



Financial Service Standards, LLC
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FOR IMMEDIATE RELEASE

PHOTO ATTACHED

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Pivrotto Named Vice-President/Chief Operating Officer For Financial Service Standards, LLC.

Pittsburgh, PA, January 18, 2007--Sharon Pivrotto has been named vice president/chief operating officer of Financial Service Standards, LLC, (FSS) based in Pittsburgh, Pa., a company devoted to identifying and raising the service standards of financial professionals through training, tools, certification, peer exchange and on-going professional support and education.

A ten-year veteran of the financial services industry, Pivrotto previously founded The American Dream Group—an online contest and resource site. Pivrotto also managed a Pittsburgh office of Edward Jones as a licensed securities and insurance professional, and served four years on active duty in the U.S. Army.

In collaboration with Robert Morris University, FSS is now spearheading the 401k Service Training Program,TM an accredited 16-hour training course for investment advisors that culminates in a new designation — the “PPC”, Professional Plan Consultant. To date, FSS has trained nearly 100 retirement professionals. The course is accepted as continuing professional education for certified financial planners (CFPs) and for accounting professionals.

“Sharon Pivrotto has been a vital force in raising the standards among retirement professionals,” explains Don Settina, president and co-founder of FSS who’s an industry veteran with 20 years in financial and retirement planning. “She has helped to develop one of the most comprehensive training and certification programs in the 401k industry. In doing so, she’s helped advisors and 401k sponsors alike to approach their responsibilities for managing retirement programs at a fiduciary level.”



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About Financial Service Standards LLC

Financial Service Standards, LLC is a Pittsburgh-headquartered company devoted to identifying and raising the service standards of financial professionals through training, tools, certification, peer exchange and on-going professional support and education. Founded in 2005 by Donald Settina and Sharon Pivrotto, FSS is currently spearheading programs targeted at retirement advisors and is developing programs targeted at personal investment and insurance advisors.

For more information, contact info@financialservicestandards.com or visit www.financialservicestandards.com.

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(photo below)



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**SHARON PIVROTTA NAMED VICE-PRESIDENT/CHIEF OPERATING
OFFICER FOR FINANCIAL SERVICE STANDARDS, LLC. OF PITTSBURGH**