



With more than 15 years of public relations experience in the financial, political, and non-profit industries, Benjamin Lewis, president and founder of Perception, Inc., provides the Vestment Advisors team with a special ability to communicate who we are and what we do in the financial industry.



A graduate of Bradley University in Peoria, IL, Ben served as the Deputy Press Secretary on a United States Senate campaign in New Hampshire in 1996, then worked as Manager of Media/Public Relations for the SAE Fraternity and Foundation in Evanston, IL. After spending three years in the Chicago-area, Ben went to work as the Director of Communications for The Scarborough Group, Inc. – one of the country's premier 401(k) advice providers.

During his years as a sought after publicist, he has created relationships with hundreds of media outlets, and with thousands of journalists, across the country. His experience has helped him place clients in high-level outlets, including *CNBC*, *Bloomberg Television*, *NBC Nightly News*, *Time magazine*, *US News & World Report*, *SmartMoney*, *BusinessWeek*, *The Wall Street Journal*, *USA Today*, *The New York Times*, *The Los Angeles Times*, and *The Chicago Tribune*.

Ben has appeared as a guest columnist for the *Washington Business Journal*, *ProducersWeb*, and *Advisor Today*. He has been interviewed by *Financial Planning Magazine*, *Research Magazine*, *Advisor Today*, *The Career Advisor*, *The Wall Street Letter* and *PR News* discussing the importance of public relations for financial service companies.

Ben has received the APEX Award for Communications Excellence for his work on the SAE Foundation's donor newsletter program and has been a featured speaker on public relations issues at the Royal Alliance Associates National Education Conference, the NAPFA Advanced Planners Conference, the 2006 NAPFA National Conference, the 2006 NAPFA Cutting Edge Conference, the Financial Planning Association Alliance Forum, and the Financial Planning Association – Northeast Ohio, Georgia, National Capital, Tampa Bay, Massachusetts, Minnesota and Michigan Chapters. Ben has also presented a variety of public relations and marketing topics for the Alliance of Cambridge Advisors, Maryland Society of Association Executives and Virginia Society of Association Executives.

Ben hosts a weekly podcast radio show titled, *30 Minutes of Personal Finance*, and is also writing *Perfecting The Pitch: Creating Publicity Through Media Rapport* – scheduled for national release in Summer 2007.

