



Investorside Research Association Hosts Mini Independents' Day *Independent Financial Researchers Explore Ways of Maintaining and Increasing Business*

(New York City, October 4, 2011) – Independent financial researchers gather on October 11 for an intensive workshop aimed at business building. The workshop is part of the Investorside Research Association's efforts to help members serve current clients more effectively, and to increase their client numbers.

"Independent financial researchers serve such a critical role, especially in times of economic difficulty," said Patrick Shea, executive director. "It's usually the independents who uncover the warning signs of financial irregularities in the financial marketplace. Unfortunately, troubling economic times can erode their client bases as investors move away from the markets. Investorside is the premiere association for independents, and business building workshops like this one provide valuable insights to help them navigate changing times and keep their businesses vibrant."

Billed as a Mini Independents' Day, the event only lasts three hours but is packed with insights and techniques to help independent researchers:

- Reach existing clients more effectively;
- Use the latest technology to bring financial information to clients in a targeted way; and
- Take advantage of new payment methods that will increase transparency and streamline the payment process.

Besides independent researchers, participants will include trading firms, technology partners of Investorside and other industry professionals. Guest speakers will detail new and highly efficient techniques that independent financial researchers can use to reach the institutional market. There is limited space so interested attendees should contact the Investorside Research Association soon.

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About:

The [Investorside Research Association](#) seeks to increase investor and pensioner trust in the U.S. capital markets system through the promotion and use of investment research that is financially aligned with investor interests. The organization has approximately 90 members involved in the daily activities of analyzing and reporting on publicly held companies.