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Griffin Black, Inc. Helps Found the Valley Finance Forum

*New Independent Consortium Focused on the Needs of Business Professionals and
Entrepreneurs for Information about Personal Finance*

September 24, 2009 – Redwood City, CA – Griffin Black, Inc. has teamed with eight other leading financial planning and wealth advisory firms to found the Valley Finance Forum.

The Valley Finance Forum’s mission is to promote and enhance understanding of personal financial issues, both simple and complex, which are relevant to the Silicon Valley community. It will provide opportunities for experts and thought leaders to come together with business professionals for both networking and provocative discussion on topics of relevance. The Forum is about the intersection of Silicon Valley life, business, and personal finance.

The Valley Finance Forum was created by a group of independent wealth management and financial advisory firms that offer an alternative to the approach taken by major Wall Street firms to serving high net worth clients. The firms involved in the Valley Finance Forum and its steering committee are all members of the National Association of Personal Financial Advisors (NAPFA), an organization well known for its high ethical standards, the competency of its members, and a strictly fiduciary relationship with their clients.

“Unfortunately, personal finance is not commonly taught in high school, in college, or even in graduate business programs,” said Jane Beule, president of Griffin Black, Inc. “Yet the more successful one becomes in business the more complex and demanding one’s own personal financial issues also become. We are excited to participate in the Valley Finance Forum and to be working with other independent firms to try to better address the needs of Silicon Valley professionals for timely and objective information on topics related to personal finance.”

Two well known professional firms, Bowne & Company and Sheppard Mullin, have shown their support by becoming founding sponsors of the Valley Finance Forum. Other firms that may be interested in supporting the VFF mission are encouraged to contact Jane Beule at Griffin Black, Inc. or another Steering Committee member listed at <http://www.valleyfinanceforum.org/aboutus.html>.

About The Valley Finance Forum

The Valley Finance Forum is a consortium of independent wealth management and financial advisory firms in the Silicon Valley. It was created to provide Silicon Valley’s entrepreneurs, executives, and professionals with opportunities to expand their understanding of personal finance issues that affect their lives and their businesses. You can learn more about the Valley Finance Forum at www.valleyfinanceforum.org.

About Griffin Black, Inc.

Griffin Black, Inc. is a boutique financial planning and investment management firm serving clients in the Silicon Valley and nationwide. We are dedicated to helping clients enjoy happier, more prosperous, and less stressful lives. In addition to sound investment management, Griffin Black helps clients better understand and manage their personal cash flow, lower their financial risk, and reduce the cost and complexity of their financial lives. You can read more about Griffin Black at www.griffinblack.com.

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