of Bright Sky Group, an innovative alliance of independent investment advisors. The alliance was formed based on a shared commitment to protecting client interests, and a fresh approach to investment and wealth management.

“Decades of historical data – and the turbulent markets of the past 18 months – prove how difficult it is to predict the movement of stock prices. Still, Wall Street continues to promote stock picking and market timing as preferred investment strategies,” says Chris Gardner, president of FMF&E Wealth Management. “We feel strongly that allocating money to a range of asset classes is a far better alternative for the investor. We’re proud to be part of Bright Sky Group, a leading voice for asset class investing,” Gardner says.

Bright Sky Group is a national alliance of independent state or SEC-registered investment advisors who provide wealth planning and fee-only investment advisory services to individual and institutional clients. The group’s 20 member firms, with a combined \$2.5 billion under advisement as of September 30, 2009, share a strong commitment to ethical conduct and an investment philosophy that focuses on disciplined asset allocation and long-term financial planning.

Bright Sky Group was created as a forum for investment advisors committed to putting client interests first. To be invited for membership, firms must meet Bright Sky’s high standards, including an unsurpassed commitment to regulatory compliance and fiduciary responsibility. All members are subject to independent compliance review and must have in place a comprehensive code of ethics supported by ongoing training and education.

“We see a quiet revolution underway today, where investors are looking for more than the traditional Wall Street model was designed to deliver,” says Rodney Van Loon, Chief Operating Officer of Bright Sky and principal of AVL Wealthcare of Gulfport, MS. “Our members are committed to meeting these rising client expectations – for more useful information, stronger planning, and more respect. That’s what Bright Sky Group is all about.”

About Bright Sky Group

Visit Bright Sky at www.BrightSkyGroup.com.

About FMF&E Wealth Management, LLC

FMF&E Wealth Management, LLC of East Syracuse, a SEC-registered investment advisor, provides wealth management services to individuals, institutions, and 401k plans. In addition to 20 years in the financial services industry, Chris Gardner, the firm’s president, has been an adjunct professor in The Martin J. Whitman School of Management at Syracuse University since 2003.

FMF&E Wealth Management, LLC was formed in 2000 by the Principals of our affiliated accounting firm Firley, Moran, Freer & Eassa, P.C. Based in East Syracuse, NY, Firley, Moran, Freer and Eassa, P.C. began business in 1980 and has more than 60 professional employees. For more information, visit www.fmfwealthmgt.com.

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