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**FOR IMMEDIATE RELEASE**

**ANDREW POLICANO AND RICK KELLER JOIN BILL GROSS AND  
CONSUELO MACK AT EXCLUSIVE *WISE*® EVENT ON SEPTEMBER 30  
*Continuing Education Credits Available for CFP Attendees***

Rick Keller, CFP®, Chief Executive Officer of First Financial Investment Management (formerly The Keller Group Investment Management, Inc.), and Andrew J. Policano, Ph.D., Dean of The Paul Merage School of Business, University of California, Irvine, are featured panelist during the exclusive *WISE*® luncheon event headlined by “Bond King” Bill Gross and moderated by award-winning broadcast journalist Consuelo Mack. “What is the ‘New Normal’?” takes place at the Hilton Orange County/Costa Mesa (3050 Bristol Street in Costa Mesa, Calif.) beginning at 11 a.m. on Wednesday, September 30. Two hours of continuing education credits for Certified Financial Planners are now available to attendees.

This rare speaking engagement with PIMCO Founder and Co-CIO Bill Gross reveals the “new normal” of the financial world and how it will affect one’s portfolio.

The cost per seat is \$85.00, which includes lunch, the bonus Economic Outlook and Investing Panel and the featured OC appearances of Bill Gross and Consuelo Mack.

Companies or individuals who wish to sponsor a table will have the privilege of attending a private meeting with Bill Gross before his presentation. Reservations are required. To register, or for additional information, visit [wise-investors.org](http://wise-investors.org).

Rich Keller and Dr. Andrew Policano lend their extensive market expertise to the *WISE*® event.

Keller is a recognized leader in the field of investment advisors and was named by “Worth Magazine” (1996, 1997, 1998) as one of the best financial advisors in the country. First Foundation Investment Management has over \$1 billion under management. Keller is also a trustee of the UCI Foundation and is Vice Chair of the UCI Foundation Finance & Investment Committee. In addition, he was selected to serve as consultant to the Investment Advisory Committee of The Regents of the University of California.

Dr. Policano has been dean of The Paul Merage School of Business at UCI since August, 2004. Over \$50 million has been pledged to support the school’s vision and mission and the school has hired 17 new faculty members, established 10 new chairs/professorships and is planning a new facility under Dr. Policano’s leadership.

The Merage School ranks among the top 5-10% of accredited schools, including “Business Week’s” elite Top 45 MBA programs, top 15 in the U.S. in the “Financial Times” Executive MBA programs and top 10 out of 120 Fully Employed MBA programs.

Bill Gross authors and podcasts his company’s monthly Investment Outlook and personally manages the company's flagship, the Total Return fund, which has \$158 billion in assets making it the largest mutual fund in the world. He has emerged as one of the nation's most influential financiers and makes frequent appearances on television that include PBS’s “WealthTrack with Consuelo Mack” and “CNBC draw buzz.”

Consuelo Mack is the host of PBS Television’s “Consuelo Mack WealthTrack” and is acclaimed as “The Best Money TV Host” by *Money* magazine.

*WISE*, Women Investing In Security and Education®, is a 501 (c)(3) organization dedicated to providing opportunities and expertise for the financial education of women and girls. *WISE* presents seminars and annual events that help enrich the lives of women. For more information, email [info@wise-investors.org](mailto:info@wise-investors.org) or visit online at [wise-investors.org](http://wise-investors.org).

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