



**ELIZABETH A. THORLEY, MS, CFP<sup>®</sup>, CLU<sup>®</sup>, AIF<sup>®</sup>, AEP<sup>®</sup>  
ATTENDS NATIONAL EDUCATIONAL CONFERENCE FOR  
FINANCIAL ADVISORS**

**Pittsford, NY (November 17, 2017)**—Elizabeth Thorley, CEO & President of Thorley Wealth Management in Pittsford, NY, recently attended a national educational conference for independent financial advisors. Hosted by Commonwealth Financial Network<sup>®</sup>, the nation’s largest privately held Registered Investment Advisor–independent broker/dealer, the event drew 1,641 affiliated advisors, staff, guests, and sponsors from across the nation. Participants gathered in San Diego, California, October 11–14, 2017, where they connected and collaborated with peers, colleagues, and industry partners to strengthen their leadership skills and enhance the high-end service that they provide to clients.

With the theme, “Personal Currency: Human Connections | Patterns for Success,” the conference encouraged attendees to explore how the relationships that they build, nurture, and sustain—both professionally and personally—influence their success.

Members of Commonwealth’s leadership team addressed attendees, with Wayne Bloom, CEO, speaking candidly about the firm’s decision-making process—specifically addressing how valued input from and open lines of communication with advisors have helped inform and drive decisions with regard to the Department of Labor fiduciary rule. Bloom expressed appreciation for and a resolute commitment to Commonwealth’s 1,710 advisors and affirmed that, looking ahead, they are perfectly positioned for success. John Rooney, managing principal of the firm’s San Diego office, highlighted some key growth milestones for the firm. Brad McMillan, chief investment officer, provided perspective on the markets and economy.

Renowned keynote speakers offered topical remarks tailored specifically to an advisor audience. In an informal “fireside chat,” Madeleine Albright, Secretary of State (1997–2001), joined by Commonwealth’s Joni Youngwirth, managing principal, practice management, offered insights about effective diplomacy. Citing being prepared, being yourself, and maintaining a sense of humor as critical elements to building bridges, Albright outlined the real keys to diplomacy as the ability to put oneself in another person’s shoes and to have a clear understanding of what the other person wants.

Ken Blanchard, author, leadership expert, and cofounder of international management training and consulting firm The Ken Blanchard Companies®, spoke about the innate leader in everyone, encouraging all to bring a positive mind-set to personal interactions and to practice humility. International portrait photographer Platon brought the conference theme to life, sharing powerful personal stories about connecting on a human level with his subjects—from Bill Clinton to Vladimir Putin—to tell the most authentic story possible through his photographs.

Thorley attended a wide array of educational sessions, panel discussions, and networking events on topics ranging from wealth management, retirement opportunities, and business growth strategies to the changing regulatory landscape, evolving fiduciary responsibilities, and information security and privacy issues.

### **About Thorley Wealth Management**

Thorley Wealth Management has been providing individuals and organizations with financial guidance since 1987. Located at 1478 Marsh Road, Pittsford, NY 14534, the firm prides itself on crafting unique strategies for each client. For more information, please visit [www.thorleywm.com](http://www.thorleywm.com). Securities and advisory services offered through Commonwealth Financial Network member FINRA/SIPC, A Registered Investment Adviser. Fixed insurance products and services offered through CES Insurance Agency.

### **About Commonwealth Financial Network**

Founded in 1979, Commonwealth Financial Network, member FINRA/SIPC, is the nation's largest privately held Registered Investment Adviser-independent broker/dealer, with headquarters in Waltham, Massachusetts, and San Diego, California. The firm supports 1,710 independent financial advisors nationwide. For more information, please visit [www.commonwealth.com](http://www.commonwealth.com).

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