

CFP BOARD REPORT

News From Financial Planning's Professional Regulatory Organization

News Bullets

- **CFP Board's Web Site Wins 'Standard of Excellence' Award**
- **New Public Service Announcement CDs Available for Distribution**
- **Article Awards Announced**
- **CFP Board Registers Nine New Financial Planning Educational Programs**
- **CFP Board Awards Best Conference Paper at AFCPE Meeting**

CFP Board's Web Site Wins 'Standard of Excellence' Award

CFP Board's Web site, www.CFP.net, recently earned the Web Marketing Association's WebAward for "Standard of Excellence." The WebAward Competition recognizes the organizations responsible for developing the most effective Web sites on the Internet. Not only is CFP Board's Web site one of our most important tools for providing information to consumers about financial planners and the financial planning process, but it also acts as an essential resource for CFP® certificants and individuals seeking to obtain the CFP certification. For more information, go to www.CFP.net/media to read the press release.

New Public Service Announcement CDs Available for Distribution

In its ongoing efforts to educate consumers about financial planning and their rights when working with a financial planner, CFP Board has created a new set of prerecorded radio Public Service Announcements (PSAs). Each of the PSAs finishes with a message encouraging listeners to contact CFP Board for further information, either through our toll-free number or by visiting our Web site. These PSAs have been distributed to AM and FM stations across the country, but CFP® certificants can also play a part in delivering these important messages by ordering the PSA CDs and providing them to local radio stations.

Order the PSA CDs or other consumer education materials by calling 800-487-1497 or by downloading an order form by clicking on the "Brochure Order Form" link at www.CFP.net/certificants.

Article Awards Announced

CFP Board announced the recipients of its 2004 Article Awards in recognition of meritorious financial planning articles published in academic, professional and trade publications in 2003. The author or authors (as a group) of each article will receive a \$1,000 award from CFP Board. Selection criteria included each article's potential practical value to the financial planning profession and the public, unique treatment of subject matter, lack of current writing on the subject, clarity and completeness of presentation. For more information and a list of the winners, read the press release at www.CFP.net/media.

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CERTIFIED FINANCIAL PLANNER™



The certification marks above are owned by Certified Financial Planner Board of Standards Inc. and are awarded to individuals who successfully complete CFP Board's initial and ongoing certification requirements.

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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.

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.

CFP Board Registers Nine New Financial Planning Educational Programs

CFP Board's Board of Examiners registered nine new financial planning education programs at eight institutions, bringing the total of CFP Board-Registered Programs to 310 at 191 colleges and universities nationwide. For more information, read the press release at www.CFP.net/media.

CFP Board Awards Best Conference Paper at AFCPE Meeting

At the November conference of the Association for Financial Counseling and Planning Education (AFCPE), CFP Board awarded its Third Annual Outstanding Conference Paper to Deanna Sharpe, Ph.D., of the University of Missouri - Columbia for her paper entitled, "Expenditure Patterns in Grandchild Resident Households." Each year, CFP Board honors the best conference paper relating to practical financial planning.