

press release

**FOR IMMEDIATE RELEASE**

**STRATEGIC FINANCIAL PARTNERS AWARDED FOR  
“LEADING WOMEN TO THE TOP™”**

**WORCESTER, MA, NOVEMBER 27, 2009** – Strategic Financial Partners’ (SFP) women’s network called Leading Women of SFP, was recently given Honorable Mention for the 2009 Leading Women to the Top™ awards, in the category of “Most Strategically Aligned with the Business.”

Leading Women presents this annual award to organizations whose women’s initiatives have a measurable impact on advancing women. The 2009 Leading Women to the Top™ Awards is the only recognition of its kind given to companies whose internal women’s networks, initiatives or affinity groups are having a measurable impact in advancing women.

The “Leading Women of SFP” was recognized as a women’s internal network that effectively contributes to business goals of the Strategic Financial Partner firm. Ami Howes, Director of Recruiting and Career Development at Strategic Financial Partners, recognized the need for a training curriculum that empowered women and provided them with the tools and resources needed to reach the next level as financial professionals. Early in 2009, SFP partnered with Leading Women of Mass and began a new training program for their female financial advisors to encourage leadership and professional development.

“It is critical we recognize the effectiveness of internal women’s networks and how they support business objectives and the organization’s goals to recruit, advance and retain women,” said Victoria Waterman, president of Leading Women Mass. “Less than a year ago, Strategic Financial Partners launched a formal women’s network to provide the critical skills women advisors need to succeed. The mission of Leading Women of SFP is clearly aligned to the business goals of the company to recruit and retain talented women. I am very proud to work with a company that is committed to helping women achieve financial independence and supporting the success of women employees and advisors.”

**About Leading Women**

Leading Women offers unique live, online and Self-Managed Solutions™ that support the success of women from career-start to the C-suite and onto corporate boards. Known for its singular and innovative ability to close the gaps between the critical success factors that women need to know and what they are taught, Leading Women helps organizations meet their goals for advancing and retaining women at all levels. To learn how Leading Women can help you overcome the common barriers to women’s advancement, visit: [www.LeadingWomen.biz](http://www.LeadingWomen.biz) or call 401-789-0441.

**About Strategic Financial Partners**

For over 75 years, Strategic Financial Partners has had a tradition of helping people realize important life goals — both personal and professional. Our clients trust our experience in insurance and financial services, and they appreciate the many advantages we offer as a long-established leader in financial services. Our full service capabilities include comprehensive needs analysis and all aspects of product implementation. Our commitment to quality, service and long-term client relationships is further strengthened by our long-standing relationship with New England Financial a MetLife company. To learn how Strategic Financial Partners can help you, your family and your business, visit: [www.sfpworcester.com](http://www.sfpworcester.com) or call (508) 890-0922.

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