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**Veteran Female Financial Adviser Alexandra Armstrong Recognized with Inaugural
InvestmentNews Lifetime Achievement Award**

NEW YORK—November, 23, 201—*InvestmentNews* is pleased to announce Alexandra Armstrong as the first recipient of the *InvestmentNews* Lifetime Achievement Award. Armstrong, 76, is the iconic founder and chairwoman of Washington, D.C.-based Armstrong Fleming & Moore, Inc. The award acknowledges Armstrong’s enduring dedication to encouraging women to embrace financial planning as a career or as the pathway to financial security over the course of her more than 40 years in the financial services industry.

“It is an honor to celebrate the hard work and accomplishment of Alexandra Armstrong with the inaugural *InvestmentNews* Lifetime Achievement Award, which recognizes women who are pioneers in the field of financial planning,” said Frederick P. Gabriel Jr., editor of *InvestmentNews*. “Alex epitomizes the essence of this award. She has overcome obstacles, shattered glass ceilings and has paved the way for future generations of financial advisers.”

In 1977, Armstrong was the first person in Washington, and one of the first women in the nation, to become a certified financial planner. Focused on helping other women, especially widows, she co-wrote a book with psychologist Mary Donahue called, “On Your Own: A Widow’s Passage to Emotional and Financial Well-Being” (Dearborn Trade Publishing). The book is on its fifth edition and today her firm serves 475 clients. Armstrong has also mentored dozens of women—and men—to foster the growth of financial planning into a bona fide profession.

Armstrong will officially receive the *InvestmentNews* Lifetime Achievement Award at the Women to Watch gala in New York on March 16th.

Her inspiring story is detailed in the November 23rd issue of *InvestmentNews*, devoted exclusively to women in the advice business. The issue also features *InvestmentNews*’ inaugural Women to Watch list, recognizing 20 women in the industry who have demonstrated success, leadership, ability to effect change, willingness to help other female professionals and community service.

InvestmentNews
**WOMEN
to WATCH**

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