

PRESS RELEASE - January 22, 2009

Tom Gay is the Keynote Speaker for Bachrach & Associates Inc. Values-Based Financial Planning™ Academy 2.



San Diego, January 2009: Bachrach & Associates, Inc. (BAI) has announced that renowned entrepreneur, Tom Gay will be delivering the keynote address at BAI's Academy 2 on January 24, 2009 in San Diego. Mr. Gay is the founder of National Decision Systems (NDS), a research company which grew to prominence throughout the US. The technology for NDS was the basis for the target marketing industry, and the company soon became the largest provider of technology to help marketers know who their consumers would be. Tom sold NDS in 1998 to Equifax. In 1990 Tom founded Vista Environmental Information. This company gathered environmental information. The business grew to 1,000 employees and was listed on the Nasdaq. In 2000, at \$100 Million in revenue, Vista was merged with five other companies and became Fidelity National Financial. It was at this point that Tom turned his attention to South Africa and began to apply his entrepreneurial skills once more with Monte Christo Ministries, with a focus on self-sufficiency and sustainability for long-term impact in South Africa. Tom and his wife, Patti, moved to South Africa in 2002 where they continue their work with Monte Christo Ministries.



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 13th-15th and the next Academy 2 is schedule for May 15th-17th (both at the Marriott Del Mar in San Diego, CA). Additional information is available at www.baivbfp.com