

Contact: John M. Bushby
BAI, Inc.
Phone 858 558 3200
Fax 858 558 0748

8380 Miramar Mall
San Diego, CA 92121
jbushby@bachrachvbs.com
www.baivbfp.com

**Bachrach &
Associates, Inc.**

Press Release

Bachrach & Associates, Inc. Founder, Bill Bachrach to be Keynote Speaker for Ameriprise in Houston

San Diego, August 22, 2008: Bachrach & Associates, Inc. (BAI) has announced that internationally renowned author and speaker Bill Bachrach will deliver the keynote address at the Ameriprise Education Day Symposiums on September 11th in Houston. Mr. Bachrach will speak to Ameriprise's Franchise Consultants on the principles of Values-Based Financial Planning™. He will show them that by applying the principles of Values-Based Financial Planning™ they can build high-trust relationships with their clients so that the client can achieve their goals for the reasons that are important to the clients'.

Additional information is available at www.BAIVBFP.com/news_aw_sched.html.

Bill Bachrach

Bill Bachrach is one of the most recognized "names" in the Financial Services industry and was named "one of the four most influential people in the Financial Services industry" by Financial Planning Magazine. As the "father" of the Values-Based Financial Planning™ philosophy and the Trusted Advisor concept, Bill's work has had a profound impact on how Financial Professionals conduct business, and he has stood at the forefront of the movement to transform the Financial Services industry into a true profession.

Mr. Bachrach is the author of four of the industry's most definitive works, including Values-Based Financial Planning and High-Trust Leadership (co-authored with Norman Levine), and he has delivered well over 1000 presentations worldwide including presentations for:

- Financial Planning Association's Success Forum (seven times)
- Million Dollar Round Table (four times)

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- Top of the Table (three times)
- Court of the Table
- NAIFA
- CAIFA, and
- Virtually every major firm within the Financial Services industry

Bill is a nominee for the National Speaker's Hall of Fame and is a member of the Speakers' Round Table; an organization comprised of 20 of the most celebrated speakers in the world.

On a personal note, Bill Bachrach successfully completed the Hawaii Ironman Triathlon in 1998. The 2.4 mile swim, 112 mile bike, and 26.2 mile marathon run held annually under difficult conditions is considered to be the toughest single-day athletic event in the world. He uses this and other unique life experiences to captivate the audiences at his speaking engagements.

Bachrach & Associates, Inc. (BAI)

Bachrach & Associates, Inc. vision is to transform the Financial Services industry into a true profession.

Since 1988 Bachrach & Associates, Inc. has developed and continues to evolve a broad spectrum of programs, resources and services to help financial professionals create rewarding financial services practices. Founded by internationally renowned speaker and author, Bill Bachrach, BAI is headquartered in San Diego California. Mr. Bachrach remains one of the most influential people in the financial services industry.

BAI is the leading professional development firm in the Financial Services industry with over 20 years of experience in creating and delivering world-class Programs, Resources and Services to fulfill its core Vision, Mission and Values.