



FINANCIAL  
PLANNING  
ASSOCIATION

# 2021 Press Kit

Change Tomorrows™





## About FPA

The Financial Planning Association® (FPA®) is the principal membership organization for CERTIFIED FINANCIAL PLANNER™ professionals, educators, financial services professionals and students who are committed to elevating the profession that transforms lives through the power of financial planning. With a focus on the practice, business and profession of financial planning, FPA advances financial planning practitioners through every phase of their careers, from novice to master to leader of the profession.

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



# About FPA

Since 2000, the knowledge and support that FPA provides has helped shape the futures of countless members.

FPA has inspired our members to take that next step and find a path forward so they can realize their full potential.

---

## We accomplish this by providing four key benefits to our members:

**Inspiration:** Timely ideas, unique perspectives and forward-looking points-of-view that have value.

**Growth:** Knowledge, guidance, and mentorship that helps members—and the profession as a whole—continually advance and improve so we can meet the changing needs of our clients and better serve them.

**Amplification:** A unified voice that represents our shared values, vision, and collective interests on the stages and forums that matter most to raise awareness and bring the benefits of financial planning to more people.

**Belonging:** A receptive, participatory community where you feel heard, supported, and involved.

---

Our members apply these benefits to their clients every day. An FPA financial planner can change the trajectory of their clients' lives so they can achieve a better future. It's what gets our planners out of bed in the morning.



## **Skip Schweiss, CFP®, AIF®**

### **2021 FPA President**

Skip Schweiss, CFP®, AIF® currently serves as the volunteer president of the Financial Planning Association® (FPA®), the principal membership organization for CERTIFIED FINANCIAL PLANNER™ professionals and those who support the financial planning process.

A distinguished financial services executive and advocate for more than 30 years, Schweiss's career has been focused on serving the needs of Registered Investment Advisors (RIAs) and increasing the awareness of financial advice delivered with a fiduciary standard of care.

In 2020, Schweiss concluded a 12-year career with TD Ameritrade, where he most recently served as President of TD Ameritrade Trust Company and Managing Director of Advisor Advocacy. While his leadership enabled the company to grow its retirement plan services to more than 12,000 retirement plans and more than \$4.0B in assets under management, it was through his advocacy work where he left his most indelible mark.

Through his public policy advocacy on behalf of TD Ameritrade Institutional's RIA clients and their investor clients, Schweiss directly influenced legislation and regulation, including the SECURE Act (2019), Tax Cut & Jobs Act (2017), DOL Conflict of Interest Rule, SEC Regulation Best Interest, among others. His efforts positioned TD Ameritrade as an advocate for RIAs and led to substantial personal recognition by those in the profession. He was named "Fiduciary of the Year" by the Committee for the Fiduciary Standard in 2015, received the Insider's Forum Leadership Award in 2016, and was recognized by Investment Adviser magazine as one of its top 25 most influential people in 2014, 2017, 2018 and 2019.

Before joining TD Ameritrade Institutional, Schweiss spent 20-years in various management positions within Fiserv Investment Support Services, including serving as Executive Vice President of Fiserv Trust Company, which was acquired by TD Ameritrade Holding Corporation in 2008. He earned a Bachelor of Science degree in business administration from the University of South Dakota and a Master of Science degree in finance from the University of Colorado. He is a CERTIFIED FINANCIAL PLANNER™ professional, an Accredited Investment Fiduciary (AIF®), received a Certificate in Financial Planning from Boston University in 2020, and holds Series 7 and 24 licenses from FINRA.

Schweiss resides in Denver with his wife, Lisa, and has three grown children. In his spare time, he enjoys outdoor recreation, including road biking, hiking, and skiing. He devotes considerable time to assisting those in his community through Habitat for Humanity, Special Olympics, his church, and other causes.



## Martin Seay, Ph.D., CFP®

### 2021 FPA Chair

Dr. Martin Seay, Ph.D., CFP® currently serves as the volunteer chair of the Financial Planning Association® (FPA®), the principal membership organization for CERTIFIED FINANCIAL PLANNER™ professionals, educators, financial services professionals and students who are committed to elevating the profession that transforms lives through the power of financial planning.

Dr. Seay is Department Head and Associate Professor of Personal Financial Planning at Kansas State University, where he oversees and teaches in the CFP Board-registered undergraduate, graduate certificate, master's and Ph.D. programs. His research focuses on borrowing decisions, how psychological characteristics shape financial behavior, and methodology in financial planning research. His work has been published in the *Journal of Financial Planning*, *Journal of Behavioral Finance*, *Journal of Financial Counseling and Planning*, *Financial Services Review*, *Journal of Consumer Affairs*, *Journal of Financial Services Professionals*, *Journal of Family and Economic Issues*, *Journal of Financial Therapy*, among others.

His research has been recognized with the 2014 and 2017 FPA Annual Conference Best Applied Research Paper Award, the 2016 CFP Board's ACCI Financial Planning Award, and the 2016 Montgomery-Warschauer Award, which is awarded by the *Journal of Financial Planning* for the paper that provided the most outstanding contribution to the betterment of the profession in the previous year. Additionally, he was awarded the Kenneth Tremblay Early Career Housing Award from the Housing Education and Research Association in 2016 and the Richard L. D. Morse Early Career Award from the American Council on Consumer Interests in 2018.

Dr. Seay received his Ph.D. in Housing and Consumer Economics with an emphasis in Personal Financial Planning from the University of Georgia and is a director for the Academy of Financial Services. He also currently serves on the editorial review boards for the *Journal of Financial Planning* and the *Journal of Financial Therapy*.



## **Dennis J. Moore, MBA, CFP®**

### **2021 FPA President-elect**

Dennis J. Moore, MBA, CFP® currently serves as the volunteer president-elect of the Financial Planning Association® (FPA®), the principal membership organization for CERTIFIED FINANCIAL PLANNER™ professionals and those who support the financial planning process.

Moore is the Chief Operating Officer for Dallas-based Quest Capital Management where he leads the firm's operations and works closely with the wealth advisors to set the strategic direction of the firm. In addition to operations, he manages personnel, technology and financial initiatives that best support the firm's clients and growth.

With a passion for financial planning, Moore volunteers his time to assist young financial planning professionals in their career growth. He mentors young planners and has served as chair of the Mentor Committee for the Texas Tech University Personal Financial Planning Alumni Advisory Board. Moore has also served on the board of directors of the Financial Planning Association of Dallas/Ft. Worth from 2010 to 2016 and has been on several national FPA committees over the years, including the OneFPA Advisory Group, the FPA Alliance Forum, and as chair of the Pro Bono Advisory Committee.

A CERTIFIED FINANCIAL PLANNER™ professional, Moore received his Bachelor of Science in personal financial planning from Texas Tech University where he also earned a Master of Business Administration.



## Patrick D. Mahoney

### Chief Executive Officer

Patrick D. Mahoney serves as the chief executive officer of the Financial Planning Association® (FPA®), the principal membership organization for CERTIFIED FINANCIAL PLANNER™ professionals and those who support the financial planning process.

Mr. Mahoney is an experienced CEO, business leader, and strategist with a background across diverse organizations in the financial services, technology, and mission-based sectors. He is recognized for his skill in building and mentoring diverse teams and launching global growth strategies that integrate all disciplines from an organization's portfolio to meet strategy-driven desired outcomes.

Mr. Mahoney's career began in product development and management in the U.S. and Asia, later evolving to sales, marketing, and general management. He has held executive leadership positions with breakthrough global organizations embracing innovation, change management, membership value, and growth such as the Financial Planning Association, IEEE, and S&P Global Ratings.

As a board director and member of McGraw-Hill Federal Credit Union's Merger & Acquisition Committee, Mr. Mahoney helped lead its 2019 merger with Pentagon Federal Credit Union. He serves as a director on PenFed's New York City Advisory Board, serves on the Board of Trustees for Enders Island whose primary mission is a collegiate recovery program that provides a sober living community for college-age men recovering from addiction, and volunteers with Junior Achievement of Southwest Connecticut.

An innovative and strategic problem solver, Mr. Mahoney is the holder of four patents in the U.S., Canada, and Great Britain. He is a graduate of Saint Joseph's University in Philadelphia.



# FPA Advocacy in 2021

To elevate the profession, the Financial Planning Association® (FPA®), in partnership with its chapters, members and coalition partners, has positioned itself as an advocacy force at all levels. The work the association is doing to forge relationships with policymakers ensures voices are heard and positions are known by those who bear the power to influence the trajectory of the profession. FPA [has the backs of its members](#) and will work tirelessly to be sure the voice of the financial planning community is resonating on The Hill, in state capitols, and by regulatory and certifying bodies.

## FPA's Advocacy Policy and Vision:

- FPA advocates for elevating the financial planning profession.
- To elevate the financial planning profession, FPA advocates for the concept of one profession/one designation.
- FPA advocates that the one designation be the CFP® marks.
- FPA advocates for distinguishing financial planning from other types of financial advice.
- FPA advocates for our core member, the CFP® professional who practices financial planning.

Therefore, FPA's advocacy policies support the following vision: *That financial planning is delivered by a CFP® professional under a fiduciary standard of care, which supports establishing financial planning as an honorable profession—recognized in law and by the public—based on the CFP® marks and practiced by professionals who are required to adhere to the standards that the CFP® marks represent.*





Financial advice, which most people in financial services provide, is transactional. Financial planning is transformative...especially when it's delivered by a financial planner who is committed to working in a client-centered, fiduciary-based way. That is the power of financial planning...to transform lives. But to realize this power, those delivering financial planning need the necessary competency IN financial planning. Competency is paramount and people need to know that the financial planner they are engaging is actually doing financial planning and has the competency required to be a financial planner.

Besides a financial planner's willingness to be forthcoming on how they are compensated for their services and any material conflicts of interest, FPA believes there are five questions everyone should ask a financial planner to gauge their competency in financial planning.



## Is a financial planner a CFP® Professional?

A financial planner who has earned the CFP® certification has demonstrated an ongoing commitment to accrue the necessary knowledge and experience to provide financial planning services to their clients. This is a starting point for financial planner competency.



## What areas of expertise should a financial planner have?

Experience in retirement planning, tax, estate planning, education funding, insurance, cash flow, debt management and other areas are critical to the financial planning process. Even a base knowledge is required to ensure a financial plan is comprehensive.



## Does a financial planner have a specific area of specialty?

If the financial planner states they have a defined area of specialty, he/she must be able to outline the qualifications they have, including any additional education and certifications.



## How long has a financial planner provided financial planning?

There is an art and science to financial planning that sometimes takes experience to master. Time also allows the financial planner to refine the relational skills needed. Ask the financial planner how long he/she has been providing these services.



## How will a financial planner approach your specific situation?

What process does the financial planner take in doing financial planning? What systems do they have in place and how will the plan be developed, presented and implemented? Be sure the financial planner is sensitive to your needs and wants and will approach your situation in a manner that makes sense for you.



FPA wants to help journalists do their jobs. That's why we created [FPA MediaSource](#)—an automated media query platform that connects journalists with financial planners who have earned CFP® certification and have demonstrated proficiency in all areas of personal finance and are standing by to help journalists with the stories they are writing/producing.

### **Here's how it works in six easy steps:**

1. A journalist goes to the online form and submits a query.
2. The system sends an email to CFP® professional members of FPA who have opted-in to participate.
3. Interested members then go to an online form to provide their contact details and initial thoughts on the topic.
4. The system then sends the inquiring journalist an email with the replies submitted by members.
5. The journalist then vets the responses coming in and chooses the planner(s) they want to engage for the story.
6. The journalist then reaches out to those planners he/she wants to interview.

### **A couple things to know about the platform:**

- We do not provide the journalist's name or email address to protect them from being sent information they don't want.
- When the deadline hits, the query is automatically shut off. This is done to prevent planners from responding to a query after the journalist has already filed their story.
- While it is understood and expected that some journalists will simply use what is submitted in the responses, it is encouraged that journalists let the member(s) know.
- If a journalist would like to speak to an FPA representative or get an official FPA position, they are encouraged to reach out directly to the FPA Public Relations Team.

*Certified Financial Planner Board of Standards, Inc. ("CFP Board"), a 501(c)(3) organization that is independent of the Financial Planning Association, grants the CFP® certification to CERTIFIED FINANCIAL PLANNER™ professionals in the United States. CFP Board owns the trademarks CFP® and CERTIFIED FINANCIAL PLANNER™.*

FPA is available to assist journalists with any requests for information, interviews and other needed support. If there is something we can do to help you in your reporting, please let us know. We look forward to hearing from you!

**Ben Lewis****Chief Communications Officer**

Financial Planning Association  
1290 Broadway, Suite 1625  
Denver, CO 80203  
Direct: 303.867.7190  
Cell: 301.213.3252  
[BLewis@OneFPA.org](mailto:BLewis@OneFPA.org)

The [Press Room](#) on the FPA website is a single source for journalists to learn all that is transpiring in the association.

- FPA members serve as expert sources on a variety of topics such as retirement planning, small business planning, family and marriage planning, and can also speak to client issues in a particular profession, or with different income and asset levels. Contact Ben Lewis at [blewis@onefpa.org](mailto:blewis@onefpa.org).
- Reporters working on deadline can submit their story query using FPA MediaSource—an automated system that sends the query to CFP® professional members of FPA across the country. Access [FPA MediaSource](#) today.

## Publications:

- FPA's award-winning [Journal of Financial Planning](#) features prominent writers and stories that enhance the knowledge and understanding of the evolving technical aspects of financial planning.
- The [FPA Practice Management Blog](#) is populated frequently with helpful posts on marketing, client skills, technology, HR/staff, compliance, operations and more.