

# CFP BOARD REPORT

News From Financial Planning's Professional Regulatory Organization

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## CFP Board's Investor Confidence Survey

In our mission to protect the public, it is important that CFP Board obtain the opinions of CFP® certificants regarding issues in financial planning. We would like to know your views on how the scandals and irregularities that have hit corporations, accounting firms and mutual funds over the past five years have affected both your confidence and your clients' confidence in the markets. This 13-question survey takes about 5 minutes to complete. Results will be shared in the January CFP Board Report. Certificants can go to <http://www.CFP.net/certificants/survey.asp> to take the survey.

## Financial Planning Day on Capitol Hill a Big Success

On October 8, CFP Board conducted its Third Annual Financial Planning Day on Capitol Hill in Washington D.C. with support from the Financial Planning Association (FPA) and National Endowment for Financial Education (NEFE). Held during Financial Planning Week, the event was designed to help educate Congressional staffers about the importance of financial planning. This year's event reached an increased number of attendees, with more than 150 staffers stopping by to learn about financial planning, pick up free consumer information and have their questions answered by some of the top financial planners in the country. Young and veteran Capitol Hill staff members explored topics such as savings, investments, housing, debt, pensions, taxes and insurance. CFP Board would like to thank the CFP® professionals who volunteered their time to answer personal finance questions in one-on-one or small group sessions.

## Article Awards Winners Announced

CFP Board announced the recipients of its 2003 Article Awards in recognition of meritorious financial planning articles published in academic, professional and trade publications in 2002. Selection criteria considered the article's potential practical value to the financial planning profession and the general public, with judgments based on unique treatment of the subject matter, lack of current writing on the subject, clarity and completeness of presentation. To read the press release and the winning articles, go to the "News Media" section of [www.CFP.net](http://www.CFP.net).

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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.

## Frequently Asked Questions: Using the Trademark Symbols Makes Me Feel Like a Product, Not a Person. Why Should I Use These Symbols?

Since the CFP certification marks were transferred to CFP Board in 1985, we have gained a much better understanding of what we need to do to protect our trademarks. In order to ensure the public (including current and potential clients) understands what the marks stand for, certain trademark protection requirements must be upheld. The use by CFP® professionals of the ™ and ® symbols in combination with the CFP marks goes beyond merely designating the certificant's personal accomplishments or educational background, but instead indicates that individuals have met requirements for certification, such as agreeing to adhere to the *Practice Standards* and *Code of Ethics*. Over a period of time, without trademark recognition and protection activities, anyone could use the CFP marks and call himself or herself a "certified financial planner," just as today, anyone can call himself or herself a "financial planner." Proper use of the marks and associated symbols by certificants assists CFP Board in maintaining its rights to the marks and its ability to certify practitioners. Proper use also enhances the value of the marks.

CFP Board would like to thank everyone who values and protects the high standards of financial planning that are represented by the CFP marks. For more information on correct trademark usage, go to the "CFP® Certificants" section of [www.CFP.net](http://www.CFP.net).

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