



Don Patrick, CFP®, MBA

NEWS

For Immediate Release

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Don Patrick Speaks at The 2008 Tech Tools for Today Conference

Atlanta, GA (January 22, 2008) – Don Patrick, an Atlanta-based CERTIFIED FINANCIAL PLANNER™ professional, delivered a presentation titled “*Mind-Mapping Software: A Different Way of Framing Solutions*” before independent financial advisors from around the country on January 11th at the Gaylord Palms Resort & Convention Center in Orlando, Florida.

Patrick sat on a panel of professionals that addressed mind mapping software and the benefits of this tool to the financial planning process. Some of the benefits Patrick covered:

- Mind maps can give clients a picture of their overall financial plan in the form of a diagrammed snapshot. “Clients find this very useful,” said Patrick
- Mind mapping software is well suited to estate planning work, providing a visual illustration of concepts, such as A/B trusts, to clients.

“We love this software for many reasons and use it in many capacities. In my view, this is the ultimate confluence of technology and people,” says Patrick. As Managing Director of the Integrated Financial Group, Patrick has been utilizing mind mapping software since 2006.

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A sought-after financial planner, Patrick has recently delivered presentations at the national conferences for Securities America, Inc. and at the Society of Financial Service Professionals. Patrick has been interviewed by consumer publications including the *New York Daily News*, *Kiplingers Retirement Report*, www.bankrate.com and www.entrepreneur.com, as well as professional publications including *Registered Rep*, *Financial Advisor* and *Investment News*.

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.

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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