



**FOR IMMEDIATE RELEASE**

HARRISON, N.Y. – July 2, 2014

**Transamerica Retirement Solutions Announces New Webinar  
for Financial Professionals on Business Building**

*Transamerica Webinar Focuses on Practice Management  
for Retirement Industry Professionals*

Transamerica Retirement Solutions announced today that it will host the first in a series of webinars for financial advisors, consultants and third party administrators that will explore how technology, the Internet, and social media have shifted the way many individuals approach business development, marketing and networking. The webinar will be held Tuesday, July 15 at noon ET. The webinar will be approximately one hour.

The webinar, “Networking 2.0: Build Credibility, Develop Relationships and Create Opportunities,” will highlight how savvy financial professionals are moving online to supplement their face-to-face efforts. The webinar will focus on why digital footprints matter, the real business opportunity offered by popular social media sites, practical ways financial professionals can effectively use social media as part of their networking efforts, and simple ways to create and curate content.

The webinar’s featured speaker is Sheri Fitts of ShoeFitts Marketing, a company specializing in marketing strategy and social media development for the retirement plan industry. Sheri Fitts is a celebrated speaker who provides insightful commentary on marketing strategies for financial professionals.

The webinar is the inaugural event for the Transamerica Practice Management Forum, which is centered on business growth strategies for financial professionals. The Transamerica Practice Management Forum is designed to help these professionals grow and enhance their business through practice management advice from a diverse group of industry and media experts.

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“Our financial professional partners often request tools to help them effectively market their unique value propositions. They are looking for guidance on how to use digital marketing to promote their expertise,” said Deb Rubin, senior vice president and national practice leader, third party administration and professional retirement plan advisor distribution for Transamerica Retirement Solutions. “We listen closely to the requests and feedback of our partners. At Transamerica, we are very excited to host this new webinar, and are very pleased that Sheri Fitts will be our featured speaker. I am confident webinar attendees will be both motivated and inspired by her unique experience and insight.”

Financial professionals can register for the webinar by calling Transamerica at 888-401-5826, Monday – Friday, 9a.m. – 7p.m. ET.

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#### **About Transamerica Retirement Solutions**

Transamerica Retirement Solutions (Transamerica) is a leading provider of customized retirement plan solutions for small to large organizations.

Transamerica partners with financial advisors, third party administrators, and consultants to cover the entire spectrum of defined benefit and defined contribution plans, including: 401(k) and 403(b) (Traditional and Roth); 457; profit sharing; money purchase; cash balance; Taft-Hartley; multiple employer plans; nonqualified deferred compensation; and rollover and Roth IRAs.

Transamerica helps more than three million\* retirement plan participants save and invest wisely to secure their retirement dreams. For more information about Transamerica Retirement Solutions Corporation, please visit [trsretire.com](http://trsretire.com).

\* As of December 31, 2013.

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