



# News Release

**FOR IMMEDIATE RELEASE**

## **Rich Reiser Recognized for Outstanding Client Service at Investment Centers of America National Conference**

**BISMARCK, N.D. – February 13 2008** – Investment Centers of America, Inc. (ICA) recognized the efforts of Rich Reiser and more than 100 of his fellow representatives at the company’s national conference in Clearwater, Fla. The annual event, held at the Sandpearl Resort from February 27 – March 2, provided an opportunity for attendees to share strategies for developing effective solutions to help clients reach their financial goals.

“Our representatives’ success comes from their dedication to doing what is best for their clients’ individual needs,” said ICA President Greg Gunderson. “Rich has demonstrated a firm dedication to putting the needs of his clients first and has committed a generous amount of time and effort to each relationship. He exemplifies the philosophy and values that are the foundation of ICA.”

The theme of this year’s conference, “Go for the Gold”, encouraged representatives to strive for excellence by providing quality recommendations and personalized service for their clients. The event featured workshops and educational sessions designed to help the company’s representatives manage their businesses more effectively in order to take their practices to the next level.

“The primary focus for ICA’s representatives in 2008 is the ever-increasing population of retiring Baby Boomers and their need for professional financial guidance during this critical stage in their lives,” said Gunderson. “Our annual conference helps attendees find new ways to meet the evolving needs of their clients while providing the comprehensive guidance they need to help ensure a more secure financial future.”

The conference featured informative sessions designed to educate representatives on various industry topics such as health savings accounts, variable annuities and defined contribution plans. Several of ICA’s top representatives shared the secrets of their success at two interactive “Ask the Stars” sessions. Attendees also learned more about ICA’s new practice management program, AdvisorPath, and the Virtual Interoffice Platform (VIP), which allows representatives to opt for a fully-licensed, professionally trained Virtual Sales Assistant.

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Rich is Financial Advisor with Investment Centers of America located at Decorah Bank & Trust in Decorah, IA and can be reached at 563-382-9661.

Since 1985, Investment Centers of America, Inc. has been a leading provider of investment and insurance products through financial institutions and independent offices. For more information about Investment Centers of America, please visit [www.investmentcenters.com](http://www.investmentcenters.com).

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