Cannon Financial Institute
50 Years
1961-2011

Invest in Yourself
Invest in Your People
Invest in the Power of Learning™

CANNON®
FINANCIAL INSTITUTE

In-House
Schools
eLearning
Certification
Continuing Education
Performance Support

www.cannonfinancial.com

09/10-v2

Introduction to Cannon Fin

85% of major financial institutions have chosen Cannon as their resource to improve skills, knowledge, and productivity.

Today's Financial Services organizations face a host of challenges that require up-to-the-minute knowledge and skills to ensure success in an ever-changing environment. Industry consolidation, regulatory and competitive pressures, and the proliferation of product and technological innovations are just a few issues that profoundly impact our business. Cannon Financial Institute is uniquely positioned to help your company navigate successfully in the 21st century marketplace.

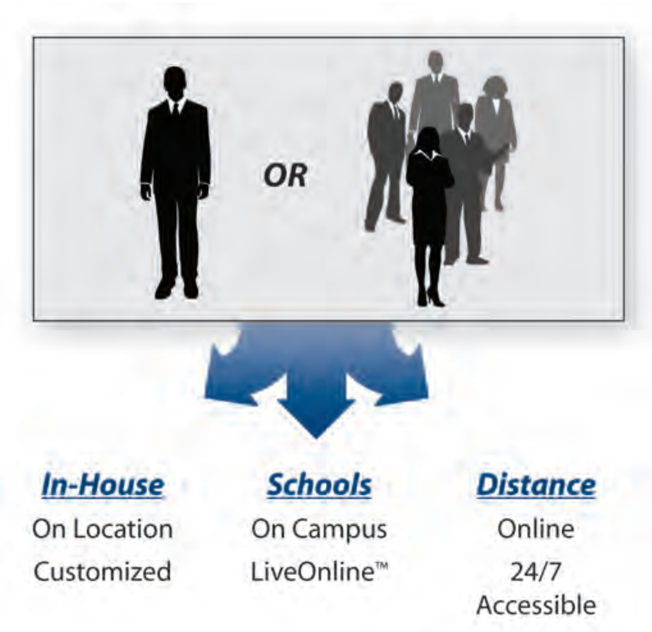
*We work **only** in the Financial Services industry, so we know the industry. We come from the industry. We know the challenges you face. We know what works.*

Cannon is the premier provider of professional development solutions for the world's top financial organizations. Our consultants and trainers have earned a reputation for delivering comprehensive solutions that are focused, relevant, and strategically invaluable. Our clients consistently – and immediately – see dramatic results and improved productivity from representatives who have experienced Cannon 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.

Cannon Financial Institute is the nation's leading professional development resource to the Financial Services industry.

Our 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. Because our professionals are on the line and in the field with clients on a daily basis, we remain at the forefront of trends, changes, and best practices shaping the Financial Services industry.

To accommodate our clients' needs and ensure success, we provide our solutions in various modes of delivery. When possible, we utilize a ***blended approach*** for delivery, allowing for time concerns, adult learning styles, and budgetary challenges. Whether via In-House, Schools, or eLearning, individuals and organizations have the flexibility to access Cannon solutions throughout their careers.



Proven Success

What our clients say:

"My team and I want to thank you for the most practical and concise presentation we have ever seen. Perhaps most importantly, your approach is actionable – something our team can implement and leverage with our existing clients, COIs, and prospects for years to come."

Unparalleled Expertise. Unsurpassed Experience.

Our professionals have spent years – in some cases, decades – designing and delivering professional development solutions that consistently earn high marks. All Cannon professionals come from highly successful careers in the industry and bring specific knowledge, experience, and demonstrated success. Combining their expertise with proven instructional design and expert facilitation skills creates an exceptional learning experience.

Recent Evaluation of Cannon Instruction by Class Participants	SCORE (1)
Overall Quality	9.69
Level of Presentation	9.62
Clarity of Presentation	9.46
Instructor's Expertise	10.00
Usefulness in Career	9.54

(1) Based on a scale of 1 to 10, with 10 being the highest mark possible.

Cannon provides a comprehensive range of capabilities in business development, relationship management, and sales management, as well as a full range of technical topic areas. Our subject matter experts and curriculum development professionals work within most, if not all, areas of Financial Services, including:

- *Wealth Management*
- *Investment Management*
- *Personal Trust*
- *Retirement Plan Sales, Service, & Administration*
- *Foundation Management & Philanthropy*
- *Corporate Trust*
- *Institutional Custody*
- *Business Banking and Credit*
- *Commercial Lending*
- *Securities Operations*
- *Risk Management*
- *Sales & Practice Management*
- *Insurance*

Whether your goal is upgrading the knowledge of professionals in technical matters or preparing them to be more productive in sales and relationship management, Cannon solutions are results-driven.

Professional Certification Results

Thousands of professionals have relied on Cannon to upgrade their technical skills in preparation for certification exams and continuing education. Our commitment to the success of those professionals is evidenced by their pass rates and test scores.

Example of Test Scores For Professional Certification (1)	
High	96
Low	70
Mean	85
Pass Rate	100%

(1) Based on test scores for AIF® certification by candidates trained by Cannon. Additional data is available upon request.

Return on Investment Through Professional Development with Cannon

Our clients consistently – and immediately – see dramatic results and improved productivity from employees who have completed Cannon courses.

Private Bank Case Study

Solution

Manager Program:
2 day Managing & Coaching for Growth
- 1 day Skills Workshop
- Weekly meetings to inspect process

Private Banker Program:
2 Day Growing Your Business
1 Day Skills Workshop

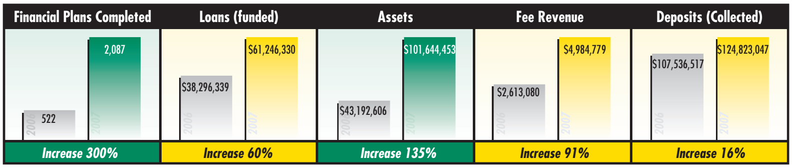
Overview

Client: Branch based Private Banking Group serving clients with $250,000 - 1 million in investable assets.

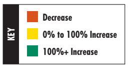
Challenge: Increase wallet share with existing clients.

Audience:
170 Private Bankers
37 Producing Managers

Organizational Success



1 year time frame



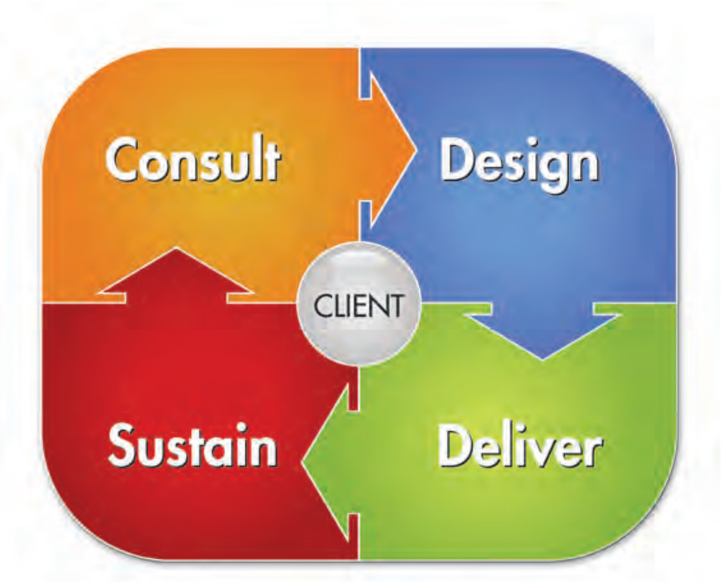
In-House

Our In-House solutions address the full complement of learning needs of both personal and institutional Financial Services professionals, from senior management to support staff.

Cannon's clients – leading banks, brokerage firms, investment managers, and insurance companies – understand that organizational and professional development solutions often require a customized approach. Our In-House team uses their vast subject matter expertise, instructional resources, and industry experience to incorporate your unique corporate culture and needs to tailor solutions that meet your specific objectives for each project and audience.

Our In-House solutions address the full complement of learning needs of both personal and institutional Financial Services professionals, from senior management to support staff.

Each client works with a dedicated relationship management team that provides assessment, project management, program development, and execution. Our blended approach to performance improvement ensures sustainable and scalable lift across the enterprise. The illustration below shows how our Performance Improvement Process identifies appropriate use of Cannon resources and expertise to create efficient, effective and collaborative solutions. Satisfaction guaranteed.



PERFORMANCE IMPROVEMENT PROCESS

Schools

For ***50 years***, thousands of financial professionals from over 1,600 financial institutions have relied on Cannon Schools as the nation's foremost resource for specialized, industry-specific training. Our instructors are the best in the business, and have trained over 100,000 students in our Schools since 1961.

After attending a Cannon School, students return to their offices equipped with the most current information and a solid implementation plan that leads directly to stronger client relationships, more assets under management, increased productivity, and a greater level of success. Our training provides professional certification and continuing education credits in over 40 course areas offered at a variety of locations throughout the country each year.

Locations

Kingston Plantation, Myrtle Beach, SC

Pepperdine University, Malibu, CA

University of Notre Dame, South Bend, IN

Boston University, Boston, MA

San Francisco, CA

Philadelphia, PA

Chicago, IL

Atlanta, GA

LiveOnline

Schools

Personal Trust

Corporate Trust

Sales and Practice Management Skills (CWS®)

Retirement Planning

Securities Operations

Fiduciary Investment Risk Management

Investment Management

Find out more about our courses at www.cannonfinancial.com

eLearning

Our innovative Instructional Design and Leading Technologies will make your educational process as interesting and rewarding as possible.

Building on our core Financial Services subject matter expertise for Financial Services professionals, Cannon integrates innovative instructional design and leading technologies to create the most effective eLearning solutions available. Our team incorporates real-world scenarios and case studies to ensure application of relevant job performance skills.

Clients may use our eLearning solutions as a stand-alone professional development vehicle or with our In-House, Schools, and Performance Support programs as powerful blended learning solutions. Many organizations leverage our eLearning as pre-work, performance support, and remediation. The flexibility of 24/7 online access allows organizations to provide high-value, on-time learning for all skill and knowledge levels.

Our eLearning courses cover a broad range of topics in the areas of:

- *High Net Worth Wealth Management*
- *Ultra-High-Net-Worth Wealth Management*
- *Trust and Estate Planning*
- *Insurance*
- *Financial Services Industry Knowledge*

Custom Content Development

Cannon is uniquely positioned to offer creative and innovative solutions designed to your exact specifications and needs. If your needs fall outside our current course offerings, you can utilize our team of instructional design and technology professionals to build exactly what you want.

Creative media consultants often lack the appropriate business planning and project management skills to succeed in Financial Services. Similarly, business-driven consultants may excel at understanding requirements and project schedules, but they often lack the necessary vision and creativity to create engaging solutions.

We have assembled a team with expertise in instructional design, web-based technologies, consulting, and eLearning compliance standards to offer our clients high-quality online and blended learning solutions. We call this team Cannon Learning Solutions (CLS), and it specializes in efficient, cost-effective processes for large-scale eLearning development and project management.

Coaching

"one-on-one"

- Intense Focus
- Tailored
- Individual or Team
- Accountability

Teleconference

"on the phone"

- Timely
- Relevant
- Convenient
- Industry Experts

Publications

"at your fingertips"

- Books
- Study Guides
- Relevant
- Practical

Tools

"in your practice"

- Self Assessments
- Worksheets
- Reference Materials
- Job Aids

Audio

"on the go"

- Convenient
- Portable
- Practical
- Reinforcement

Webinars

"at your desk"

- Interactive
- Engaging
- Customizable
- Leading Technology

Certification & Continuing Education

Professional certifications and a commitment to continuing education are crucial to maintaining professional excellence and standards, as well as limiting liability. The Financial Services community reveres the professional certifications Cannon offers as the pinnacle of professional accomplishment. Our programs also qualify for continuing education credits with many certification and licensing boards, including:

- Certified Wealth Strategist® *(CWS®)*
- Certified Trust and Fiduciary Advisor *(CTFA™)*
- Accredited Investment Fiduciary *(AIF®)*
- Accredited Asset Management Specialist *(AAMS™)*
- Accredited Fiduciary Investment Manager *(AFIM™)*
- Certified Corporate Trust Specialist *(CCTS™)*
- Certified Fiduciary Investment Risk Specialist *(CFIRS™)*
- Certified Financial Planner™ *(CFP®)*
- Certified Financial Services Auditor *(CFSA™)*
- Certified IRA Services Professional *(CISP™)*
- Chartered Mutual Fund Counselor *(CMFC™)*
- Certified Retirement Services Professional *(CRSP™)*
- Certified Securities Operations Professional *(CSOP™)*
- IRA Specialist

***INSTITUTE OF CERTIFIED BANKERS™**
Cannon Financial Institute is an Accredited Continuing Education Provider (ACEP) of the Institute of Certified Bankers™ (ICB). The ICB is dedicated to promoting the highest standards of performance and ethics within the financial services industry.

ENROLLED AGENTS
Cannon is designated as a qualified education sponsor by the IRS and can offer continuing education credit to Enrolled Agents. Cannon's agreement with the IRS' Office of Professional Responsibility is that Cannon will meet the requirements of 31 Code of Federal Regulations, Section 10.6(g), covering maintenance of attendance records, retention of program outlines, qualifications of instructors, and length of class hours. This agreement does not constitute an endorsement by the IRS as to the quality of the programs or their contribution to the professional competence of the enrolled individual.

CFP®, CERTIFIED FINANCIAL PLANNER™ and CFP® are certification marks owned by the Certified Financial Planner Board of Standards, Inc. These marks are awarded to individuals who successfully complete the CFP Board's initial and ongoing certification requirements.

CPAs
Cannon Financial Institute is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN, 37219-2417. Telephone: 615-880-4200. Website: www.nasba.org *For information regarding, learning objectives, program level, amount of recommended CPE credits or our refund/cancellation and complaint resolution policy please visit www.cpemarket.com.*

CWS®
Cannon Financial Institutes' certification requires an extended course of study and ongoing continuing education. Cannon Financial Institute owns the marks CWS® and Certified Wealth Strategist® in the U.S., which it awards to individuals who successfully complete the entire program and pass the Capstone Project.

Final Thought

Professional Development is an ongoing process.
As the Financial Services Industry continues to evolve, so should your professional credentials.

Call us NOW at (706) 353-3346
Put our knowledge and financial expertise to work for you.

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