



**FOR IMMEDIATE RELEASE**

**Fulcrum Securities Names  
Ron Dippel Chief Operations Officer**

**Dippel Joins  
St. Louis Office**

**MCLEAN, VIRGINIA; January 19, 2010:** Fulcrum Securities, Inc. (Fulcrum), a regional broker-dealer and investment advisory firm headquartered in St. Louis, Missouri, today announced that Ron L. Dippel has joined the firm as Chief Operations Officer. Mr. Dippel comes to Fulcrum from Ameriprise Financial, Inc. and will report to J. Patrick Kearns, President and Chief Executive Officer of the Firm.

Ron got his start in the securities industry in 1972 at Merrill Lynch & Co., Inc. in Clayton, Missouri. He left Merrill in 1976 and joined E.F. Hutton (now Morgan Stanley Smith Barney, LLC) in their St. Louis office where he worked for over 30 years. While there he attained the title of First Vice President. Over the years he held management positions in the operations, compliance, risk control, budgeting, administration, sales supervision, and general branch office areas. His depth of experience allowed him to see, first hand, the inner workings of big wirehouse firms, and apply that knowledge to the management of operations at Fulcrum. "Ron's vast experience in the large Wall Street brokerage environment has enabled us as a Firm to further establish policies and procedures that enable us to function more efficiently and smoothly and operate in the best interest of our clients and employees," said J. Patrick Kearns, President and CEO of Fulcrum. "To have someone of Ron's caliber at the helm of our operations is a hope realized." Ron left Morgan Stanley Smith Barney (then Citigroup Smith Barney) and later joined Wells Fargo Advisors (then Wachovia Securities), moving finally to Ameriprise Financial, Inc. Mr. Dippel holds several securities and principals licenses.

Ron added, "I am delighted and excited to be joining Fulcrum. I am truly honored to join the highly talented and experienced group of individuals that are a part of the organization." Ron is an active supporter of Habitat for Humanity as well as various local and national humane societies.

**About Fulcrum Securities, Inc. & Fulcrum Advisory Services, Inc.**

Fulcrum Securities Inc. is a registered independent full service regional broker/dealer offering brokerage and money management services to individual and institutional investors. Fulcrum Advisory Services, Inc. is an SEC registered investment advisory firm providing asset management and consulting services. The Firm's product suite includes a wide range of services for a diversified client base and is particularly suited to serve the portfolio needs of not-for-profit organizations, especially those needing expertise in the field of ethically and environmentally screened portfolios. Fulcrum Securities is headquartered in St. Louis, Missouri. Fulcrum Advisory Services is headquartered in McLean, Virginia. Member FINRA and SIPC. For more information visit [www.fulcrumsecurities.com](http://www.fulcrumsecurities.com)

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