

## INTEGRATED RETIREMENT GAINS ICB APPROVAL FOR IRA SCHOOL

For Immediate Release: November 1, 2011

**Brainerd, MN, November 1, 2011** –Integrated Retirement announces the American Bankers Association’s Institute of Certified Bankers (ICB) has approved Integrated Retirement’s IRA School as satisfying the educational pre-requisite to pursue the ICB’s Certified IRA Services Professional (CISP) certification. The CISP has become an industry standard for demonstrating specialized knowledge, experience, and competency in working with IRAs.

Integrated Retirement’s IRA School is a comprehensive training program suitable for both operations and product distribution divisions within a financial organization. The IRA School helps individuals achieve mastery of the IRA technical rules and gain an understanding of the real-world application of forward-thinking practices, policies and principles. Integrated Retirement also offers a broad spectrum of on-demand training programs that qualify for CISP continuing education credits.

Pam O’Rourke, Senior Vice President and ERISA Counsel for Integrated Retirement explains, “We seek to understand financial organizations’ selling and operations environment, the audience, and objectives when delivering the IRA School. We ensure the knowledge gained is practical and useful as well as positioning the student to achieve their CISP certification.”

“Knowledge gained during the IRA School is vital for financial organizations that provide IRA services to their customers,” states Mike O’Brien, Senior Vice President of Integrated Retirement. “Completing Integrated Retirement’s IRA School, and achieving the highly regarded CISP certification, will demonstrate to associates, industry peers, and customers the specialized knowledge of the CISP designee.”

### About Integrated Retirement

Integrated Retirement is an independent privately held corporation located in Baxter, MN. It’s deep retirement plan expertise and industry insights are delivered through innovative content solutions, training programs, and instant access support services. The principals are industry experts with hands-on experience in communicating to the broad spectrum of stakeholders in the retirement industry; advisers, plan sponsors, participants, and operations staff. Integrated Retirement’s principals have a proven track record of helping elite financial organizations achieve retirement plan mastery across all sales, marketing, service and support disciplines.

### About Institute of Certified Bankers

The Institute of Certified Bankers (ICB), a national association of certified professionals in the financial services industry, was established in 1990 to meet industry needs for programs to help banking professionals improve proficiency. As a subsidiary of the American Bankers Association, ICB promotes the highest standards of performance in the financial services industry by validating individuals’ knowledge and expertise.

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