

PRESS RELEASE - February 21, 2009

Tom Voccola is the Keynote Speaker for Bachrach & Associates Inc. Values-Based Financial Planning™ Academy 1.



San Diego, February 2009: Bachrach & Associates, Inc. (BAI) has announced that renowned Engineer, Programmer, Retailer, Marketing & Sales Executive & Entrepreneur Tom Voccola will be delivering the keynote address at BAI's Academy 1 on March 15, 2009 in San Diego. Mr. Voccola is a visionary. His goal is to inspire a new generation of leaders. Leaders who transcend ego and its fear based agenda, to experience the authentic fulfillment of self and others. Tom's success stems from his insatiable curiosity and his ability to translate esoteric principles into a language that can be understood by the rest of the world. His understanding of what makes relationships work and how good relationships work for the good of the company led him to co-found CEO² and create the concepts that make CEO² unique.

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 2 is scheduled for May 15th -17th (at the Marriott Del Mar in San Diego, CA). Additional information is available at www.baivbfp.com