

**PRESS RELEASE - October 28, 2008**

**Alan Parris is the Keynote Speaker for Bachrach & Associates Inc. Values-Based Financial Planning™ Academy 1.**



San Diego, October 28, 2008: Bachrach & Associates, Inc. (BAI) has announced that renowned Author, Speaker and Business Leader Alan Parris will be delivering the keynote address at BAI's Academy 1 on November 9<sup>th</sup> in San Diego. Mr. Parris is the author of several books including "This is Your Time", and "Taking Charge: Lessons in Leadership." He is a recognized member of the Speakers Round Table. Mr. Parris uses his diverse life experience to deliver relevant messages on leadership, sales, and cycles of change to executives, managers, marketing and sales teams throughout the world. Alan's audiences benefit from his sound business judgment, hard won expertise and practical solutions for dealing with reversals and taking full advantage of booms. He is an expert in change, leadership, selling and sustaining success.

BAI offers three Academy 1 and three Academy 2 events each year to help financial advisors implement the principles of Values-Based Financial Planning™. Values-Based Financial Planning™ evolves advisors from *financial service providers* to *financial service professionals*. While traditional *financial service providers* manage practices that are product-centric and sales-focused, *financial service professionals* develop practices that are client-centric and focused upon establishing high-trust relationships. Academy 1 concentrates on helping Advisors learn how to create an inspirational environment for clients that centers upon gaining clarity of the clients' values and goals as a basis for their plans. Academy 2 concentrates on helping Advisors build their practices through earned referrals and reinforces the philosophy of providing value to all referred parties regardless of whether they ever become clients.

BAI's next Academy 1 is scheduled for March 13<sup>th</sup>-15<sup>th</sup> and the next Academy 2 is schedule for January 23<sup>rd</sup>-25<sup>th</sup> (both at the Marriott Del Mar in San Diego, CA). Additional information is available at [www.baivbfp.com](http://www.baivbfp.com)