



CERTIFIED FINANCIAL PLANNER BOARD OF STANDARDS, INC.

## NEWS RELEASE

### **Certified Financial Planner Board of Standards Expands Ambassador Program with Appointment of Robert Schmansky, CFP® as CFP Board Ambassador for Detroit**

*Robert Schmansky Will Serve as a Local Resource for Personal Finance Issues*

Washington, DC, December 2014 – Certified Financial Planner Board of Standards, Inc. has expanded its CFP Board Ambassador program in Michigan with the appointment of Robert Schmansky, CFP®.

Robert Schmansky, CFP® (Rob) of Livonia-based Clear Financial Advisors has been appointed to serve as a representative of CFP Board in their local communities. There are now a total of 50 CFP® professionals throughout the United States serving as CFP Board Ambassadors.

“These new CFP Board Ambassadors have demonstrated that they are already serving their local communities by sharing their wealth of talent and expertise in financial planning,” said CFP Board CEO Kevin R. Keller, CAE. “CFP Board is gratified that they will be joining our existing volunteers in educating the public and the media about how CFP® professionals and financial planning can help consumers achieve their financial goals.”

The CFP Board Ambassador program initially began in 2010 with seven Ambassadors in seven regions in the U.S., with new Ambassadors coming on board since then. The CFP Board Ambassador program now covers a total of 38 regions throughout the country.

Rob is a CERTIFIED FINANCIAL PLANNER™ professional and was chosen on the basis of his demonstrated leadership skills, passion for financial planning, and belief in CFP Board’s mission to serve the public.

“I’m extremely excited to have this opportunity to promote awareness among the public how financial planning with a CFP® professional can improve people’s lives,” said Rob.

CFP Board Ambassadors are all volunteers. Their contributions will include, among other things:

- Educating the public on the importance of having a financial plan that supports one’s life goals, and of working with a competent, ethical financial professional;
- Representing and explaining the meaning of the CFP® certification, the recognized symbol of excellence in personal financial planning; and
- Supporting CFP Board’s Consumer Advocate program, which currently includes a series of monthly personal finance tips, broadening the awareness of financial planning to all consumers, promoting the benefits of gaining CFP® certification among their peers, and publicizing CFP Board’s Public Awareness Campaign, designed to raise awareness of the CFP® certification.

“Expanding the Ambassador program allows CFP Board to not only broaden the program’s reach geographically, but also add volunteers who offer special expertise in niche areas of financial planning,” said CFP Board Consumer Advocate Eleanor Blayney, CFP®. As Consumer Advocate, Eleanor plays a lead role in working with the CFP Board Ambassadors to increase awareness of the CFP® certification among both consumers and advisors.

### **ABOUT CFP BOARD**

***The mission of Certified Financial Planner Board of Standards, Inc. is to benefit the public by granting the CFP® certification and upholding it as the recognized standard of excellence for competent and ethical personal financial planning. The Board of Directors, in furthering CFP Board's mission, acts on behalf of the public, CFP® professionals and other stakeholders. CFP Board owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER™, CFP® (with plaque design) and CFP® (with flame design) in the U.S., which it awards to individuals who successfully complete CFP Board's initial and ongoing certification requirements. CFP Board currently authorizes nearly 71,000 individuals to use these marks in the U.S.***

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