



Securities America Showcases Advisorpod.com at FPA Business Solutions Conference

OMAHA, NEB. – April 1, 2010 - Advisorpod.com, the online resource for practice management podcasts for financial advisors, made a big splash as an exhibitor at the FPA Business Solutions conference March 1-3 in Dallas, Texas.



At the Advisorpod.com booth, Securities America executives Paul Lofties and Kirk Hulett interviewed conference presenters – including some of the industry’s most experienced practitioners, consultants and content experts – for future podcasts on www.Advisorpod.com. Those topics will include:

- Online Marketing with Matt Iwerson, president of BoulevardR
- The Power of Client Surveys with Tim Jessen, principal with SagePointe Consulting
- Customer Relationship Management with Timothy Welsh, president of Nexus Strategy
- Delivering an Extraordinary Customer Experience with Rick Barrera, CEO of Overpromise Inc.
- Tapping into Clients’ Emotions with Karen Lee, Securities America advisor and owner of Karen Lee & Associates
- Promoting Yourself Through Social Media with Marie Swift, president and CEO of Impact Communications; Davis Janowski, a reporter with InvestmentNews; and Stephanie Sammons, founder of Wired Advisor™
- Employee Engagement with Kathy A. Shotkoski, Securities America vice president of human resources and training

Advisorpod.com was launched approximately one year ago by masterminds Hulett and Lofties, senior executives at Securities America, with the intention of providing brief podcasts to financial services professionals with relevant best practices and actionable tools to run an efficient and satisfying practice.

“With all of the industry buzz about social media and improving one’s online presence, we were excited to be at the conference using podcasts to share information with advisors on improving their practice,” said Hulett, senior vice president of strategy and practice management at Securities America.

“It’s been a lot of fun interviewing these wise and wonderful people,” said Lofties, Securities America’s vice president of product distribution/wealth management. “We hope advisors tune in over the coming weeks to listen to the interviews, especially if they missed the conference.”

All of the interviews and content recorded at the conference will be available for download on Advisorpod.com as either an audio or video recording. To hear the Hulett/Lofties audio interview on PRWeb, [click here](#).

About Advisorpod.com

Advisorpod.com’s mission is to provide financial services professionals with relevant best practices and actionable tools through the use of brief audio and video clips to help them achieve the ultimate success, a profitable and enjoyable financial services practice. Each podcast features an Advisorpod.com downloadable tool to help implement the ideas, strategies and tactics presented. Additional information is available at www.advisorpod.com.

About Securities America

Headquartered in Omaha, Neb., Securities America, Inc. has more than 1,900 financial professionals nationwide with nearly \$53 billion in client assets under their supervision. Securities America Advisors, Inc. is an SEC-Registered Investment Advisory firm with more than \$13.9 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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SOURCE: SECURITIES AMERICA

For details or answers to questions regarding this or any Securities America topic, please contact Deb Hansen, First Vice President Marketing, at dhansen@saionline.com or call 800-747-6111 x4600 or Natalie Hadley, Public Relations/Marketing, at nhadley@saionline.com or call 800-747-6111 x4606

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