



NEWS

For immediate release

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Securities America to Hold 14th Annual Assistant University

La Vista, Neb. (Aug. 23, 2011) – [Securities America](#), which pioneered the idea of a conference for advisors' assistants in 1997, will hold its 14th Annual Assistant University on Oct. 4-5, 2011, at the Hilton Omaha.

“As the first independent broker/dealer to develop a stand-alone conference for support staff, we recognize the critical role that assistants play in the success of a financial advisory practice,” said Kirk Hulett, senior vice president for strategy and practice management.

Assistant University 2011 is a two-day intensive workshop which offers more than 30 sessions within four educational tracks – Emerging, Experienced, Advanced and Designated Principal. These educational tracks are designed to help office staff at all levels of experience and responsibility increase their knowledge in technology, compliance, operations and practice management. The conference combines formalized classroom learning with focused small-group discussions, networking opportunities and "hands-on" use of Securities America's technology.

In addition to the main conference tracks, attendees can schedule one-on-one technology consultations to get focused, hands-on training, answers and advice from a Securities America technology expert. Licensed staff members will have the opportunity to complete their 2011 Firm Element requirements. Attendees can also choose to stay an extra day for a post-conference session on the ins and outs of utilizing the Albridge Wealth Reporting system.

According to returning attendee Cathy Dolphyn of Marino Stram & Associates in Braintree, Mass., “The most impactful part of Assistant University is getting to connect, in person, with home office people. It’s also a great opportunity to meet and network with peers – people that do the same thing you do from different cities and states – to bounce ideas off them, find out what other offices are doing, and build those efficiencies into our office.”

The annual event is also an opportunity for a meeting of the Sales Assistant Advisory Board whose members represent office staff from across the country. This meeting, along with scheduled conference calls throughout the year, provides an opportunity for assistants to offer improvement ideas and initiatives to Securities America based on their experience on the front lines.

“Our feedback from assistants who attend and the advisors they support is that Assistant University is worth every bit of the investment and time spent out of the office,” Hulett said. “We pack so much information into this event each year that many assistants attend year after year to brush up on their skills, connect with their peers and learn about Securities America’s new programs and services.”

About Securities America

Headquartered in La Vista, Neb., Securities America, Inc. has more than 1,800 financial professionals nationwide with approximately \$46 billion in client assets under their supervision. Securities America Advisors, Inc. is an SEC-Registered Investment Advisory firm with more than \$15 billion in assets under management and administration that offers investment management, financial advice and financial planning through financial advisors. For more than 25 years, Securities America's mission has been to foster the success of financial professionals so they can provide quality, objective counsel and services to their clients. Additional information is available at www.securitiesamerica.com.

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