

Shareholder Group Debuts Interactive Site, Resource Center

By Staff, Fund Directions, December 2011

Shareholder advocacy organization **Coalition of Mutual Fund Investors** has relaunched its website with the goal of creating an online library of resources for both investors and mutual fund professionals, including trustees. The site, www.investorscoalition.com, debuted in 2003, and this marks the first time it's been upgraded, according to **Niels Holch**, executive director.

"We did a reboot of [the site] this summer because it was not engaging people...Now I've organized everything by issues and by cases, and we've made it much more interactive," Holch told *FD*. Before the new site went live in late October, site visitors were unable to comment on any information and there were no **Twitter** or **Facebook** links, he explained. "I've tried to make it a resource center; I'm about building a library," Holch said.

The site features different "buckets" of information, including "Regulatory Tracker," "Legislative Tracker," and "Litigation Tracker," as well as an archive of news articles and comment letters, columns and white papers authored by CMFI. It offers an email alert service to keep followers up to date on regulatory, legislative and litigation developments.

Among topics covered on the site that are of interest to mutual fund directors are money market fund reform, 12b-1 fees, hidden omnibus accounts, and market timing issues.