

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' CEO Terry O'Hara to Moderate Panel at the Reuters AdvicePoint Forum in Long Beach

San Diego, May 14, 2008: Dr. Terrance J. O'Hara, President and CEO of Bachrach & Associates, Inc.(BAI) will moderate a discussion panel at the Reuters AdvicePoint Forum CA on June 3, 2008 at the Hyatt Regency in Long Beach, CA. The panel's topic is "How to be Heard: Focusing Your Marketing Message."

Dr. O'Hara, a recognized expert in strategic marketing, will moderate a panel that will be discussing client segmentation and niche marketing. O'Hara noted, "As the moderator, my role is to stimulate conversation and share ideas with the other panelists with respect to how to create an "Ideal Client Profile" and effectively market to that niche. My firm helps teach financial professionals how to expand their practices by referral only, and client segmentation plays a major role in that philosophy. It should be an interesting, entertaining and informative program."

The Reuters AdvicePoint Forum CA is one of four major investment advisory events sponsored by Thomson Reuters and the only one held annually in California.

Dr. O'Hara's Biography

Dr. Terrance J. O'Hara is the President and CEO of Bachrach & Associates, Inc. Dr. O'Hara has an extensive business background. He has served as President and Chief Executive Office for a number of companies in a variety of industries including an executive consulting boutique specializing in CEO mentoring, strategic planning, and acquisitions and divestitures as well as number of leading-edge technology companies. Dr. O'Hara has also served as a senior executive heading up sales, marketing and strategic planning for several multi-billion dollar, international corporations including The Buhrmann Group/Corporate Express (Netherlands), Moore Corporation Ltd. (Canada) and The Reynolds & Reynolds Company (US).

For Release 9 a.m. PDT, May 13, 2008

[more](#)

Prior to entering the corporate world, Dr. O'Hara was involved in professional sports and then enjoyed a distinguished career as a litigating attorney. He achieved further distinction as a nationally recognized speaker on Financial Analysis for The American Management Association.

Dr. O'Hara has served on, and chaired, numerous Boards of Directors, Boards of Advisors and Boards of Governors for corporate, charitable, educational and social organizations in a wide variety of industries including the computer, consulting, media, microbiology, retail and systems integration industries. He currently serves on four Boards, chairs two, and is the senior member of a major university's Board.

Dr. O'Hara's academic credentials include a Juris Doctorate degree from the University of Cincinnati, Executive MBA studies at the Kellogg School of Management at Northwestern University, and a Bachelor of Science degree in Industrial Management/Engineering from the University of Cincinnati where he graduated *Summa Cum Laude*.

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.