



NEWS

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Don Patrick Attends Securities America National Conference

Local Financial Advisor Shares Insight with Peers During Conference Panels

ATLANTA, GA (June 25, 2007) – Don Patrick, managing director of Integrated Financial Group in Atlanta, recently attended the Securities America National Conference in Salt Lake City, Utah, June 2-4. Patrick was invited to sit on four panels during the conference, to share his experience and knowledge with fellow advisors.

Speaking about his participation in a program that provided group public relations and marketing services, Patrick said: “I think PR is one of the most powerful things small business owners can do. However, Like anything else,, you must commit for it to be successful.”

Think you know everything you need to know about running a business? In “Can Coaching Help You Grow Your Business,” Patrick said: “Even Tiger Woods has a coach.” Patrick shared his experience and those of consortium advisors who have excelled as a result of coaching. For anyone who has big goals or has hit a ceiling, coaching is a must.”

In a third panel, Patrick offered sage advice to fellow advisors about transitioning to a fee-based business. Commenting on the mindset necessary to make the model a success, Patrick emphasized,

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“This model places the advisor on the same side as the client. Different from the transaction model, a fee advisor assumes a fiduciary capacity.”

In a fourth panel, Patrick shared what he deems the keys to growing and leading a successful wealth management organization such as the Integrated Financial Group consortium of independent financial planners.”

The three-day annual conference created an opportunity for representatives and advisors to build relationships and share best business practices with professional colleagues. This year’s theme, "Strong Foundations, New Frontiers," incorporated a curriculum of over 90 educational sessions and keynote speakers to give attendees success strategies and real-world ideas on how to provide enhanced advice and services to their clients. The sessions were organized into several tracks such as Marketing, Wealth Management, Asset Management, Managed Opportunities, Practice Management, e*Office and Financial Planning.

About Don Patrick and Integrated Financial Group

Don Patrick, Managing Director of Integrated Financial Group in Atlanta, Georgia, has been serving clients as a financial advisor for over 26 years. Patrick earned his MBA from the University of Southern California. Undergraduate studies were completed at Loyola University Los Angeles in the areas of finance and economics. He served as a pilot in the U.S. Air Force, graduating first in his class. He is also a member of the Financial Planning Association, the nation’s largest organization of professionals dedicated to championing the financial planning process. He has completed additional studies and passed a rigorous certification examination and is authorized to use the CFP® mark of distinction. Integrated Financial Group, an independent financial planning consortium of advisors, delivers practical, effective financial solutions aimed at addressing the long-term financial planning needs of their clients.

For five years listeners in south Florida relied on Patrick to deliver sound, accurate financial advice as co-host of a radio talk program. He taught financial planning at Georgia State, North Metro Technical College and Gwinnett Technical College. Listed in Who’s Who of Investment Management Consultants, Patrick recently authored a book titled *Keep Your Nest Egg from Cracking – What You Need to Know*.

Visit www.integrated-financial-group.com for more information about Mr. Patrick and the consortium of advisors.

About Securities America

Based in Omaha, Nebraska, Securities America, Inc. has more than 1,800 financial professionals nationwide with more than \$36 billion in client assets under their supervision. Securities America Advisors, Inc. is an SEC-registered Investment Advisory firm with more than \$11 billion in assets under management and administration that offers investment management, financial advice and financial planning through financial advisors. Securities America's mission is to foster the success of financial professionals so they can provide quality, objective advice and services to their clients. Additional information is available at www.securitiesamerica.com.

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NOTE:

When you need a knowledgeable professional, to speak on complicated financial topics in an easy-to-understand and lively way, please call Don Patrick and the consortium of advisors at Integrated Financial Group.

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