

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

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

**Bachrach &  
Associates, Inc.**

# Press Release

## **Bachrach & Associates, Inc. Announces Scott McKain to be Keynote Speaker at September Academy 2**

**San Diego, July 30, 2008:** Bachrach & Associates, Inc. (BAI) has announced that internationally renowned author and speaker Scott McKain will deliver the keynote address at BAI's upcoming Academy 2. Mr. McKain is the best-selling author of "All Business is Show Business" and "What Customers Really Want". He is a recognized member of the Speakers Round Table. He will be talking about the purpose of business is to create compelling experiences for their customers.

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 schedule for November 9<sup>th</sup> – 12<sup>th</sup> and the next Academy 2 is schedule for September 12<sup>th</sup> – 14<sup>th</sup> (both at the Marriott Del Mar in San Diego, CA). Additional information is available at [http://www.baivbfp.com/pgm\\_schedule\\_aw.html](http://www.baivbfp.com/pgm_schedule_aw.html).

**For Release 9 a.m. PDT, August 4, 2008**

*more*

**Scott McKain**

Scott McKain is Vice Chairman of Obsidian Enterprises, a dynamic holding company with interests in widely varied businesses: from a finance company to butyl rubber reclamation, from manufacturing trailers to leasing celebrity coaches, from cosmetic surgery to publishing magazines. His original and uniquely perceptive insights into business not only currently provide the basis for his books and platform content, but also assisted in forming the foundation of a company that has grown from a small investment to \$100 million in annual sales in a very short period.

He is also the Co-founder and Principal of The Value Added Institute, a think-tank that explores the role of the customer experience in creating lifelong client loyalty. The work of the VAI has been featured in many national publications, particularly in the financial services industry.

Literally thousands of organizations, readers and audience members have improved their profitability and enhanced their business from Scott McKain's concepts.

**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.