

2026 PRESS KIT FINANCIAL PLANNING ASSOCIATION



FINANCIAL
PLANNING
ASSOCIATION





YOUR PARTNER IN PLANNING™

The Financial Planning Association® (FPA®) is the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER® professionals and those engaged in the financial planning process.

FPA is the CFP® professional's **partner in planning** by helping them realize their vision of professional fulfillment through practice support, learning, advocacy, and networking.



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 being our members' partner in planning
by delivering four key benefits:**



PRACTICE SUPPORT

FPA supports you with business insights and vast savings on tools you need.



LEARNING

FPA provides you with relevant and accessible educational content.



ADVOCACY

FPA helps you be an advocate for financial planning.



NETWORKING

FPA provides you with unmatched networking with a vibrant community of planners.

**Our members apply these benefits to their work daily –
for their clients, businesses, and themselves.**



EXECUTIVE BIOGRAPHY



DANIEL GALLI, CFP®

2026 FPA President

Dan Galli, CFP®, currently serves as the volunteer president of the Financial Planning Association® (FPA®), the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER® professionals and those who support the financial planning process.

Galli is founder of Daniel J. Galli & Associates and began his financial services career more than 30 years ago following a successful career as a public-school teacher. He focuses on retirement planning for professionals, small business owners, teachers, and other individuals. Galli has taught classes on topics including retirement planning, employee benefits and insurance and financial planning at Northeastern University in Boston, Boston University and Kaplan/Bisys/BU Review. Additionally, he updates Boston University's online Retirement Planning and Employee Benefits course as tax laws, regulations and limits are changed.

Galli holds a B.S. from Boston University and an M.Ed from Bridgewater State College. Before beginning his financial planning career, Galli taught at Hatherly School in Scituate, Massachusetts for 11 years.

A long-time member of the Financial Planning Association of Massachusetts, Galli has served on several committees, the Board of Directors and as chapter president. He lives in Marshfield, Massachusetts with his wife Louise and two grown children, Michael and Lauren.

EXECUTIVE BIOGRAPHY



PAUL BRAHIM, CFP®

2026 FPA Past President

Paul Brahim, CFP®, currently serves as the volunteer past president of the Financial Planning Association® (FPA®), the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER® professionals and those who support the financial planning process.

Brahim has truly lived the American Dream – beginning his career in financial services with no formal training and raising through the ranks to hold prestigious positions like CEO of BPU Investments. As an advisor at Wealth Enhancement Group, Brahim uses his financial planning, investment management and business skills to work with CEOs on their retirement and succession plans. He also provides guidance regarding their employee retirement and financial wellness programs.

Brahim is very active in his community with organizations like the Heritage Community Initiative, the Navy Seal Foundation and the Financial Planning Association. He has also acted as an expert witness for a variety of legal cases. Brahim stays active by swimming, biking and running as well as tackling Colorado's famous fourteeners.

EXECUTIVE BIOGRAPHY



D. CRYSTAL ALFORD-COOPER, CFP®

2026 FPA President-elect

D. Crystal Alford-Cooper, CFP®, CDFA, CRC®, currently serves as the volunteer president-elect of the Financial Planning Association® (FPA®), the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER® professionals and those who support the financial planning process.

Always interested as a child in saving and investments, Alford-Cooper recently rejoined Law & Associates Wealth Management and Planning as Director of Financial Planning after previously being with the firm for almost 20 years. She loves talking to everyone and likes to say that she has “no sense of danger.” Her appreciation for others, blended with her lifelong passion for financial wellness, has made helping others forge a path to a sound financial future a way of life for Alford-Cooper.

Alford-Cooper has been a CERTIFIED FINANCIAL PLANNER® practitioner since 1996; having graduated from the College of Financial Planning’s CFP® program. She is also a Certified Divorce Financial Analyst (CDFA®) and a Certified Retirement Counselor (CRC®). She is a registered representative with Raymond James Financial Services, Inc. and holds the designation of Investment Management Consultant from Raymond James’ Institute of Investment Management Consulting (IIMC). She holds a Maryland license for life, health, and variable life insurance.

Alford-Cooper was previously a committee member board volunteer on the CFP Board Council on Education, chair of the Financial Planning Association of Maryland, past president of Association of African American Financial Advisors and director of Howard County Police Foundation. She is also a graduate of Leadership Howard County’s Leadership Premier program and a women’s ministry team leader at her church in Columbia.

Raised by a phenomenal single mom, Alford-Cooper remains inspired and proudly carries on her mom’s legacy – her love for family. She loves spending time with her husband and best friend, Dennis. Both are proud parents to a son serving in the United States Navy.

EXECUTIVE BIOGRAPHY



DENNIS MOORE, CFP®

Chief Executive Officer

Dennis J. Moore, MBA, CFP®, is the Chief Executive Officer of the Financial Planning Association® (FPA®), the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER® professionals and those who support the financial planning process.

Moore is a financial planning and business professional dedicated to advocating for the financial planning profession throughout his career. He has held various roles, including Chief Operating Officer at a financial planning and wealth management firm.

Active in the community and the profession, Moore was elected and served as the volunteer president of several organizations, including the Young Friends of the Ronald McDonald House of Dallas, the Texas Tech University PFP Alumni Advisory Board, FPA of West Texas, FPA of Dallas/Fort Worth, and the Financial Planning Association Board of Directors. He has been featured and quoted in various national news outlets and recognized in publications such as InvestmentNews 40 Under 40, Financial Advisor Magazine's 10 Young Advisors to Watch, and WealthManagement.com's Top CFP® Holders Under 36.

Moore is a CERTIFIED FINANCIAL PLANNER® professional with a bachelor's degree in Personal Financial Planning and an MBA from Texas Tech University. He is currently pursuing a Ph.D. in Personal Financial Planning at Texas Tech.

THE POWER OF FINANCIAL PLANNING



Financial advice is transactional, but financial planning is transformative—especially when guided by a client-focused, fiduciary financial planner. True financial planning has the power to change lives, but this requires planners to have the right skills and expertise. Competency is key; clients must trust that their planner is qualified and truly practicing financial planning.

To assess a planner's competency, FPA suggests asking five essential questions, alongside understanding their compensation and any conflicts of interest.



1

IS THE 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 critical starting point!



2

WHAT EXPERTISE DOES THE FINANCIAL PLANNER HAVE?

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



3

DOES THE FINANCIAL PLANNER HAVE AREAS OF SPECIALTY?

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



4

HOW LONG HAS THE FINANCIAL PLANNER BEEN PLANNING?

Financial planning is an art and science that sometimes requires experience to master. Time also allows the financial planner to refine the necessary relational skills. Ask the financial planner how long they have been providing these services.



5

HOW WILL THE FINANCIAL PLANNER WORK WITH YOU?

What process does the financial planner take to do 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.

FPA MEDIASOURCE

The only stop you need to find a CFP® professional who can help.

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 demonstrated proficiency in all areas of personal finance. Here's how it works in six easy steps:

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

**FPA HAS
SENT MORE
THAN 10,000
JOURNALIST
QUERIES!**

AS OF NOV. 25, 2025

A couple of things to know about the platform:

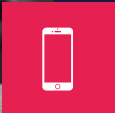
- The journalist's name or email address is not included in the queries to protect them from being sent information they don't want.
- When the deadline hits, the query is automatically shut off to prevent late responses.
- While it is understood and expected that some journalists will use what is submitted in the responses, it is encouraged that journalists inform the member(s).
- If journalists want to speak to an FPA representative or get an official FPA position, they are encouraged to contact FPA's Chief Communications Officer.



CFP 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™.



ALEXANDRA ZENDRIAN
PUBLIC RELATIONS CONSULTANT



CELL PHONE :

516-581-7202



EMAIL ADDRESS :

allie@atozcommunicationspr.com



WEBSITE :

www.financialplanningassociation.org



**LET FPA HELP YOU WITH ALL
THAT YOU'RE WORKING ON!**