



## Lindner Capital Advisors Brings Marketing Expert Marie Swift to Speak at TD Ameritrade Conference

MARIETTA, Ga., March 2 /PRNewswire/ -- [Lindner Capital Advisors](#) (LCA), a 3rd party asset management firm and creator of the Contemporary Portfolio Series™, sponsored Marie Swift, CEO of [Impact Communications](#), as a speaker at the TD Ameritrade Institutional Conference. "We are pleased to sponsor someone of Marie Swift's stature," said LCA CEO Robert J. Lindner. "She has extensive experience working with the media and helping individuals build and manage their personal brands."

The early February conference had as its theme "Lead the Way by Capitalizing on Changes, Challenges and Opportunities." It was a high-profile event that featured a keynote speaker line-up that included Presidents Bill Clinton and George W. Bush.

TD Ameritrade CEO Fred Tomczyk and Tom Bradley, President of TD Ameritrade Institutional emphasized in their presentations that RIAs can take advantage of the dislocation that occurs during turbulent market conditions by reducing non-client-facing expenses and increasing marketing expenditures. Thus, RIAs can thrive in times of change. Swift emphasized this in her presentation, "Using Public Relations to Turbo Charge Your Marketing Plan," quoting Bradley, who said, "a real leader shows up in tough times."

"I was delighted to have the opportunity to speak at the TD Ameritrade Conference this year," said Swift, "to share my knowledge and expertise with smart companies that understand that right now is a prime business building opportunity."

### **About Robert J. Lindner and Lindner Capital Advisors**

Robert Lindner, Founder and CEO of Lindner Capital Advisors, is a fee-based investment advisor who has specialized in building portfolios with extensive diversification and asset class coverage since 1996. Lindner offers fee-based turnkey asset management programs designed for the clients of other financial representatives of broker/dealers, certified public accountants, attorneys and independent registered investment advisors. Lindner's innovative and acclaimed Lindner College, an intensive two-day program, is designed to teach fellow advisors business-building strategies. To learn more, visit [www.lcaus.com](http://www.lcaus.com).

### **About Impact Communications, Inc.**

Founded by Marie Swift in 1993, Impact Communications specializes in developing effective client communications and marketing strategies for a select group of highly successful financial advisors and allied institutions to increase both visibility and credibility within their niche markets. In addition to marketing strategy and media promotions, the firm offers graphic design services and executive coaching. For more information, visit [www.impactcommunications.org](http://www.impactcommunications.org)