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John Carl Gains Some Grand Publishing Praise

John Carl and his team at the **Retirement Learning Center** just won an award for "achieving overall communications effectiveness and excellence" with their first book. Carl confirmed that *Writing That Works* awarded RLC with an [APEX Grand Award](#) for RLC's *Retirement Resource Guide -- Essential ERISA Education & Best Practices for Financial Advisors*. Watch for RLC to release a second book, geared towards CPAs, later in 2010.

The APEX judges evaluated 3,711 entries. For 2010, Brainerd, Minnesota-based RLC won one of 100 APEX Grand Awards.

The guide -- first released a year ago and penned by **Jenny Kiffmeyer** (RLC's director of educational content), **Andrew Larson** (RLC's director of retirement education) and Carl -- is distributed by RLC's partner, **Ameriprise** subsidiary **Columbia Management** (see *The 401kWire*, 5/27/2009). According to Carl, almost 20,000 copies of the guide have already been distributed, and it's eligible for CE credits for designations like CFP and CIMA. The second book will also be distributed by Columbia.

"To be selected for an APEX award is especially gratifying," Carl stated. "We hope this attention will allow even more advisors to utilize this great resource."

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