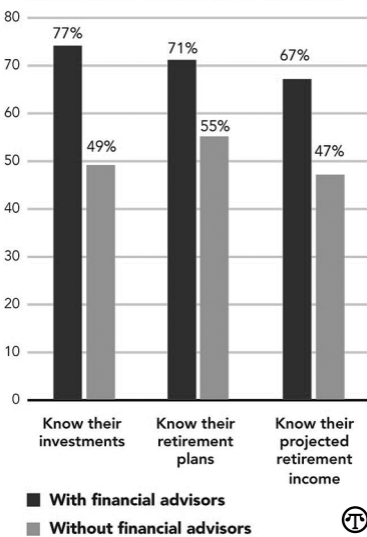


Women And Money

(NAPSA)—Women make more family finance decisions than in the past and, according to the Insurance Advisory Board, will control \$1 trillion of American wealth by 2010.

One reason may be the sharp increase in the number of women visiting financial advisors. In fact, an Opinion Research Corporation survey found that women with

Women with financial advisors know more about their finances



A program has been launched to recruit female financial advisors.

financial advisors were more likely to say they know “quite a bit” about family finances. Also, women say they prefer to work with women financial advisors—yet only 20 percent of the U.S. advisors are female.

That may soon change. A survey from Money magazine ranked “financial advisor” as the third-best job in America. And now, groups such as Securian Financial Group have launched programs to attract women to the industry.

“We work with member firms to recruit female advisors and then to provide them with support,” says Sherri DuMond, from Securian Financial Group.

To learn more, visit the Web site www.securiancareers.com or call 1-800-328-9921.