

FOR IMMEDIATE RELEASE

**Cannon Financial Institute Leads the Way in Helping Advisors Serve the Women’s Wealth Market**

Cannon Financial Institute launched *Leveraging Your Natural Advantage*, the premier event of Cannon Financial Institute’s Women’s Wealth Alliance in Chicago, IL August 27-28, 2012. The Women’s Wealth Alliance is an exclusive network designed for women professionals within the financial services industry. The Women’s Wealth Alliance is dedicated to serving the growing market of women investors and the unique challenges they face in the marketplace.

Julie Gneiser, a Certified Wealth Strategist® from Green Lake, Wisconsin, attended the inaugural *Leveraging Your Natural Advantage* program in Chicago, and recognizes the opportunity she sees in her practice to help her clients. “My focus continues to be on creating financial strategies that help people achieve their goals, but I have a special place in my heart for the underserved market of female investors. My success as a financial professional is measured by the success of my clients.  This program enhanced my skills in dealing with women and offered important resources to assist me in reaching out to them. The Women's Wealth Alliance will provide the support and inspiration to continue to be strong, visionary and persistent in making a difference in the lives of my family, friends and clients!”

Through this alliance, women advisors are able to connect with industry thought leaders, form support teams, network through virtual and on-site conferences and serve as advocates for women’s financial issues.

Laura Linger, head of client development for William Blair & Co., is leveraging the value of the networking opportunities created through the Women’s Wealth Alliance. "Within a week of attending the Women's Wealth Alliance program in Chicago, I was actively engaged with a few other participants, helping each other meet client needs and exchanging ideas to expand our practices."

The Women’s Wealth Alliance is a community of practitioners - successful women in the financial services industry who share a passion for and a commitment to improving the advice women investors receive in planning for their future goals. Initially brought together through a Cannon experience, alumnae build relationships to learn from each other; working together to develop a repertoire of tools, techniques, and solutions to capitalize on opportunities specific to women business owners, professionals, widows, divorcees, wives, and single women.

**ABOUT CANNON FINANCIAL INSTITUTE**

Founded in 1961, Cannon is the premier provider of professional development solutions for the world’s top financial organizations. Cannon’s instructors and consultants have earned a reputation for delivering comprehensive solutions that are focused, relevant, and strategically invaluable. Clients of Cannon consistently –and immediately – see dramatic results and improved productivity from students who have experienced our professional development solutions. As a result, hundreds of Financial Services companies have chosen Cannon as their long-term strategic partner for increasing market share, maximizing profitability, and reducing liability. Their strength and reputation rest in our ability to create high-impact professional development solutions delivered by individuals who have specific knowledge, experience, and demonstrated success in their respective area of expertise. Cannon’s professionals are on the line and in the field with clients on a daily basis, and remain at the forefront of trends, changes, and best practices shaping the Financial Services industry.

For more info about the Women’s Wealth Alliance or Cannon Financial Institute please visit our website at <http://www.cannonfinancial.com/wwa/>/wwa