



NEWS RELEASE

Brian Kelso, Financial Concepts LLC Attends Leaders Club in Atlanta *Leaders Gather at Cambridge's 2011 National Conference*

Kalona, Iowa – December 7, 2011 – Brian Kelso of Financial Concepts LLC, announced his recent participation in Leaders Club at the 2011 Cambridge National Conference in Atlanta, Georgia. Cambridge chose leaders to participate in this exclusive club based on their outstanding performance and exceptional levels of production.

Honorees were welcomed by Cambridge to Atlanta on Tuesday evening, November 1 with dinner and networking at the CNN News Center. A reception was also held for participants to meet and network with other Leader Club members and Cambridge executives.

On Wednesday, November 2 a full-day workshop was devoted to this exclusive event before Cambridge's National Conference began. The workshop featured two speakers, Steve Moore and Bill Acheson. Moore focused on helping management teams develop goals, strategies, and plans to drive organizational results. Acheson is well-versed in nonverbal communication helped participants with using body language to communicate effectively.

Overall National Conference participation set a new record as over 800 knowledge leaders from across the country gathered together at the Marriott Marquis to share best practice ideas between rep-advisors, engage with company executives, and meet new and long-time sponsors.

Cambridge's annual National Conference is based on a broad offering of relevant professional education for rep-advisors and access to engage with industry experts and other experienced financial professionals on a face-to-face basis. The annual conference is an example of Cambridge's recognition of the importance of providing opportunities for financial professionals to continually enhance knowledge to better serve clients.

Personally, Brian has more than thirty year's business experience and has owned and operated several corporations in a variety of industries. He completed Market Analysis studies at Western Illinois University and has served clients in the financial services sector for more than 10 years.

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