



2024 Press Kit

Your Partner in Planning™





About FPA

The Financial Planning Association® (FPA®) is the leading membership organization 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.

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

Practice Support:

FPA supports you with business insights and vast savings on the 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 unmatched networking with a vibrant community of planners.

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



Claudia Kane, CFP[®], CIMA[®], CPWA[®], ADPA[®], CDFA[®] **2024 FPA President**

Claudia Kane, CFP[®], CIMA, CPWA[®], ADPA[®], CDFA[®], 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 engaged in the financial planning process.

Kane has been a financial adviser since 1985, when she started her career with Merrill Lynch. As an independent advisor with Raymond James Financial Services and a Certified Divorce Financial Analyst (CDFA[®]), Kane specializes in helping clients improve their financial future as they transition through divorce.

Kane has served as the Director of Advocacy for the FPA of Northern California, and sat on the FPA of California – a coalition of FPA chapters in California. Kane previously served on the Board of Investments and Wealth Institute (formerly IMCA) and has served in a variety of community leadership positions, currently serving as President for Court Appointed Special Advocates (CASA) of El Dorado County.

Kane received her Bachelor's degree from Queen's University, Belfast, Northern Ireland, and studied at the Wharton School and the Booth School to earn her CIMA[®] and CPWA[®] credentials.

Kane is an avid golfer, sculler, and is a U.S. Rowing Referee.



James Lee, CFP®, CRPC®, AIF®

2024 FPA Past President

James Lee, CFP®, CRPC®, AIF®, 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 engaged in the financial planning process.

Lee is president of Lee Investment Management in Saratoga Springs, NY, and believes strongly in the value of financial planning and strives to move the profession forward through volunteer efforts with FPA.

Lee has been a member of FPA for over 20 years and served on the board of directors of the FPA of Northeastern New York for seven years. He is a founding member of the FPA Council of New York, and past Chair of FPA's Legislative and Regulatory Issues Committee (LRIC). In addition to his work with FPA, Lee has served on the board of directors of The Prevention Council, Saratoga Arts and the Saratoga Youth Lacrosse Association. He also served as a member of the Town of Greenfield's Planning board and Board of Assessment Review. Lee currently serves as the Administrator of Greenfield's Economic Development Revolving Loan Fund.

Lee earned his Bachelor of Arts degree in Economics from the University of Virginia.



Paul J. Brahim, CFP®

2024 FPA President-elect

Paul J. Brahim, CFP®, 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 engaged in the financial planning process.

Paul 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, Paul uses his financial planning, investment management, and business skills to work with CEOs on their retirement and succession plans. He also provides guidance with regard to their employee retirement and financial wellness programs.

He 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. Paul stays active by swimming, biking and running; as well as tackling Colorado's famous fourteeners.



Patrick D. Mahoney

Chief Executive Officer

Patrick D. Mahoney is CEO of the Financial Planning Association[®] (FPA[®]), the leading membership organization and trade association for CERTIFIED FINANCIAL PLANNER[™] professionals and those engaged in the financial planning process.

He 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 building and mentoring diverse teams and creating growth strategies that integrate the passion and expertise of an organization's stakeholders and employees to meet its goals and mission.

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

An innovative and strategic problem solver, Mahoney is the holder of patents in the United States, Canada, and Great Britain. He is a Board Member of Saint Joseph's University Haub School of Business.

Mahoney is a graduate of Saint Joseph's University, Philadelphia, PA.



Title Protection: FPA's Primary Advocacy Objective

FPA believes financial planning is an essential profession that has an important impact on society. Those who practice this critical vocation, including FPA Members across the nation, are in a position to provide a positive, life-altering influence for their clients and their clients' loved ones. But not everyone calling themselves a "financial planner" provides, or even offers, financial planning services.

That needs to change.

Over the past few years, the FPA Board of Directors, FPA Public Policy Council, and other industry groups have debated the merits of title protection that would ensure anyone professing to be a "financial planner" meets threshold competency and ethical standards. While others may want to continue debating the issue, the FPA Board of Directors unreservedly believes this is a fight worth pursuing, especially considering a recent FPA advocacy survey revealed that nearly 80% of FPA Members want the title "financial planner" to be protected – and only 4% oppose.

The FPA Board of Directors believes the legal recognition of the term "financial planner" through title protection is an acknowledgment that anyone proclaiming to be a financial planner meets threshold standards that protect consumers and advances the financial planning profession.

The push for title protection is a substantial advocacy issue that may require allocating resources and many years of planning and effort to realize. But FPA is ready to lead this push, which is why we are making the legal recognition of "financial planner" through title protection FPA's primary advocacy objective now and in the years to come.

There are four central reasons for this steadfast commitment to the legal recognition of "financial planner" through title protection.

- **Title Usage:** The legal recognition of the term financial planner may distinguish financial planners from other financial service providers.
- **Professional Competency:** The legal recognition of the term financial planner will establish criteria to earn the right to call oneself a financial planner without creating unnecessary regulatory burden for those who qualify to use the title.
- **Consumer Protection:** The legal recognition of the term financial planner may enable consumers to identify and engage with a qualified financial planner.
- **Profession Advancement:** The legal recognition of the term financial planner is a critical step in the recognition of financial planning as a distinct, essential profession.

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.

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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!



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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.
- 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.

Journal of Financial Planning:

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. Because the Journal is published in a digital format and accessible only to FPA members, please let us know if you want to be added to a distribution list to receive a link to the publication each month. Simply email blewis@onefpa.org to be added to the list.