



For Immediate Release
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American Portfolios Financial Services Invites Seven Influential Keynote Speakers to Connections 2011

HOLBROOK, N.Y. (July 25) — American Portfolios Financial Services, Inc. (APFS) announced it has retained the presentations of seven influential keynote speakers for the firm's Connections 2011 national conference. The conference will take place from Sept. 21-25 at the luxurious Ritz-Carlton Orlando, Grande Lakes resort in Orlando, Fla. Over the course of four days, APFS financial professionals will have access to a comprehensive business and educational agenda that includes panel discussions, B/D admin track sessions, a full day of advisory business-focused sessions, general sessions, scheduled social events for networking, top-of-mind best practice breakout sessions, and seven keynote presentations.

The afternoon of Wednesday, Sept. 21, will jumpstart what promises to be an exceptional conference with keynote speaker Bob Veres. Named one of the most influential people in the financial planning profession by *Investment Advisor* and *Financial Planning* magazines, Veres will share his wisdom and insights during a presentation titled, "The Next 10 Years: The Land of Opportunity." He will offer his best ideas on responding to the opportunities—and challenges—of market share movement and practices evolving into businesses.

APFS is overjoyed to announce that the keynote speaker for Thursday, Sept. 22, will be renowned Senator Chris Dodd. The senator and chairman of the Senate Banking Committee, who jointly proposed the Dodd-Frank Wall Street Reform and Consumer Protection Act with House Representative Barney Frank, will be sharing his insights and taking questions on the legislation that has rocked the financial services industry. While Dodd is associated by many financial professionals with terms such as senator, Congress, banking and finance, those outside of the financial industry associate him with the Peace Corps, Family and Medical Leave Act, Help America Vote Act and, more recently, the Motion Picture Association of America, where he serves as chairman and CEO. This presentation will certainly be one of the most riveting discussions in APFS conference history.

Friday, Sept. 23, will feature three different keynote speakers. The morning begins with Bob Vogel, who will share his inspirational narrative from a life-shattering skiing accident to becoming a competitive aerobatic hang glider pilot, adventurer, EMMY award-winning video producer and journalist. A friend of the firm and active participant in World T.E.A.M. Sports—an organization that brings together athletes of all cultures with and without disabilities for outdoor challenges, and one in which APFS actively supports—Vogel's presentation is sure to enthuse.

The morning continues with a presentation from APFS President and CEO Lon T. Dolber titled, "State of the firm Address—Past, Present, Future." During this session, Dolber plans to discuss APFS' strategy for future growth and a new infusion of resources being implemented into the firm. Topics include the capital units program, the value of

equity stake in the company, and where the firm is headed in terms of technology, advisory services, and the growing and expanding infrastructure. As always, Dolber's presentation is expected to be captivating, transparent and honest.

Late Friday afternoon, guests will applaud Don Connelly; known as the "guru of financial service professionals," Connelly is arguably one of the nation's most successful speakers, motivators and mentors to advisors. His entertaining and rousing speeches are fast-paced, full of extraordinary flare, and contain a compelling combination of wit, intellect, simplicity and anecdotes. Connelly's professional career boasts more than 40 years on Wall Street, as well as 19 years at Putnam Investments. Also the founder and CEO of "Don Connelly 24/7," a learning center and mentoring program for financial advisors, Connelly has clearly fine-tuned his financial skills over the years and is eager to share his knowledge.

The last day of the conference, Saturday, Sept. 24, offers two sincere and inspirational keynote speakers. Patrick Kuhse leads the morning with his incredible journey from a successful stockbroker to an international fugitive. In his presentation titled, "Prominence to Prison—Why Smart People Do Dumb Things," Kuhse will discuss his own realization on the importance of ethical behavior, and will share his insights and first-hand experiences with the issue of morality. His presentation has been described as dynamic and entertaining, and has enlightened and inspired countless audiences.

The conference rounds out with a speech titled, "Fire, Fuel and Focus: The Entrepreneur's Tools of the Trade," presented by Jerry Ross, executive director of the National Entrepreneur Center in Orlando, Fla. Named one of the "top 10 businessmen to watch in Central Florida" and described as a "virtual business incubator" by the Orlando Business Journal, Ross inspires and motivates audiences with practical examples and humorous stories that will be remembered long after the event has concluded. Ross is a strong believer that, in order for a business to succeed and survive, advisors must get out of their rut and begin to think like an entrepreneur, which requires "fire, fuel and focus."

Sept. 11, 2011, marks APFS' 10-year anniversary, and the firm could not be more pleased to celebrate this momentous occasion at the Connections 2011 conference with fellow colleagues, AP staff, AP partners and an extraordinary collection of keynote speakers.

About American Portfolios

Headquartered in Holbrook, N.Y., APFS is a full-service independent broker/dealer offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its subsidiary company, American Portfolios Advisors, Inc., (APA), an SEC registered investment advisor. Full-service securities brokerage is available through its clearing firm relationship with Pershing, LLC, the securities of which are held on a fully disclosed basis. The company currently serves more than 786 independent investment professionals located in 362 branch locations throughout the nation.

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