



## **For Immediate Release**

### **Sorrento Pacific Financial Awards Top Financial Advisors at Annual Investment Conference**

*Technology and back office resources help bank advisors achieve new levels of production and provide peace of mind for clients*

**SAN DIEGO – Aug. 29, 2011** – Sorrento Pacific Financial, LLC ([SPF](#)), a full-service broker dealer and SEC Registered Investment Adviser providing customized investment and insurance solutions to regional and community banking institutions, recognized top investment advisors at its annual user conference, held in conjunction with its sister company, CUSO Financial Services, which delivers similar services to the credit union industry. The conference, themed [“It’s a New Day 2011”](#), was held July 30<sup>th</sup> to August 3<sup>rd</sup> at the Manchester Grand Hyatt in San Diego.

According to SPF executives, continued challenges in the financial industry in 2009 and 2010 led to a greater need for customers to be educated and to feel supported. Many customers have chosen to leave big brand, wirehouse advisors for “higher touch”, regional or community-focused organizations and advisors they trust. SPF responded to this customer “flight to quality” by increasing its management staff and back office resources to provide more support to its banking investment programs and their investor clients. The company also expanded technology offerings to help advisors provide more in-depth services to investors.

At the conference, SPF recognizes its top three advisors each year. For 2010, the company honored Frank Smith of First American Bank & Trust in Louisiana with the “Chairman’s Award” as the firm’s top producer. [Smith was also the recent focus of a “Producer Profile” article](#) in *Bank Investment Consultant* magazine for the work he does coaching children in sports.

Two advisors achieved the “President’s Award”:

- [Starlette Vance of People’s Bank](#) in Mississippi – Vance rose through the ranks, transitioning from a bookkeeper position to a licensed sales assistant within the investment program. She eventually became a full investment advisor and now is one of the top advisors in her community.
- [Mike Schwenker of Farmers and Merchants Bank](#) in Iowa – Schwenker is a key member of an investment program team that works with farmers in a rural community. In his bank, investment employees are not commissioned but work on a salaried basis; they believe this allows them to always do what’s right for the client and have absolutely no conflicts. It’s a model that has worked well for Schwenker.

“Our advisors continued to prove themselves in 2010 and provided excellent service to their clients during this volatile time,” said Valorie Seyfert, president and CEO of both CFS and SPF. “Their commitment to increased education, regular communication and support for their clients has earned them the business success they deserve. Our technology expansions, back office support and marketing

tools resulted in increased credibility and growth for our investment programs, peace of mind for clients and, ultimately, growth for us as well.”

SPF has a longstanding reputation for [investment program support](#), particularly in [technology](#) as the company’s web-based data management system, dataVISION® is considered by many advisors as one of the best in the industry. This year, the company added Albridge Solutions offerings to provide enhanced data management and wealth reporting solutions to advisors within the network. The Albridge tools help advisors create customized reports for clients easily and efficiently. The firm is offering six months of the service to advisors free-of-charge, to give them time to become familiar with its capabilities.

**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](http://www.sorrentopacific.com) or call 888.805.5585

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