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**Bachrach &
Associates, Inc.**

Press Release

Bachrach & Associates, Inc. Offers a New Way to Increase Participants Potential at its Academy 2 Training in September

San Diego, July 30, 2008: Bachrach & Associates, Inc. (BAI) has announced that it will offer attendees at the September Academy 2 an additional method of “experiential learning”. Participants in this September’s event will have the opportunity to enroll in a one-day “ropes course” conducted by Way of Adventure Training. This one-day event will challenge the participants to navigate a challenge course constructed of ropes so they can recognize and overcome perceived risk. This hands-on challenge will help participants overcome perceived self limitations and build confidence.

The motto of the course is : “Leap into your full potential with a Spirit of Adventure”

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

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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.

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.