



Program Support Services Expand for CUSO Financial Services, LP and Sorrento Pacific Financial, LLC

Increased credit union and bank investment program growth expected from higher touch delivery

San Diego – July 12, 2011 – Sister companies CUSO Financial Services, LP ([CFS](#)) and Sorrento Pacific Financial, LLC ([SPF](#)) have expanded their shared management teams and resources to more effectively deliver best practices and support services to their investment programs in the credit union and regional banking industries.

The two broker dealers, which share management and back office resources, have expanded their support teams to include two new program development managers and four regional program managers (RPMs). The new position, program development manager, was created to work with senior executives at the financial institutions to match the needs of each institution with the broker dealers' core service and product offerings to increase profitability.

Don Williams, with more than 14 years of industry experience has served in several internal program development roles for CFS and SPF for the past five years. Previously, he was with a large, national broker-dealer where he worked in several capacities, including as financial institution services representative, corporate trainer and advisory services representative. Williams will take on broader responsibilities with his promotion to program development manager of the Western region.

His counterpart, Scott Duggleby, newly joins CFS and SPF as program development manager assigned to the Eastern region. Duggleby previously served as national sales management vice president for a large brokerage firm and has been a partner at a consultancy, where he developed the bank sales integration and consulting curriculum and was responsible for leading sales of management consulting software.

[Valorie Seyfert](#), president and CEO of both CFS and SPF said, "We performed extensive searches for the right talent to expand our program development services. Don is a proven member of our team and is widely respected for his leadership and industry knowledge. Scott will be a strong asset for us and will help us deliver on our promise of program support across the country. Don and Scott will drive growth and encourage integration of core offerings and current initiatives."

While Williams and Duggleby consult and manage relationships with clients at the financial institution level, the broker dealers also hired four new regional program managers to work with a group of investment programs and their advisors on a day-to-day basis. These four RPMs will design sales and marketing plans and supervise the advisors by assisting them with implementation of plans.

The four RPMs include:

- Mark Curtis will be based in North Carolina and will support credit union managed programs in three states.
- Carolyn Wilson joins SPF as regional program manager dedicated to a large regional bank in northern California.
- Thomas Hubert joins CFS as regional program manager assigned to the Northwest where he will oversee several regional credit unions.
- Lisa Stockton is assigned to the Central U.S. Stockton will manage the investment programs for four credit unions.

The four regional program managers and two program development managers provide both breadth and depth of support so client credit union and bank investment programs have access to the latest technology, strategies, and industry best practices to provide top tier investment services to thousands of consumers across the country.

About CUSO Financial Services, LP

Established in 1997, CUSO Financial Services, L.P. (Member FINRA/SIPC) has [more than 135 credit union](#) users, including 25 of the top 100 credit unions in the country. With branch offices located nationwide, and more than 350 licensed representatives, CFS is a full-service broker/dealer and SEC Registered Investment Adviser offering customized investment and insurance solutions to credit unions. For [more information](#), call 858-530-4400 or visit www.cusonet.com.

About Sorrento Pacific Financial Services, LLC

Established in 2005, [Sorrento Pacific Financial, LLC](#) (Member FINRA/SIPC) is a full-service broker dealer offering customized investment and insurance solutions, training and program development support to the banking industry and the independent channel. SPF provides expertise in key areas including retirement services, wealth management, and fee-based and insurance products for both individuals and business customers, and provides a fully-electronic account management system for advisors. www.sorrentopacific.com or call 888.805.5585

###

Contact:

Beth Walsh

760.230-2424

beth@clearpointagency.com