

## *Accredited Designations & The Importance of Them*

### **General Session Speaker: George Nichols III**

In a recent survey of consumers with investable assets conducted by The American College, a financial advisor's designations were identified as the "gateway to picking a professional." The 2019 IAdCA Conference in Philadelphia can be your gateway to becoming an expert on advertising compliance!

Don't have a CLUe about designations? In our general session on the Importance of Accredited Designations, you'll hear George Nichols III, President & CEO of The American College of Financial Services, explain how clients value an advisor's credentials and why responsible marketing of financial designations is important to compliance and marketing professionals, as well as state regulators.

George's extensive experience in the insurance industry, including serving as executive vice president at New York Life and commissioner of the Kentucky Department of Insurance, makes him uniquely qualified to lead The American College, the country's largest accredited, nonprofit educator dedicated to the financial services profession.