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**Francis Investment Counsel Expands Participant Education
and Employee Services Effort**
Stephanie Truog Joins Firm

January 17, 2005. Hartland, WI – Francis Investment Counsel today announced the addition of Stephanie Truog as Vice President, Client Employee Education Services. The firm continues to expand the advice and education services it provides to retirement plan sponsors.

Says President Michael J. Francis, “Stephanie brings a breadth and depth of experience to Francis Investment Counsel. She shares our commitment to helping individual retirement plan participants with the critical task of planning for their future.”

Prior to Francis, Truog spent more than fifteen years with Strong Capital Management in a variety of positions working with investors as they analyzed their financial goals and developed investment plans to meet their objectives and risk tolerance. Her tenure included managing the main customer service center where, in addition to working directly with clients, she developed an outreach program to educate the public on investing and saving for retirement. More recently, she served as the firm’s spokesperson and director of media relations and corporate communications. Her responsibilities included designing communication campaigns to educate consumers on mutual fund investment strategies, retirement planning, and saving for college.

Truog is a graduate of Carroll College and has a B.S. in Economics. She holds Series 7 and 63 licenses.

Francis Investment Counsel LLC (www.francisinvco.com) is a Registered Investment Advisor dedicated to providing independent investment consulting services to the qualified plan marketplace. The company delivers conflict-free investment advisory services to plan sponsors and also offers extensive education and individualized advice services to plan participants.

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