



# First Quarter 2020 SNAPSHOT of the Financial Planning Association

## FPA Primary Aim:

To elevate the profession that transforms lives through the power of financial planning.

At FPA, we are focused on helping our members in the spirit of our Primary Aim, and we love what we do. Our quarterly Snapshots are designed to share the work we are doing together in support of our mission, and to highlight the many different ways our passionate members and volunteers are getting involved through the wide range of programs and initiatives available through the association.

## Community: Bringing Together Members to Learn, Share and Grow

**FPA Volatility Resource Center:** As our members and chapters cope with the recent turmoil stemming from the spread of COVID-19 (coronavirus), FPA is providing assistance via the [FPA Volatility Resource Center](#). The Center is updated frequently with information for both members and chapters.



### “Navigating Market Turbulence Related to Coronavirus”

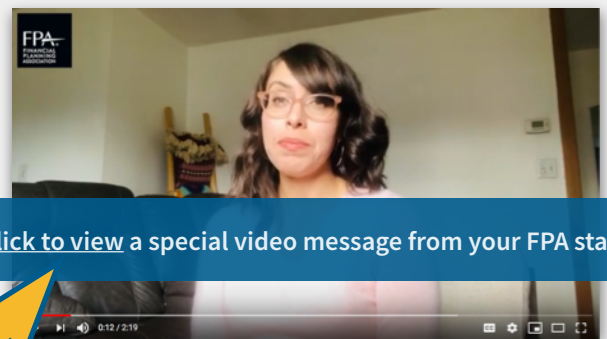
**Community:** As information regarding COVID-19 (coronavirus) spread, FPA leapt into action to serve our members during a time of uncertainty. On Feb. 28, 2020, FPA created a community on FPA Connect titled [Navigating Market Turbulence Related to Coronavirus](#), containing tools and resources to support members. Prominent thought leaders host sessions to share their experience and perspectives, and to provide attendees an opportunity to ask questions. Participation in the community continues to grow as we add more resources and learning opportunities.

Learn more about [FPA Communities](#).

### “Market Uncertainty – A Fireside Chat with Rick Kahler”:

In response to the COVID-19 crisis, the FPA Investment Knowledge Circle hosted “Market Uncertainty – A Fireside Chat with Rick Kahler” to discuss investment implications during uncertain times on Mar. 25, 2020. [View the recording](#).

**FPA Connect Mobile App:** FPA members continue to connect and boost their engagement with peers via FPA’s online communities, including our flagship member-only forum, FPA Connect. On Mar. 5, 2020, FPA launched the [FPA Connect mobile app](#) to help members easily connect on their mobile devices.



“It is so comforting to have the consistency of the FPA community at this time. We all appreciate what is done collectively to support us and our common goals.”

Kimberly O. Selby, CFP®  
FPA Member  
Westwood, Mass.



**NexGen Column in *AdvisorNews*:** FPA NexGen Executive Leadership started contributing bi-weekly articles to *AdvisorNews* to help new financial planners advance in the financial planning profession. Articles have focused on [paying tribute to those who paved the way](#), [fintech's lesson for the young adviser](#), [tech tools for today's young adviser](#), [professional development tips for NexGen advisers](#), and [traits to thrive during the pandemic](#).

**“How We Do What We Do” Series:** The “How We Do What We Do” series showcases how planners from around the country actually do financial planning. The series provides a glimpse at what financial planning looks like in practice. Sessions are available live and for a brief period of time in the [FPA Activate Facebook Group](#), and then archived in the [FPA Learning Center](#).

**Financial Planning Challenge Case Study:** For the first time in the history of the [Financial Planning Challenge](#), the case study for it was provided by FPA. The case was written by a group of FPA NexGen volunteers, including Adrienne Anthony; Jennifer Cook, CFP®; Matt Fizell, CFP®; Dimitrian Jimenez; Laura Maxfield, CFP®; Hannah Moore, CFP® and Ariel Webb, CFP®. The case study was created based on what the volunteers have seen in past client engagements.

**CFP® Focused Study Group:** FPA's first ever CFP® Exam Study Group wrapped up in November 2019. Focusing on what it means to be, learn, act and feel like a CFP® professional, the group provided exam takers a place to gather, ask questions and share study tips as they prepared for the exam. This was a free opportunity for all FPA members to take a deep dive into the practice of a CFP® professional from many angles. In 2020, three virtual CFP® Exam Study Groups are underway. [Join the July 2020 CFP Exam study group](#).

**You're a Financial Planner, Now What? Podcast:** In collaboration with TD Ameritrade Institutional, FPA and host of the “You're a Financial Planner, Now What?” [podcast](#), Hannah Moore, CFP® offered new podcasts to address the diverse needs encountered by financial planners new to the profession. A popular resource for new planners to be inspired to be the best financial planner they can be and find their place within the profession, the podcast has more than 292,614 unique downloads since its inception.

### Five Professional Development Tips For NexGen Advisors

By *AdvisorNews* Contributor



By Joseph R. Stemmler

People spend most of their college career refining networking skills, perfecting their resume, and completing mock interviews. But once they start their career, professional development can take a back seat to day-to-day work and life responsibilities.

Whether just starting a career or having over 25 years of experience, you need to increase your skills to succeed in your role and ultimately advance your career. Here are some of professional development tips to stay competitive and promote your career growth.

#### Update Your Resume

You should update your resume right new skills and roles.

opportunity will arise and you want accomplished and who you are



**FPA NexGen Chapter Leader Training:** To support local NexGen chapter leaders, an interactive training session to provide NexGen best practices, guidelines and event ideas as local leaders transition into their positions was held in March 2020. Going forward, FPA NexGen Leadership will host training calls led by FPA experts on social media, event planning and membership.

**FPA Local Leaders Facebook Group:** A collaborative, dedicated Facebook community to help FPA NexGen chapter leaders share initiatives and resources, connect with fellow planners and leaders and get answers to questions is now available. [Access the Facebook community](#).

**FPA NexGen Chapter Newsletter:** In February 2020, FPA NexGen Local Leader Coordinators launched a monthly newsletter that is issued to NexGen chapter leaders with updates and resources to share with their local communities.





## Advocacy: Making Your Voice Heard

**FPA is Advocating for You in 2020:** FPA, in partnership with its chapters, members and coalition partners, is advocating to protect financial planners at all levels—including your business, your profession, your certification and your clients. FPA has the backs of its members and is working tirelessly with key policymakers to be sure the voice of the financial planning community is resonating on The Hill, in state capitols, and by regulatory and certifying bodies. [Learn more about FPA's 2020 advocacy priorities](#), and how the association is working for you.

**Division of Securities' Fiduciary Proposal:** FPA supported the Division of Securities' fiduciary proposal as CFP® professionals complying with the revised Code and Standards would also be in compliance with the Division's proposal. [View FPA comment letter](#) submitted on Jan. 7, 2020.

**Joint Committee on Children, Families and Persons with Disabilities:** FPA testified in support of Massachusetts HB4281, which was before the Joint Committee on Children, Families and Persons with Disabilities. FPA was able to work with Massachusetts legislators while the legislation was being drafted to include "may" reporting language. [View FPA testimony](#) delivered on Jan. 13, 2020.

**Securities and Exchange Commission (SEC) Investment Adviser Advertising and Solicitation Rule:** While FPA shares the SEC's belief that the Investment Adviser Advertisements and Compensation for Solicitations rules should be modernized to provide increased transparency, the SEC's proposal—in response to technological advances—will have widespread and costly implications on registered investment advisers. The proposal expands the scope of both rules by including additional forms of communication and different types of compensation, all of which fall outside the current rules and will require a significant change to compliance procedures for advisers and solicitors. [View FPA comment letter](#) submitted on Feb. 10, 2020.

**Empathy is at the Center of FPA Advocacy:** 2020 FPA President, Martin C. Seay, Ph.D., CFP® shared his views on what advocacy means for FPA and outlined FPA's efforts to advocate for the financial planning profession with *InvestmentNews*. [View the article](#) published on Feb. 25, 2020.

Learn more about [FPA Advocacy](#).



**SEC Accredited Investor Rule:** The Financial Planning Coalition advocated for including the CFP® designation in the accredited investor definition. [View Financial Planning Coalition comment letter](#) submitted on Mar. 16, 2020.

**FPA Urges Congress to Restore and Expand the Pre-2017 Tax Deduction for Investment Advisory Fees:** In March 2020, FPA joined a coalition with the Investment Adviser Association, CFP Board, Financial Services Institute and NAPFA to ask Congress to restore and expand the pre-2017 tax deduction for investment advisory fees as part of the financial stimulus package. [View the Coalition fact sheet](#) distributed to Congress in March and April. [Contact Congress on this issue!](#)

**State Advocacy Day:** FPA of Colorado held their state advocacy day and met with Colorado State Treasurer Dave Young on Feb. 19, 2020.







# Advocacy: Making Your Voice Heard

## FPA Members Rally to Help Underserved Populations

**Impacted by COVID-19:** Underserved populations are some of the most impacted by the COVID-19 pandemic. To help Americans who don't typically have access to financial planning services, FPA recruited members to provide free, no-strings-attached financial guidance to those in need.

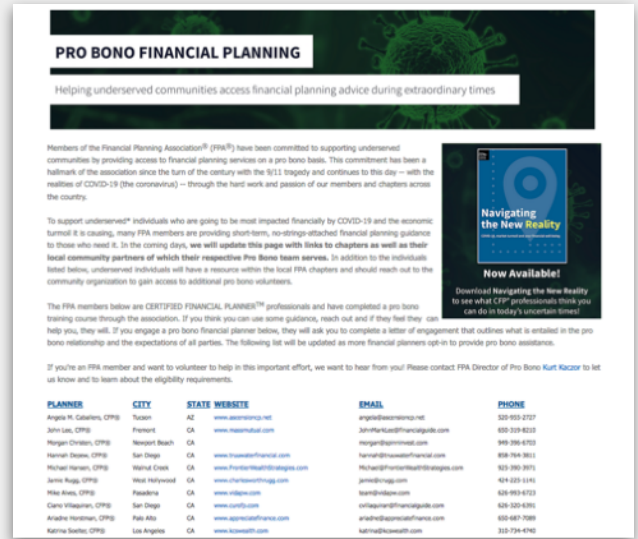
Underserved individuals and families that need free, no-strings-attached financial guidance can visit [www.OneFPA.org/ProBonoPlanning](http://www.OneFPA.org/ProBonoPlanning) to see a list of CERTIFIED FINANCIAL PLANNER™ professional members of FPA who are available to help. FPA members interested in volunteering can contact FPA Pro Bono Director [Kurt Kaczor](#). [View the press release.](#)

**Financial Planning for Cancer Program:** In partnership with the Foundation for Financial Planning, Family Reach and CENTS, FPA continues to actively recruit pro bono financial planners for the Financial Planning for Cancer Program. Through this effort, 135 FPA members completed the onboarding process to volunteer to serve families and 411 families were matched with FPA members since 2018. [View the Financial Planning for Cancer 2019 Annual Report.](#) Volunteer for the [Financial Planning for Cancer Program](#) today!

**2020 Nashville Tornadoes:** FPA of Middle Tennessee teamed up with the Tennessee Emergency Management Agency (TEMA) to help staff Disaster Assistance Centers in Nashville and surrounding areas.

**Navigating the New Reality E-Book:** With extreme market fluctuations and a potential recession, FPA unveiled a new e-book, *Navigating the New Reality*. This new publication shares quick insights from eight CFP® professional members of FPA who offer tips for maintaining a sense of financial security in uncertain times. [View the consumer e-book.](#)

Learn more about [FPA Pro Bono](#).



“This was my third FPA Colorado Advocacy Day. The knowledge I’ve gained and the relationships with legislators and regulators I’ve formed make the time investment well worth it. It is great to see that over time lawmakers want to hear what FPA and its members have to say.”

James Passarelli, QPA, QKA, CPFA  
FPA Member  
Boulder, Colo.



**FPA Members Transform Lives Through the Power of Financial Planning**

## Professional Education: Become Your Best You

**FPA Appoints New Practitioner Editor for the *Journal of Financial Planning*:** FPA's flagship publication, the *Journal of Financial Planning*, [announced](#) the appointment of Dan Moisand, CFP® as the publication's new practitioner editor, succeeding Dave Yeske, DBA, CFP®, who held the volunteer position since June 2015. As practitioner editor, Moisand will provide input and guidance to the *Journal* staff to ensure content published in the *Journal* is relevant and valuable for financial planning practitioners. He also will provide original content exclusively for the *Journal*.

**How Do You Comply? Learning Series:** Exclusively for FPA members, the [How Do You Comply? series](#) includes video presentations and resources created by leading legal and financial industry compliance and regulation experts to explain, explore and unpack what the SEC Rule Package and CFP Board's *Code and Standards* mean for financial planners.

**FPA Next Generation Planner (NGP):** To help new financial planners develop personally and professionally as they advance on their career journey, FPA publishes monthly editions of an app-based publication for planners new to the profession. In the first quarter, 1,061 issues of NGP were downloaded. Starting in May 2020, FPA members interested in receiving the monthly issues of NGP can download the *Journal of Financial Planning* app, where they can get their *Journal of Financial Planning*, *Financial Services Review* and the *FPA Next Generation Planner* in one place. Download the app on the [Apple app store](#) or [Google Play](#).

**CFP Board's Code of Ethics: Elevating the Profession On Demand Course:** An interactive, self-study course to help educate planners on CFP Board's new *Code of Ethics and Standards of Conduct*, launched in February 2020. [The course](#) provides members an alternative to the live presentation that is offered quarterly and participants earn two ethics credit hours.

### Coming Soon!

In early May, several resource materials—created by the FPA Member Advocacy Council—will be available to help CFP® professionals adhere to CFP Board's new Code and Standards. Look for an announcement soon!

Learn more about [FPA Professional Development](#).

**Now Available! Planner-to-Planner Discussions:** Join 45-minute peer-to-peer conversations hosted by well-known speaker, author, mentor and past FPA President Elizabeth Jetton, M.Ed., CFP® to share experiences, discuss challenges and ask questions on trending topics with your fellow financial planning professionals every Thursday at 4 pm ET. [View upcoming discussions](#) on the FPA Volatility Resource Center.



[www.OneFPA.org/Volatility](http://www.OneFPA.org/Volatility)



"I fell in love with the *Journal* as soon as I read an issue for the first time 25 years ago. It has been the most influential publication for me and many other practitioners as we seek to serve our clients in the best ways possible."

Daniel B. Moisand, CFP®  
Past FPA President  
Melbourne, Fla.

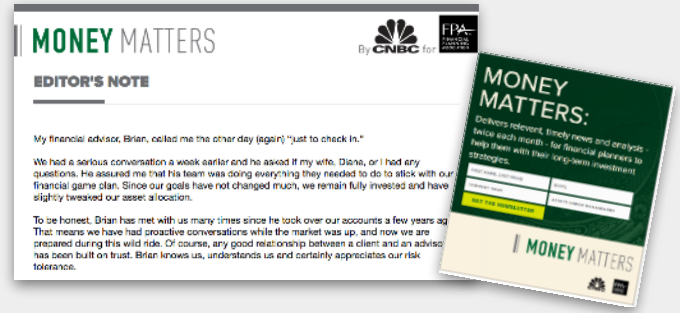




## Business Support: Helping You Reach New Heights

### New Member-Exclusive Newsletter from FPA and CNBC:

FPA and CNBC have joined forces to launch *Money Matters*, an exclusive newsletter that delivers the latest news from CNBC right to your inbox. *Money Matters* helps FPA members stay on top of important news and trends to better serve clients. [Sign-up for Money Matters.](#)



### Three Top Business Coaches Join the FPA Coaches

Corner: [Kalli Fedusenko](#), [Patty Kreamer](#) and [Teresa Riccobuono](#) joined the [FPA Coaches Corner](#) in the first quarter of 2020 to further augment the program and support FPA members with content covering digital marketing, productivity and client experience. [Learn more.](#)

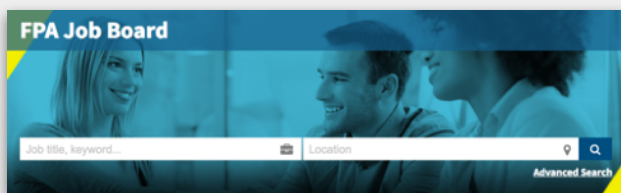
### Action 2020: Create Business for Today and Tomorrow:

Drawing on the expertise and knowledge of the eight coaches participating in the FPA Coaches Corner, FPA published a new whitepaper, [Action 2020: Create Business for Today and Tomorrow](#). The whitepaper provides key insights on how advisers can lay the groundwork today for meaningful long-term change in their practices and was inspired by [Advisory Firms in 2030: The Innovation Imperative](#), research revealed by FPA and SEI at the FPA Annual Conference 2019.

### The Advisory Roadmap to 2030: Growth by Specialization:

As the financial planning profession evolves toward a consumer-driven model in which clients choose how and where to receive advice, FPA and SEI unveiled their latest research paper and second in the Innovation Imperative series, [Advisory Firms in 2030: Growth by Specialization](#), in late February.

**FPA Job Board:** Employers can receive a 15% discount on their first 30- or 60-day job posting. The FPA Job Board allows job seekers to showcase their skills and work experience to prospective employers and provides employers access to a qualified talent pool to fill open positions. [Learn more about the FPA Job Board.](#)



Learn more about [FPA Business Support](#).

**Long-Term Disability Insurance:** FPA members were eligible to participate in a special Open Enrollment period for Group Long-Term Disability Insurance, offered in partnership by FPA and Ryan Insurance Strategy Consultants in February 2020. [Learn more about this member benefit.](#)

**Group Health Plan—Exclusively for FPA Members:** The FPA Group Health Plan, created and delivered in partnership with Ryan Insurance Strategy Consultants (RISC), is available exclusively to FPA members and designed to meet your firm's health plan needs while minimizing costs. Plans are available in most states for groups of 2-50, with rates approximately 25% lower than comparable ACA plans. [Learn more about the FPA Group Health Plan.](#)

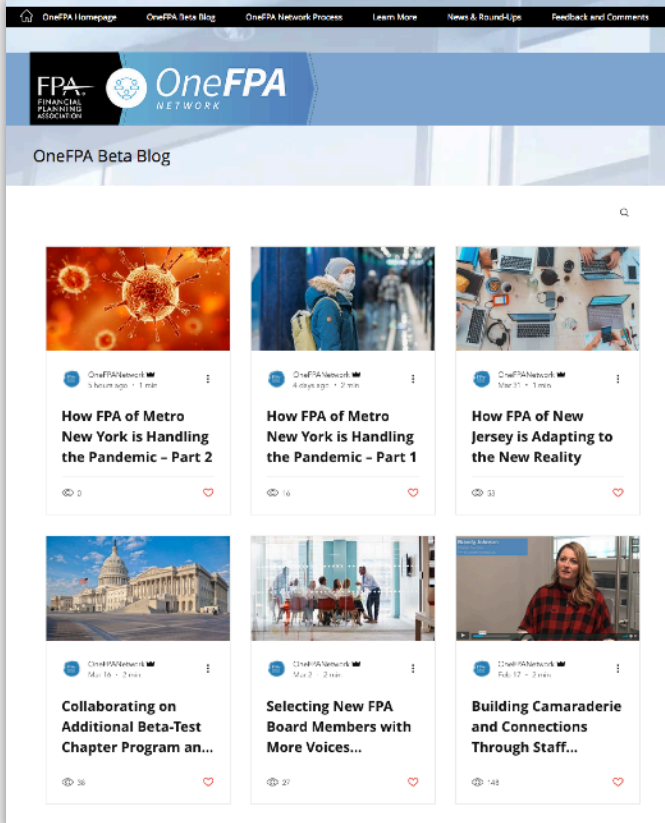


“[FPA MediaSource](#) works incredibly well!! Nicely done putting together a true value add for us members who love publicity!”

Charles L. Failla, CFP®  
FPA Member  
New York, NY







Have you checked-out the [OneFPA Beta Blog](#) yet?

The *OneFPA Beta Blog* is a dedicated space to provide all FPA stakeholders with a look into the two-year OneFPA Network beta-test that began in January 2020. Every two weeks, and any other time there is an update to share, posts will be made here to help all FPA members and volunteer leaders understand all that is transpiring throughout the beta-test process. Volunteer leaders and executives from our beta-test chapters are invited—and encouraged—to share their unfiltered, honest view of the beta-test through written posts, first-person interviews, and more.

And now with the turmoil caused by COVID-19 and the need for the entire association—chapters included—to adapt, we are highlighting ways several beta-test chapters are nimbly adjusting what they do so they can continue to deliver value to members. In recent video posts featuring leaders from FPA of New Jersey and FPA of Metro New York, we explored their decision-making process with regard to their symposiums and other ways they are embracing a more virtual way of providing community to members. We are pleased to offer content all chapter leaders and chapter executives can learn from and apply to their own chapters. Check-out the [OneFPA Beta Blog](#) now.



# FPA Staff: Responsible. Reliable. Resourceful.

That's our team's commitment to you. Our goal is to provide exceptional member service. If your needs were not handled in an efficient and professional manner—or if you had a positive experience you'd like to share—we want to hear from you. Please call (888) 806-7526 or email us [feedback@onefpa.org](mailto:feedback@onefpa.org).