

# CFP BOARD REPORT

News From Financial Planning's Professional Regulatory Organization

## News Bullets

- **SPECIAL EDITION - New CEO Announced**

## New CEO Announced

As a valued stakeholder, CFP Board wanted you to be one of the first to know that Sarah Ball Teslik, currently founding executive director and general counsel for the Council of Institutional Investors, has been named the new chief executive officer of CFP Board.

Teslik said: "For more than a decade and a half, I have been in a position to look after the interests of the institutional side of the marketplace. Now, I have the opportunity in working for CFP Board to do the same thing in the other half of the market, the half that is composed of individual investors. This is an exciting challenge. It is one that I eagerly take up. At a time of shrinking government resources, it is critical that the public receives the best possible financial planning from the best available practitioners."

CFP Board's Board of Governors Chair David Diesslin, CFP®, said: "We wanted a person with Sarah's background and experience, including her ability to be heard in Washington, D.C. Her appointment gives CFP Board the ability to take itself to the next level, for the public, in terms of shaping the legislative and regulatory environment in which CFP® certificants operate on behalf of their clients."

At the influential Council of Institutional Investors, Teslik managed the organization's staff, operations, finances and legal activities carried out on behalf of major institutional investment entities managing \$3 trillion. She also has been a member of Financial Accounting Standards Board and New York Stock Exchange committees. Teslik has published in the *Harvard Business Review* and has served as a guest lecturer at Harvard University's law, business and government schools as well as the Georgetown University Law School and University of Rochester business school.

As part of her legal practice, she has served as general counsel to the National Athletic Trainers' Association, a 20,000-member association of allied health care professionals and their affiliated certification organization and served as founding board chair and counsel for the Foundation for International Education and counsel to Cellular Telephone Industry Association and Heart and Lung Transplant Surgeons.

Prior to joining CII, Teslik worked at two law firms: Willkie Farr & Gallagher; Stroock & Stroock & Lavan.



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*Diesslin and Associates*

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CFP Board is directed by a Board of Governors which oversees four subsidiary boards. The Board of Governors establishes policy and oversees all CFP Board activities. Members serve three-year terms and a majority of Governors must be CFP® certificants. The CEO serves *ex-officio* as a Governor but does not have voting rights.

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*CFP Board Report* is published to inform CFP® certificants, the profession and the public of CFP Board activities, policies and initiatives. A nonprofit professional regulatory organization, CFP Board fosters professional standards in personal financial planning so that the public values, has access to and benefits from competent and ethical financial planning. CFP Board does not discriminate in certification opportunities or practices on the basis of race, color, religion, sex, national origin, disability or any other characteristic protected by law.

Teslik is a *cum laude* graduate of the Georgetown University Law Center, where she was a law fellow, and earned a master's of arts in history from Oxford University and bachelor's of arts from Whitman College, where she earned Phi Beta Kappa honors.

She has two sons, both undergraduates at Harvard University, and her husband is an export consultant.

Teslik will step into her new position at CFP Board no later than January 1, 2005. More information will be forthcoming in future issues of *CFP Board Report*.