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**Bachrach &
Associates, Inc.**

Press Release

Bachrach & Associates, Inc. Announced Dr. Terry Paulson as its Keynote Speaker at July Academy 2

San Diego, July 30, 2008: Bachrach & Associates, Inc. (BAI) has announced that internationally renowned author and speaker Dr. Terry Paulson delivered the keynote address at BAI's Academy 1 on July 12th in San Diego. Dr. Paulson is the author of several books including "They Shoot Managers, Don't They?" He is a recognized member of the Speakers Round Table. Dr. Paulson said, "One irony of life is that the people you most want to spend time with you have to schedule time to even see. The people you least want to be with will find you wherever you are. It's time we treat our time investments as carefully as we do your financial investments."

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 9th – 12th and the next Academy 2 is schedule for September 12th – 14th (both at the Marriott Del Mar in San Diego, CA). Additional information is available at http://www.baivbfp.com/pgm_schedule_aw.html.

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

more

Dr. Terry Paulson

Terry Paulson is a PhD psychologist, a recognized expert on change management and author of the popular books, *They Shoot Managers Don't They*, *Paulson on Change*, *Making Humor Work*, *50 Tips for Speaking Like a Pro*, and *Can I Have the Keys to the Car?* For more than 30 years, Dr. Paulson has been helping audiences transform their self-limiting beliefs into self-fulfilling breakthroughs to achieve their personal and professional goals. Terry will motivate your audience through his unique and memorable personal stories and engaging humor, teaching them leadership and life lessons that they can use for years to come. He will help your people transform challenges into choices, obstacles into opportunities, and setbacks into stepping stones to success.

Terry is considered by many to be the preeminent expert on the human side of change management. His programs have touched thousands, around the globe through his live keynote programs and online ezine. Terry's presentations are more than motivational. His dynamic and compelling programs provide both the attitude adjustment and the practical strategies for organizations, leaders and teams to make strategic change work!

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.