



THE  
**AMERICAN**  
COLLEGE  
THE LEADER IN FINANCIAL SERVICES EDUCATION

N E W S R E L E A S E

**FOR IMMEDIATE RELEASE**

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**“TAKING YOUR PRACTICE TO THE NEXT LEVEL” TO BE THE FOCUS OF  
THE AMERICAN COLLEGE’S AND METLIFE’S SECOND ANNUAL EDUCATIONAL EVENT  
FOR AFRICAN-AMERICAN FINANCIAL SERVICES PROFESSIONALS**

**BRYN MAWR, PA—February 7, 2007**—The second annual “Strategies to Be a Successful African-American Financial Services Professional,” sponsored by MetLife and hosted by The American College, will be held at the Gregg Conference Center on the campus of The American College in Bryn Mawr, Pennsylvania. Due to the success of last year’s event, the conference has been extended from March 20 to March 22, 2007, and will provide African-American financial professionals with the tools and techniques they need to take their practices to the next level.

African-Americans are vitally important to the future success of the financial services industry. Collectively, African-Americans possess the highest levels of purchasing power among all of America’s diverse ethnic groups. According to the U.S. Census Bureau, the purchasing power is expected to reach \$921 million by 2008, up 34% from 2003.

During the two-day event, attendees will have the opportunity to network and learn from other successful professionals. Event workshops will address product and strategy, as well as business practice management. Each attendee will have the opportunity to attend four different workshop sessions from a selection of ten. Proposed workshop topics include:

- Employee Benefits Products and Services
- Charitable Planning and Nonprofit Services

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- Wealth Building Strategies using Cash Value Life Insurance
- Asset Allocation for Investment Performance
- Practice Management and Team Building
- Maximizing Productivity
- Expanding beyond the African-American Market

In addition, attendees will have the opportunity to attend an industry panel discussion presentation about best practices for highly successful financial advisors, a “buzz session” buffet luncheon with focused discussion topics at each different table and general sessions.

“Participating in events such as this help individuals become better financial services professionals,” stated Dr. Larry Barton, President and CEO of The American College. “Our institution is dedicated to offering programs that develop and refine the skills of professionals so they can serve consumers knowledgeably, ethically and professionally.”

“For a second year, MetLife is both honored and excited to be a part of this event with the American College, as it highlights the importance of the African-American marketplace and professionals to the future of the financial services industry,” stated Michael J. Vietri, CLU®, Executive Vice President, MetLife. “This event highlights our dedication to the financial services industry as well as an understanding of the diverse backgrounds and lifestyles that is the American landscape.”

Registration information is available at [www.TheAmericanCollege.edu/nextlevel](http://www.TheAmericanCollege.edu/nextlevel). Guests in need of accommodations may stay at the Gregg Conference Center for an additional cost or may set up hotel reservations. Attendees requiring overnight accommodations are encouraged to register early as the number of rooms at the Gregg Center is limited. For more information on “Strategies to Be a Successful Financial Services Professional,” or to register for the event, contact Wendy Sutowski, Manager – Special Events at The American College at 610-526-1204 or e-mail her at [Wendy.Sutowski@TheAmericanCollege.edu](mailto:Wendy.Sutowski@TheAmericanCollege.edu).

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**The American College** is the nation's leading non-profit educator of professionals in the insurance and financial services industry. Located in Bryn Mawr, Pennsylvania, The College is a public charity founded in 1927 and accredited by the Middle States Association of Colleges and Schools. The American College offers an array of specialized designation programs, Master of Science degrees in several disciplines and customized continuing education programs predominantly on a distance education basis for those pursuing a career in financial services. For more information, visit [www.TheAmericanCollege.edu](http://www.TheAmericanCollege.edu)

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\* African American purchasing according to U.S. Census Bureau ([www.census.gov](http://www.census.gov)).