



**FOR IMMEDIATE RELEASE:**

## **Cary Burch Named Finalist for SourceMedia's Technology Visionary Award**

**POWAY, CA, August 24, 2010** - Cary G. Burch, a 23-year veteran of the financial services and technology industries, has been named one of three finalists for SourceMedia's prestigious Steve Fraser award, a distinction conferred to a technology innovator, visionary and evangelizer.

Cary Burch, CEO of LSSI and Co-Founder of HELM Analytics was recently named a finalist based on him being a consummate trendsetter, evangelist and driver of the creation, implementation and adoption of new technology solutions.

"I am honored to be a finalist in what has become a highly coveted award bracket," said Burch. "Each year the Steve Fraser award acknowledges technology executives and entrepreneurs that have truly made a difference, and each year there is stiff competition in this category. I have a great deal of respect for the other two finalists."

Burch added: "I am thankful for the numerous people and teams who have supported me at various times throughout my career. There are so many others I credit this acknowledgement due to their instrumental contributions to my success. I am passionate about technology and look forward to continuing to make innovation an assiduous staple throughout my career."

Mr. Burch ([www.cary-burch.org](http://www.cary-burch.org)) is a well-known thought leader and has a long-standing track record of introducing new solutions that enable organizations to be more efficient and transparent across the supply chains by way of technology.

Mr. Burch possesses a unique blend of experience while contributing leadership at technology firms, large lending institutions and as an advisor to many public and private companies. He has held senior executive-level technology positions at four major companies, co-founded five technology firms, raised capital for several technology-centric ventures and consulted to numerous organizations on the utilization of technology.

The winner will be announced on October 24, 2010 at the Mortgage Banking Association of America's 97th Annual Convention & Exposition being held at the Georgia World Congress Center in Atlanta, GA.

### **About SourceMedia:**

SourceMedia provides market information, including news, analysis, and insight to the financial services and related industries such as accounting and technology, through its publications, industry-standard data applications, seminars and conferences. SourceMedia's 750,000 worldwide clients and subscribers range from c-level executives to business-unit heads to line managers - from the front office to the middle office to the back office. The company employs more than 1,000 employees worldwide, with headquarters in New York and offices in Chicago, Washington, D.C., and London. Information: [www.sourcemediacom.com](http://www.sourcemediacom.com).

### **CONTACT:**

Joe Bowerbank  
Profundity Communications

949.378.9685, on behalf of Cary G. Burch  
profundity.communications@yahoo.com