

The Power of Progress

Celebrating the People and Partnerships
Advancing Financial Knowledge for Good

1 Radical Access:
The OneAmerica Financial
Partnership Uplifting Indiana
Pg 3

1 Academic Excellence
in Action
Pg 8

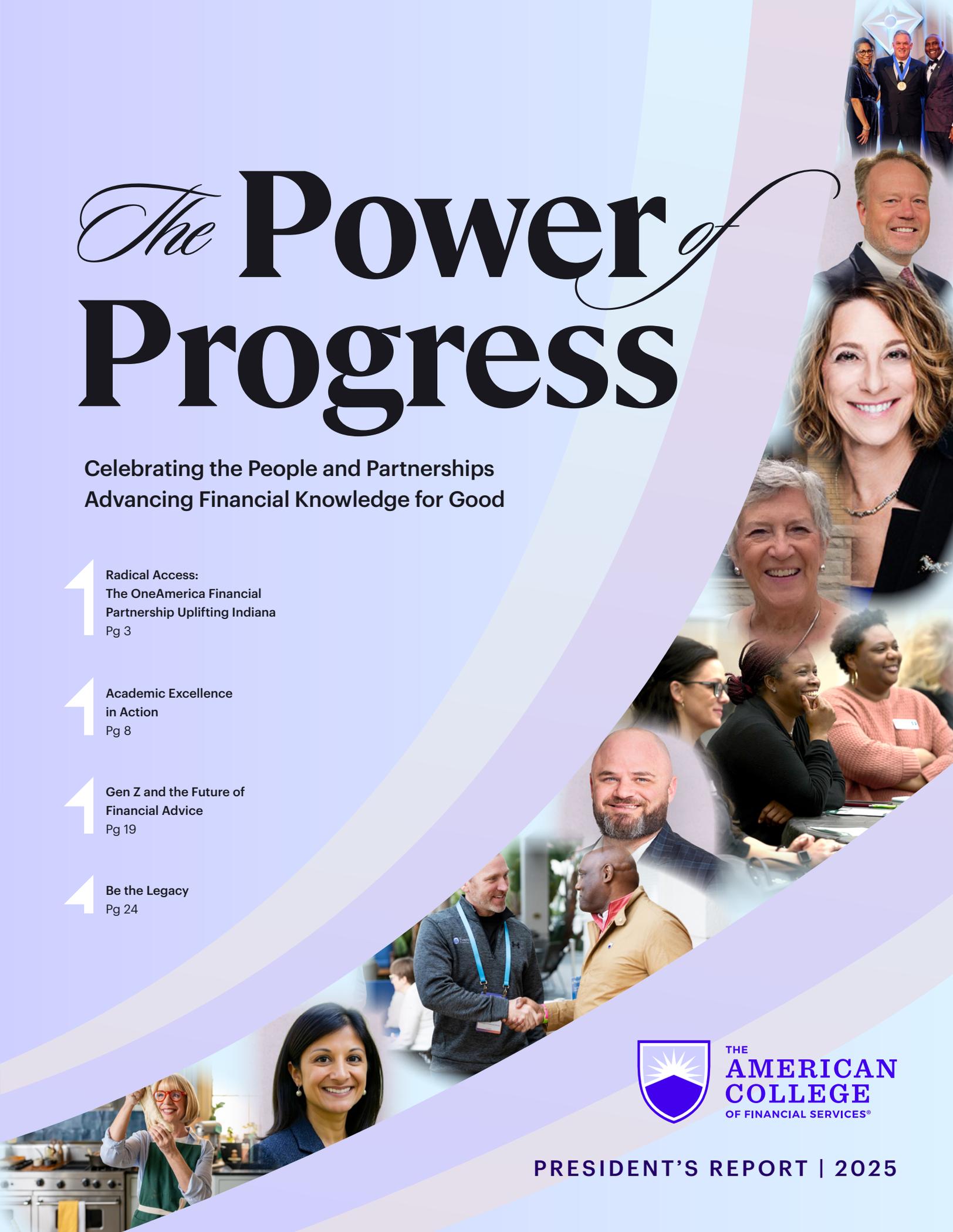
1 Gen Z and the Future of
Financial Advice
Pg 19

1 Be the Legacy
Pg 24



THE
**AMERICAN
COLLEGE**
OF FINANCIAL SERVICES®

PRESIDENT'S REPORT | 2025



What's Inside

Features

PAGE **3**

Radical Access:
The OneAmerica
Financial Partnership
Uplifting Indiana

PAGE **8**

Academic Excellence
in Action

PAGE **19**

Gen Z and the Future
of Financial Advice

PAGE **25**

Be the Legacy

Page by Page

PAGE **1**

Letter From
the President

PAGE **13**

Letter From our
Senior Vice President
for Advancement
& Alumni Relations

PAGE **15**

From Confusion to
Confidence: A Campaign
to Help Consumers
Understand Financial
Specialization

PAGE **29**

Stewards of Our Mission

PAGE **37**

Upcoming Events

PAGE **39**

2025 in Photographs

PRESIDENT'S REPORT 2025

The Power of Progress

PRESIDENT AND CEO

George Nichols III, CAP®

EXECUTIVE EDITORS

Carol Parlin Prushan

Jared Trexler

DESIGN

Dan McShane

Julia Tran

EDITORIAL

Valencia Gabay, PhD, CFEI®

Timi Joy Jorgensen, PhD

Sarah McSpiritt, MA

Kyle Robertson, MA, MFA

Michael Schwartz, MS

Janet Yvonne Schulze, JD

Stephanie VanSickle Talty, bCRE

PRODUCTION

Greg Angelo, PMP®

Stephen Kernaghan, CLF®

Brittany Latronica, PMP®

CONTRIBUTORS

Chet Bennetts, PhD, CFP®, ChFC®,
CLU®, RICP®, CLF®

Jonathan Berens

Alisha Cook

Joshua Diep, WMCP®

Megan Dougherty

Christina Dryden, PhD, CLF®

Sophia Duffy, JD, CPA, AEP®

Wendy L. Feldman, CLU®, ChFC®,
CASL®

Michael Finke, PhD, CFP®

Tom Getty

Elizabeth Gray, EDD

Nicole Harding, bCRE

Lindsey Lewis, MBA, ChFC®, CFP®

Eric Ludwig, PhD, CFP®, RICP®

Heather Malandra

Kaylee Ranck, PhD

Amanda Raymond

Kathleen M. Rehl, PhD, CFP®, CeFT®

Ryan Shockling, PCM®

PHOTOGRAPHY

Alyson Kline

Jean Meyer

Gene Smirnov Photography

Our Mission to Uplift the Profession and Benefit Society *Since 1927*

We provide applied financial knowledge and education, promote lifelong learning, and advocate for ethical standards to benefit society. It's a mission rooted in history and focused on the profession's future.



Together, let's make a lasting impact. With your help, we'll continue to advance the financial services profession, strengthen all communities, and ensure Americans grow in financial security. Support The College's mission with a gift at:

TheAmericanCollege.edu/PresidentsReport

*For more
College
content:*

-  TheAmericanCollege.edu
-   [The American College of Financial Services](https://www.youtube.com/TheAmericanCollege)
-   [@TheAmerCol](https://www.instagram.com/TheAmerCol)
-  [@TheAmericanCollege](https://www.facebook.com/TheAmericanCollege)

Share Your Experience! Use Hashtag: **#ExpertiseForEveryStage**



To Our College Community,

Progress is rarely a straight line or a single moment. It is the result of countless conversations, bold experiments, dynamic relationships, and the willingness to challenge the status quo.

The 2025 President's Report, themed "The Power of Progress," is a celebration not only of milestones reached, but also of the people and partnerships that have made those achievements possible.

In each story, you'll see the impact you have made – and can continue to make – by sharing and gaining applied knowledge, specialized expertise, and personal connections to uplift the profession and benefit society.

This year, we spotlight initiatives like our partnership with OneAmerica, which is redefining what financial empowerment looks like through an outreach model that can drive repeatable success. We showcase academic breakthroughs and bold ideas that are shaping the future of our profession. We highlight the voices of Gen Z, whose perspectives are already influencing the next chapter of financial advice.

We also honor the legacy of giving that sustains our mission and inspires new generations. Indeed, advancement is a synonym for progress. Your generosity helps us move forward as a nonprofit institution striving toward our second century of excellence.

Our progress is visible in the numbers, but its true measure is found in the lives changed and the communities strengthened. As you read this report, I hope you see your own impact reflected in these pages. Whether you are a student, an alum, a donor, or a friend of The College, your commitment is the force behind our forward movement.

Thank you for believing in our mission and for being part of this journey. Together, we are not just keeping pace with change — we are leading it.

Stronger together,



George Nichols III, CAP®
President and CEO

P.S. Progress means something different to each of us. One truth, though, feels universal: growth demands progress — and with progress, standing still is not an option. How motivating it is to know that at every stage of life and career, we have the power to keep growing!



Radical Access

The OneAmerica Financial Partnership Uplifting Indiana



By Valencia Gabay, PhD, CFEI®,
Timi Joy Jorgensen, PhD,
and Janet Yvonne Schulze, JD

The first and most obvious goal of any consumer financial education is to increase a learner's financial knowledge. The American College of Financial Services realizes, however, that knowledge alone is simply not enough.

True empowerment takes more. This understanding is at the heart of Know Yourself, Grow Your Wealth®, The College's flagship consumer financial education program, as well as its transformational partnership with OneAmerica Financial.

In 2020, The College launched the American College Center for Economic Empowerment and Equality® with a mission to narrow the wealth gap and advance economic justice through sustainable, community-focused solutions. Building on this vision, The College created Know Yourself, Grow Your Wealth®, an online, interactive program designed to help learners not only understand their finances but also feel confident and take meaningful action. The goal was unique and clear: give adults the tools to know better, feel better, and do better with their money.

The program's approach emphasizes radical access, a concept to ensure financial education is both inclusive and practical. From the outset, the program was built to deliver culturally relevant content, meeting learners where they are and providing an engaging, holistic learning experience. The program is 100% online, takes four to six hours to complete, and guides learners through the process of first defining their own financial goals and then applying financial knowledge and strategies to reach them.

The program saw early success at select historically Black colleges and universities (HBCUs), but it was a transformational partnership with OneAmerica in 2022 that propelled it to new heights.

With a historic \$1 million commitment, OneAmerica brought the program to central Indiana, making it freely available to local academic organizations, nonprofits, and professional development initiatives. This regional implementation aims to foster generational wealth, increase financial empowerment, and build trust within the community. In short, the partnership between The College and OneAmerica turned an educational tool into a vehicle for widespread impact.



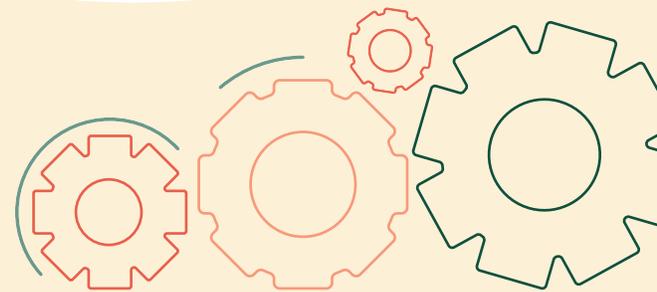
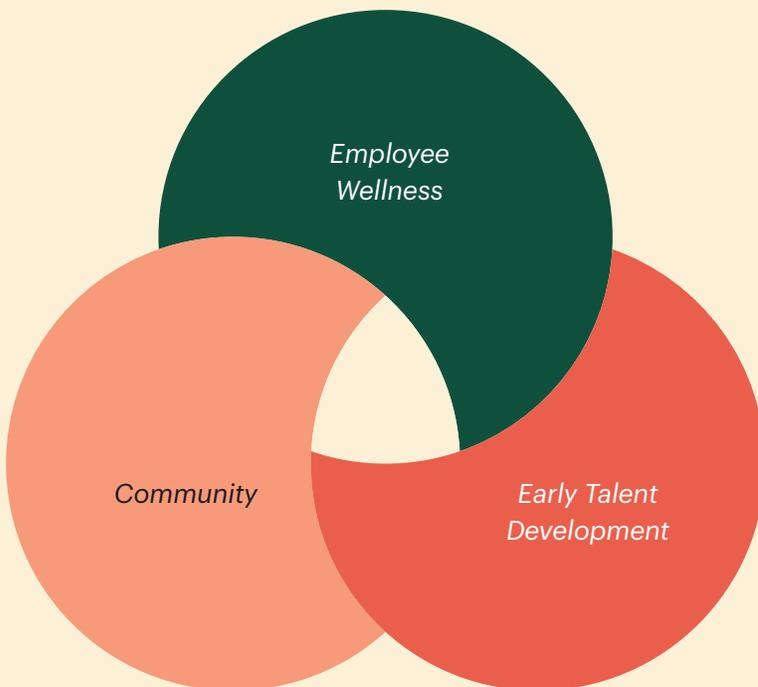
Blueprint for Success: The Collective Impact Model

The explosion of the program in central Indiana didn't happen by chance. Working together, The College, OneAmerica Financial, and OneAmerica's local community partners executed a three-pronged approach to expanding financial education access: engaging with community programs, academic institutions, and employee wellness initiatives. This effort led to a Radical Access Network, a collective impact framework designed to achieve measurable outcomes across diverse populations. Remarkably, members of central Indiana communities now represent 25% of total program enrollment, underscoring the power of collaboration to reach learners who might otherwise be overlooked.

The College's vice president of financial education and wellbeing and Know Yourself, Grow Your Wealth® program creator **Timi Joy Jorgensen**, PhD, developed key performance indicators using qualitative and quantitative methods to evaluate the program's effectiveness for central Indiana. "This work happens one person at a time, which changes the dynamic in one home, one family, one workplace, and eventually one community," says Jorgensen. "We use impact reporting to tell the story of philanthropy and radical access truly changing lives."

Radical Access Network

Delivering financial education through collaboration with industry leaders who possess a similar vision of service to transform access to financial education.



Employee Wellness

Human Resource (HR) Leaders and Employee Resource Group (ERG) Leaders

By integrating the program into employee wellness initiatives, organizations can reduce financial stress and boost financial confidence to help employees plan for a brighter economic future.

Early Talent Development

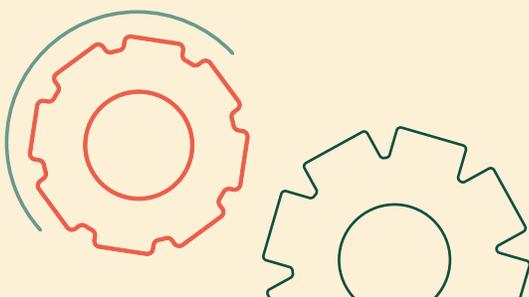
Academic Leaders and Community Affairs Professionals

Know Yourself, Grow Your Wealth® equips students and early-career professionals with essential money skills, building confidence as they transition into adulthood and the workforce.

Community

Nonprofit Leaders, Volunteers, and Community Advocates

Know Yourself, Grow Your Wealth® provides culturally relevant financial education that empowers individuals and families to make informed financial decisions that build generational wealth in communities.



Partnership Success

At the heart of this initiative is a values-driven partnership that goes beyond transactional relationships. The College and OneAmerica Financial's collaboration intentionally reflects the five conditions of collective impact, a systems approach that aligns organizations around a common purpose:

1. A Common Agenda

Both institutions share a vision for narrowing the wealth gap and improving financial wellbeing. OneAmerica Financial's leadership team, including Chairman, President and CEO J. Scott Davison, CLU®, ChFC®, championed program access across nonprofits, academic institutions, and employees alike.



2. Shared Measurement System

The program tracks learner outcomes and programmatic success across five participant-centered goals: expand financial knowledge and skill, reduce financial stress and anxiety, strengthen financial behaviors, build belonging, and engage deeply. The results speak for themselves, with more than 7,768 enrollments and over 14,929 badges and certificates earned since 2022.



The Radical Access Journey in Central Indiana

2021-2022

Program Pilot Phase

- Ivy Tech Community College Indianapolis
- Ivy Cares
- OneAmerica Financial Employees

2022-2023

Program Activation With Seminal Advocates

EARLY PARTNERS

- Marian University
- Martin University
- Franklin College
- Region 9 Head Start
- Immigrant Welcome Center
- BSA
- OneAmerica Financial Pathways Program
- OneAmerica Financial Wellness Credit Initiative

3. Mutually Reinforcing Activities

OneAmerica and its Indiana partners integrated the program into a variety of settings to maximize accessibility and adoption. Nonprofit financial wellness campaigns, academic courses and student success initiatives, and even employee wellness initiatives offered the program. Complementary programming and incentives such as wellness credits kept learners engaged and motivated.

4. Continuous Communication

The College and OneAmerica maintain their partnership through monthly check-in meetings that address obstacles, identify strategic refinements, celebrate achievements, and share lessons. These routine meetings foster trust, deepening the partnership and keeping focus on the common agenda.

5. Backbone Support

The College provides learner outcome analysis, curriculum refinement, and marketing support, enabling the “boots-on-the-ground” partners in Indiana to deliver a seamless, impactful experience.



2022-2023

Program Activation With Seminal Advocates

Special Community Engagement Events

Broad Ripple Arts Fair

Ivy Tech Black History Month Celebration

OneAmerica Financial and The American College of Financial Services Financial Wellness Workshops

2023-2024

New Learner-Led Design and Advocates

Christel House Academy

University of Indianapolis

Girls, Inc.

Ivy Tech Community College Hamilton County

Special Community Engagement Events

WISE Indy

Conference for African American Financial Professionals (CAAFP)

2024-2025

Still Adding to the Radical Access Network

The United Way

Special Community Engagement Events

USA Swim Championships

Broad Ripple Art Fair

Program Spanish Language Version Piloted and Launched

“Know Yourself, Grow Your Wealth® has provided a fantastic tool for our community to improve their financial literacy. OneAmerica Financial, in partnership with The College, is dedicated to circulating this impactful program to its associates and partners,” says Allen McClendon, community affairs director at OneAmerica Financial.

This partnership demonstrates how strategic collaboration, guided by a shared mission, measurable outcomes, and trust, can transform financial education into a living, impactful program to empower learners and strengthen communities alike.

Growing Access, Growing Impact

The success of The College’s partnership with OneAmerica Financial in central Indiana demonstrates the remarkable potential mission-driven organizations have when they come together with purpose and focus. By aligning resources, meeting learners where they are, and measuring meaningful impact, the partnership created a model that can be replicated to reach new communities and spark meaningful change. From community nonprofits and academic institutions to corporate wellness programs, this approach proves financial education, delivered strategically and inclusively, can empower individuals and strengthen communities.

The College offers a suite of programs ready to meet diverse financial education goals. In addition to the consumer financial education provided by Know Yourself, Grow Your Wealth®, The College provides professional development and leadership training initiatives, and consumer retirement education, and can even work with organizations to design programs tailored to unique community needs. Through all these efforts, The College carries out its mission of benefiting society. Each program is designed not just to educate, but also to create pathways for long-term financial wellbeing.

With the right resources and partnership framework, mission-driven collaborations expand access, deepen engagement, and empower learners and their communities. 🍷

To learn more about partnering with The American College of Financial Services on behalf of the communities you serve, contact **Janet Schulze**, assistant vice president of advancement strategy and foundation relations, at **Janet.Schulze@TheAmericanCollege.edu**.

To learn more about Know Yourself, Grow Your Wealth®, visit **TheAmericanCollege.edu/KYGYW**



Radical Access Network Success



1,936

learners to date in central Indiana.

25%

of total program learners are part of the OneAmerica Financial network

68%

improved savings behavior

19%

increase in financial skill scores

46%

of all participants went on to earn at least one badge or the full program certificate, demonstrating meaningful progress and applied learning.

60%

of certificate recipients were women under the age of 35



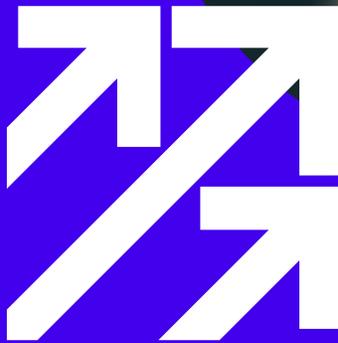
ACADEMIC EXCELLENCE
PROGRESS



Academic Excellence in Action

At The American College of Financial Services, academic excellence comes to life through the expertise and dedication of its faculty.

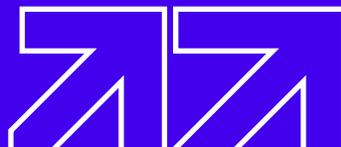
By Michael Schwartz, MS



ADVOCATES



GROUNDED in its mission to uplift the profession by providing applied financial knowledge and education and promoting lifelong learning, The College advocates for ethical standards to benefit society. This commitment ensures bold education with an impact that extends far beyond the classroom.



As The College approaches its centennial, this commitment to excellence continues to prepare professionals to lead with integrity and meet the financial challenges facing families and communities. Over the past year, full-time and adjunct faculty have infused the classroom with fresh ideas, launched ambitious research, and produced insights to elevate the profession. Four key initiatives illustrate this impact, showcasing how faculty expertise is strengthening advisor education and advancing the future of financial services.

Artificial intelligence (AI) is rapidly transforming how advisors make decisions, deliver guidance, and communicate value with clients. **Eric Ludwig**, PhD, CFP®, RICP®, and **Chet Bennetts**, PhD, CFP®, ChFC®, CLU®, RICP®, CLF®, have led research exploring how AI is reshaping the advisor-client relationship and what ethical, transparent, and secure use of technology should look like as the profession evolves.

AI literacy is becoming essential as clients increasingly bring AI-generated information into planning conversations. Ludwig emphasizes trust is even more critical: "You're never going to listen to advice in the first place if you don't feel that you've been understood, and AI is really good at generating responses, but it's not very good at asking you questions."

In his upcoming study, "Leveraging AI and Financial Planners to Reduce Financial Stress: Evidence Across Income," Ludwig finds 55% of consumers identify financial stress as their primary source of stress. Combined use of both AI and a planner produced the most consistent stress reduction across income levels, demonstrating technology's ability to bridge the advice gap for lower-income households, while higher-income investors face more complex issues. In these cases, a human advisor is most beneficial.

As AI grows more widespread, advisors must understand when technology supports clarity and when it risks confusion. Ludwig notes, "Innovation without ethics is just speed without a rudder, and our research attempts to provide that rudder." He adds, "When AI is aligned with client benefit rather than product efficiency, innovation accelerates in the right direction," highlighting how AI can improve client outcomes, strengthen advisor relationships, and preserve human judgment.

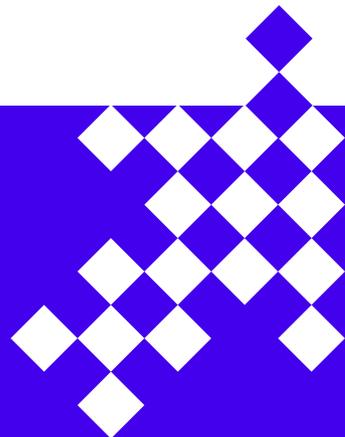
Ludwig and Bennetts integrate these insights directly into the Retirement Income Certified Professional® (RICP®) curriculum, giving students practical strategies grounded in evidence. Ludwig notes applying research in the classroom empowers students "to go out and help their clients navigate this complexity and live the retirement they deserve," adding, "we can't afford for our findings to be stuck in theory or complex statistical models. Our research must be practical and actionable."

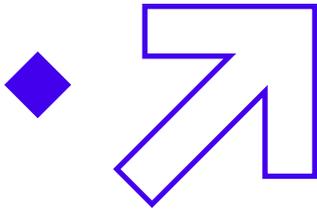


Eric Ludwig, PhD, CFP®, RICP®, Director of the American College Center for Retirement Income, Program Director for the Retirement Income Certified Professional® (RICP®) Program, and Assistant Professor of Retirement Income



Chet Bennetts, CFP®, ChFC®, CLU®, RICP®, CLF®, Program Director for the Certified Financial Planner® (CFP®) and Chartered Financial Consultant® (ChFC®) Programs, Assistant Professor of Financial Planning, Larry R. Pike Chair for Insurance and Investments, Department Chair and Associate Provost





In recognition of their research, “AI Financial Help-Seeking Behavior: Consumers’ Use of AI for Personal Finance and the Role of Financial Planners, Counselors, and Educators,” Ludwig and Bennetts received the 2025 AFCPE Symposium Best Research to Practice Collaboration Award, sponsored by the National Endowment for Financial Education. Looking ahead, The College is introducing a new chatbot feature to help students navigate course materials and explore future programs. Ludwig is especially excited about its potential and notes, “We’re just scratching the surface on the impact it will make for our faculty and advising teammates.”

As technology reshapes how advisors deliver value, retirement planning is evolving in parallel. Advisors increasingly rely on evidence-based strategies to guide clients through aging and shifting economic conditions.

Michael Finke, PhD, CFP®, is a nationally recognized expert on retirement income, financial decision-making, and economic security. As Frank M. Engle Chair of Economic Security, Finke focuses on supporting the creation of a more secure retirement system for the new generation of workers without pensions. He advances this goal through policy work with lawmakers and industry leaders, including contributions to the SECURE Act. “We can open doors to creating new and innovative solutions to give workers greater clarity when they’re trying to create a lifestyle in retirement,” he notes. Finke helps advisors translate complex findings into actionable guidance, emphasizing “the number one service that consumers were looking for from a financial professional was being able to understand how much they could safely spend.”

While individual advisors don’t need to be experts in every topic, Finke says every team must include an expert in each area, using a team-based planning model. This approach has become essential as clients face longer lifespans, volatile markets, and more complex financial choices. Finke continually updates The College’s Wealth Management Certified Professional® (WMCP®) curriculum to reflect tax law changes and emerging planning techniques, including advising clients through divorce and blended families and applying positive psychology to strengthen communication and motivation.

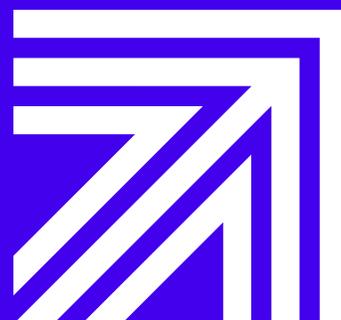
Finke’s impact extends through his research and thought leadership. In November 2025, he presented findings from “Portfolio Delegation and 401(k) Plan Participant Responses to COVID-19” at a workshop hosted by the Retirement and Savings Institute, HEC Montréal’s Financial Education Lab, and Georgia State University’s Center for the Economic Analysis of Risk. The study showed that self-managed investors were more likely to panic and lock in losses during the 2020 market crash, while professionally managed accounts fared better.¹ Finke also contributed insights on the future of retirement savings as part of a panel of industry experts at the TIAA Futurewise Conference.

Looking ahead, Finke will continue exploring innovative strategies to ensure advisors and clients are prepared for the evolving challenges of retirement planning.

As clients face increasingly complex financial decisions, advisors are expected to bring deeper tax awareness into every stage of planning. To help meet this growing need, The College launched the Tax Planning Certified Professional® (TPCP®) designation. This first-of-its-kind program equips professionals with the knowledge to implement comprehensive tax strategies, while giving advisors the tools to help clients maximize tax benefits.



Michael Finke, PhD, CFP®,
Professor of Wealth Management,
WMCP® Program Director, Director
of the O. Alfred Granum Center
for Financial Security, and Frank
M. Engle Distinguished Chair in
Economic Security



Sophia Duffy, JD, CPA, AEP®, emphasizes strong tax planning lies at the heart of meaningful financial conversations. “People want to be able to minimize taxes, and they want to do it in a way that fits their lifestyle,” she explains, noting that “trying to minimize the long-term tax impact in a current year may be great, but you really want to talk about a long-term planning horizon to try to minimize your tax impact over time.” Advisors illustrate lifetime tax savings and ensure estates pass cleanly to the next generation, giving families peace of mind.

The newly launched TPCP® program helps advisors apply tax strategy with clarity and confidence. Duffy notes the program “follows the client’s timeline throughout and meets the needs of not only an advisor, but a client in each stage of their life.” She adds, “The way the program is structured is unique in that it’s not a deep dive into the technical rules or regulations or IRS code. It is strategy-based, so each of the modules is designed to give the advisor a toolkit or menu of options to present to clients in different scenarios.”

Structured around accumulation, retirement, and wealth transfer, the program gives advisors a strategic framework to guide clients through real-world decisions. Students often enroll after earning a CFP® certification or Chartered Financial Consultant® (ChFC®) designation, as it strengthens their ability to differentiate through advanced, tax-informed insight. The College continually updates the curriculum to keep advisors current with evolving tax laws and rapid legislative change.

Looking ahead, The College will offer ongoing access to TPCP® course materials and a dedicated textbook. Additionally, she is looking to examine the impact of AI-driven planning tools, including robo-advisors, on the future of tax strategy. Duffy plans to explore the implications of the widening wealth gap and its long-term effects on future generations, which she calls “unsustainable” if left unaddressed.

As The College continues to highlight the innovative work shaping financial education, adjunct faculty play a vital role in extending academic reach, bringing specialized expertise to enrich coursework and professional practice. **Kathleen M. Rehl**, PhD, CFP®, CeFT® (Emeritus), exemplifies this impact through her nationally recognized work at the intersection of philanthropy, legacy planning, and widowhood.

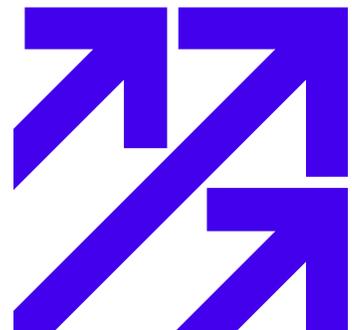
After losing her husband and experiencing the challenges widows face, Rehl turned her experience into action. Her book, “Moving Forward on Your Own: A Financial Guidebook for Widows,” has guided thousands of women through grief, financial decisions, and new independence. She is developing a refreshed edition and a free companion resource, continuing to empower widows and the professionals who serve them. “A lot of what I write about, I’ve lived myself, so I’m laying my life out there,” Rehl says.



Sophia Duffy, JD, CPA, AEP®,
Associate Professor of Business
Planning and Program Director,
Tax Planning Certified Professional®
(TPCP®) Program



Kathleen M. Rehl, PhD,
CFP®, CeFT® (Emeritus), Adjunct
Faculty, Chartered Advisor in
Philanthropy® (CAP®) Program



In the classroom, Rehl helps CAP® scholars foster deeper conversations about purpose and legacy, strengthening advisor-client relationships and opening pathways for meaningful, values-aligned planning. She adds, “Academic excellence in action resonates deeply with me, especially as it relates to enhancing client conversations about charitable giving and helping advisors integrate philanthropy more meaningfully into their practices.”

Rehl’s contributions earned her The College’s 2025 Excellence in Research Award for Adjunct Faculty, honoring her work on widows and money. Her work highlights how adjunct faculty expand the reach of academic excellence, bringing real-world expertise and fresh insights to the next generation of financial leaders.



Looking ahead, Rehl has more to explore. “I really want to do more with the end-of-life stage, which involves where they’re going to live, the retirement concept, family legacy issues,” she explains. Drawing on innovative approaches in the field, Rehl hopes to see similar standards developed for advisors supporting widowed clients. Through her work, she continues to translate research and lived experience into actionable guidance, empowering both advisors and the clients they serve.



These initiatives represent just a portion of the innovation, thought leadership, and expertise at The College. Faculty strengthen the profession and help advisors focus on client-centered planning, ultimately supporting greater financial security for families and communities.

As The College enters a new chapter, this momentum sets the stage for new initiatives and programs to shape the profession for generations to come. By continuing to challenge conventions, embrace emerging trends, and integrate real-world insights into education and research, The College ensures students are well-positioned to lead with confidence and integrity in a rapidly evolving financial landscape. 🏆

¹ Portfolio Delegation and 401(k) Plan Participant Responses to COVID-19. National Bureau of Economic Research. 2020.

Save the date for Future & Foundation: A Community Webcast on March 16 and September 2. These two live, interactive webcasts will bring together our alumni, students, and friends for a celebration of our accomplishments, ongoing initiatives, and future goals.

Connect (or reconnect!) with our community and get an inside look at the innovative programs shaping the future of the profession with President and CEO George Nichols III, CAP®. These events are terrific opportunities to hear directly from The College’s faculty and thought leaders for an inside look at what’s ahead. Scan the QR code to register today!



TheAmericanCollege.zoom.
us/Webinar/Register/WN_
NOIGHOqmQeGBAOoNEE6rSg#/
Registration



To Our Alumni and Friends,

2025 was a year of remarkable momentum and innovation at The American College of Financial Services. From launching new academic programs, including the Tax Planning Certified Professional® (TCP®) designation, to expanding our reach through signature events, our community has embraced opportunities to grow, connect, and lead. These initiatives have strengthened our mission to uplift the financial services profession and benefit society. It has been a privilege to witness this progress firsthand.

These achievements come to life in our annual President's Report, highlighting the progress we have made together. You will read about our latest academic programs and initiatives, including Know Yourself, Grow Your Wealth®. You will also discover how we are engaging new audiences through our first consumer campaign and leading meaningful research about Gen Z and the future of financial services. I hope these stories of innovation leave you inspired by what we have accomplished together and excited for what lies ahead.

Our strength is reflected not only in our achievements, but in the generosity of our community. In 2025, The College awarded 173 scholarships, opening doors for students preparing to serve their communities and the financial services profession with purpose and integrity. Your support fuels their success and ensures The College maintains its competitive edge as we approach our centennial in 2027.

Looking ahead, we are building on this momentum as we prepare for a bold next chapter. The upcoming Catalyst Campaign will transform the next century of financial education, shaping The College's impact and strengthening our ability to serve students, the profession, and society. I look forward to sharing more in the months ahead and am excited about what this campaign will make possible. Most importantly, I am deeply grateful to have you beside us on this journey.

Thank you for your partnership, your passion, and your steadfast belief in the power of education to improve lives. You are an essential part of The College's community, and I look forward to building our future together.

With gratitude,

Carol Parlin Prushan
Senior Vice President
Advancement & Alumni Relations

*Looking ahead,
we are building on
this momentum as
we prepare for a
bold next chapter.*

Coming Soon



**Transforming the Next Century
of Financial Education**

From Confusion to Confidence

A Campaign to Educate Consumers on the Rise of Financial Specialists

By Sarah McSpirtt

In October 2025, The College launched its first nationwide consumer awareness campaign. Its centerpiece is a commercial showcasing the relationship between a financial advisor with specialized expertise and her client, a specialist in a discipline far different from retirement income planning. Get an inside look at how the campaign is designed for impact and how you can become part of it.

With the support of College President and CEO George Nichols III, CAP®, and The College's board of trustees, Chief Marketing and Strategy Officer Jared Trexler set out in late 2024 to deliver a campaign that would educate, entertain, and engage consumers on the benefits of working with a financial specialist in areas aligned with their financial goals. As Nichols and Trexler put it, this is the designers' campaign — not ours.

The journey took about 11 months and began with exploring the gaps in the consumer-advisor relationship. The goal was to develop a story that connects with consumers and lifts up the educational achievements of College designers.



As Nichols and Trexler put it, this is the designers' campaign — not ours.



Two-thirds (67%) of consumers reported it was very important that advisors hold specialized credentials, but less than one-third (31%) recognized any specialized designations.

Understanding Advisors and Consumers

In Coronado, California, in March 2025, The College hosted the inaugural Horizons, an epic retirement planning experience that drew nearly 400 advisors, many of whom held multiple College designations. During the event, select College alumni participated in one-on-one interviews that, along with alumni surveys and internal focus groups, yielded rich insight about the need for greater consumer awareness of designations.

In June, the research phase continued as a third-party firm conducted online surveys of 500 consumers. The findings revealed consumers want to select advisors based on expertise, but don't know how. Two-thirds (67%) of consumers reported it was very important that advisors hold specialized credentials, but less than one-third (31%) recognized any specialized designations. Without understanding designations, consumers are prone to mistake years of experience for expertise – which puts them at risk of unmet expectations (or worse: irrevocable errors) in financial planning.



Telling the Story

The research fueled excitement around the story of specialization as a differentiator. The creative team strategized concepts that would stand out in a world of sameness. Indeed, that was the challenge: helping College designees differentiate themselves by helping consumers differentiate deep expertise from broad planning acumen. The more the team sought inspiration from other arenas, such as the medical profession, the more they realized the rise of specialization was ubiquitous – from hobbies to side-hustles, more individuals are becoming specialists. Known variously as the modern craft movement, the maker movement, and the reskilling movement, today's trends share commonalities: the care on the part of the individuals, the time honing their craft, and the need for specialized expertise.

A winning theme emerged: “Specialists Need Specialists Too.”

Today's trends share commonalities: the care on the part of the individuals, the time honing their craft, and the need for specialized expertise.

Making an Impact

When the top ad concepts were tested, the one with the greatest breakthrough potential was the one consumers could relate to but hadn't seen before – the life experience felt familiar, but the execution was different enough to catch their attention.

In the new campaign commercials, the advisor-client relationship comes alive with warmth and humor. The “Sourdough Specialist” ad (the first of two in the campaign) tells the story of a baker who relies on her advisor, a Retirement Income Certified Professional® (RICP®), to help make her income last. The ad ends with other specialized designations and a clear call to action.

The ad drives consumers to an all-new website at YourAdvisorGuide.com, where they can find professionals who specialize in their needs and goals – with verified education from The College. The website continues the story of why specialized designations matter and what each one represents. Coupled with FINRA's BrokerCheck, this resource serves as a powerful starting point in a prospective client's due diligence process

Extending the Campaign

When the campaign launched, Trexler said, “Consumers have told us they want personalization, and as a profession, we've found the answer: the future of advice is specialization.” As the campaign continues, we look forward to helping more financial professionals face the future with confidence through specialized, applied knowledge. 🍷



YOUR
Advisor
WITH DESIGNATION CHECK **GUIDE**



Visit YourAdvisorGuide.com



Specialists Need Specialists Too

The Awareness
Campaign
Advisors and
Consumers
“Knead” to See!

We heard loud and clear: potential clients need a way to identify financial professionals with specific expertise. Our campaign amplifies the value of specialization — and how those with unique financial goals need it to succeed.

Learn more and watch the commercial now at
TheAmericanCollege.edu/Stand-Out-As-A-Specialist.



BRIDGING *the* CLIFF & CLIMB

Gen Z and the Future of Financial Advice

By Michael Schwartz, MS

The financial services profession stands at a pivotal moment. With 37% of advisors expected to retire over the next decade, more than 740,000 new professionals will need to enter the field to keep pace with industry attrition and rising client demand¹. Without intentional action, the profession risks hollowing out faster than it can rebuild, a dynamic known as “the cliff.” The College views this moment as an opportunity to strengthen the talent pipeline by equipping the next generation, particularly rising Gen Z leaders, with the skills, mentorship, and applied learning they need to succeed. With meaningful support, the profession can turn a potential crisis into a sustainable path forward.



Gen Z is stepping into the workforce with ambition, digital fluency, and a strong sense of purpose toward their work.

To better understand how these aspiring and early-career professionals perceive and plan their roles in financial services, The College recently conducted the “Onboarding Gen Z Study.” Supported by the Wright Fellowship, the study examined the challenges rising Gen Z leaders face, and the opportunities they seek, along with the expectations and motivations to guide their career choices.

The Wright Fellowship, made possible by the generosity of Mary Wright, has been instrumental in empowering the American College Center for Women in Financial Services to conduct impactful research and advocacy. Wright’s vision and leadership have helped build a sustainable research enterprise and expand the Center’s national impact. The Fellowship continues to support initiatives, including the Gen Z research study, to advance women in financial services and strengthen the profession.



Between October and November 2024, more than 1,200 current or aspiring financial services professionals between ages 18-27 participated in a 53-question survey examining attitudes toward professional development, mentorship, and career expectations. Respondents included undergraduates and recent graduates with a strong interest in financial services, and early-career professionals with less than three years of experience in the field.

The research, structured around The College’s career readiness and accelerator framework, captures the barriers and motivations defining Gen Z’s first steps into the profession. Findings revealed a generation eager to enter the profession, purpose-driven, and seeking alignment between personal values and career goals, yet facing unclear entry points, limited visibility into roles, and a lack of structured training and mentorship. The College’s framework, with programs beginning to launch in 2026, directly addresses these challenges: **Pursue** is a career readiness micro-course that will provide guidance and exploration for those considering the field. This free program will launch later this year.

Perform is a career accelerator certificate program that will expedite readiness through applied technical and behavioral learning. This program will launch between late 2026 and early 2027.

Prosper is a career shadowing program that will support long-term growth and career advancement. Like the cliff and the climb, the research diagnoses the problem, while the framework will build the solution, creating mission-ready, culturally attuned talent and helping firms strengthen their pipelines for sustained success.

Study results confirmed realities of the first few years in financial services, with one in three respondents claiming their workplace onboarding to be ineffective.¹ One in four say workplace training programs did not adequately prepare them, while another one in four found job expectations unclear.¹

For many, the first months on the job presented a steep learning curve, threatening to undermine confidence and engagement. These readiness gaps reveal a broader challenge: Gen Z employees are entering the field motivated yet uncertain they can meet the demands of the role with current job training alone. This is where The College can help bridge the gap, providing structured, rigorous education to equip emerging professionals with the clarity, skills, and confidence needed to move from the cliff to a supported, sustainable climb.



For early-career professionals like Joshua Diep, WMCP®, a first-generation college graduate, the cliff is more than a metaphor. As a Gen Z financial services professional, Diep found his way into the profession by way of a co-op program through Drexel University. While this structured program eased his entry into the profession, Diep notes many peers at large firms start without clear expectations or support, facing intense competition and little guidance on how to distinguish themselves. He describes the early months as a period where new professionals must learn quickly and navigate ambiguity, which can motivate or overwhelm depending on the firm's systems and culture: "You have to earn the respect of senior leaders and prove your value."

The desire to show value and a sense of drive demonstrates Gen Z's ambition. One in three survey respondents hope to reach a managerial role within five years, while half aim for executive positions within a decade.¹ Diep notes many colleagues are taking initiative to earn designations and

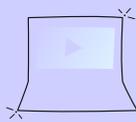
certifications to stand out in a crowded field. "90% of my colleagues are working on accreditations toward building their careers. Everyone is working on something toward their goals and to stand out." Diep earned his Wealth Management Certified Professional® (WMCP®) designation from The College and is currently pursuing coursework to become a CFP® professional. While the path may appear steep, these aspirations illustrate the climb ahead and the potential for firms willing to provide guidance, mentorship, and transparency.

Diep's perspective further reinforces these trends. "Seeing colleagues who have worked before me be so successful in their lives is a huge motivator. I visualize what my life could look like five years from now if I continue to do what they did and follow their path," Diep says. Peer mentorship has been central to Diep's development, reinforcing how clear support systems can convert initial uncertainty into momentum.

BY THE NUMBERS¹

47% of respondents prioritize open, transparent communication.

49% prefer hybrid arrangements.

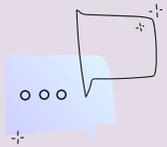


45% of respondents cite competitive pay as their top priority.

Gen Z professionals are driven by values and desired work preferences...

33% identify communication gaps as a significant barrier.

14% prefer fully remote roles.



For rising Gen Z leaders, flexibility, transparency, and meaningful development are more than merely desirable perks, but key determinants in whether the climb feels achievable and worthwhile.



¹ The American College of Financial Services. Onboarding Gen Z Study, 2025.

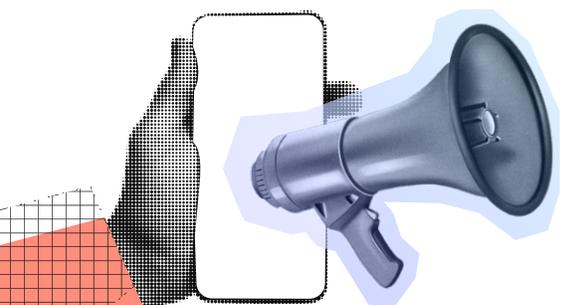
While the research highlights broad trends and challenges facing early-career Gen Z professionals, understanding the nuances behind those findings requires a closer look. Alisha Cook, The College's Wright Research Fellow and an early Gen Z professional, played a central role in shaping the survey and analyzing responses. After graduating with a double major in finance and anthropology, she expected to step directly into a traditional financial services role. However, early challenges in finding the right fit led her instead to The College, where she discovered a passion for research. This experience ultimately led to her selection as a fellow at the American College Center for Women in Financial Services, a full-circle opportunity that allowed her to study many of the same realities she had faced as a young professional entering the profession.

Working on the Gen Z study, Cook conducted literature reviews, helped develop and refine the 53-question participant survey, and contributed to research design decisions. She assisted with outreach strategies, identified participant networks, and later managed months of data cleaning and analysis. Her lived experience became an essential lens in interpreting survey responses, bridging data with the realities young professionals face when stepping into the field for the first time.



“**If advisors want to establish not just trust, but value with Gen Z, they will need to be attuned to the types of financial fads Gen Z may be drawn to so that they are able to guide them on how *they* can make smarter financial decisions for *themselves*.”**

—ALISHA COOK
WRIGHT RESEARCH FELLOW



As a consumer segment, Gen Z is not resistant to guidance, but traditional advisory models can feel inaccessible or unaffordable. Instead, younger consumers turn to influencers and quick digital content, sources providing immediacy and simplicity, but lack a sense of trust and understanding. To build this trust among a younger audience, financial professionals must meet Gen Z where they are, offering clarity designed to complement, rather than compete with, their mindset and habits. Cook views an opportunity to bridge the gap. “If advisors want to establish not just trust, but value with Gen Z, they will need to be attuned to the types of financial fads Gen Z may be drawn to so that they are able to guide them on how *they* can make smarter financial decisions for *themselves*,” she says.

Following her time working on the study, Cook is now navigating the profession with the same mix of curiosity and caution described by survey participants. As she actively pursues CFP® certification coursework, Cook wants to gain deeper insights into the profession she was studying.

“I never imagined myself pursuing a CFP® certification until I realized I wouldn't be able to fully grasp the impact of this work on Gen Z advisors until I understood the ins and outs of the planning profession.” Cook continues, “I wanted to step into the shoes of many of our other participants and see directly from their lens.” The coursework offers a deeper and more practical understanding of financial planning and strengthens her commitment to continue helping others build confidence in their own lives.

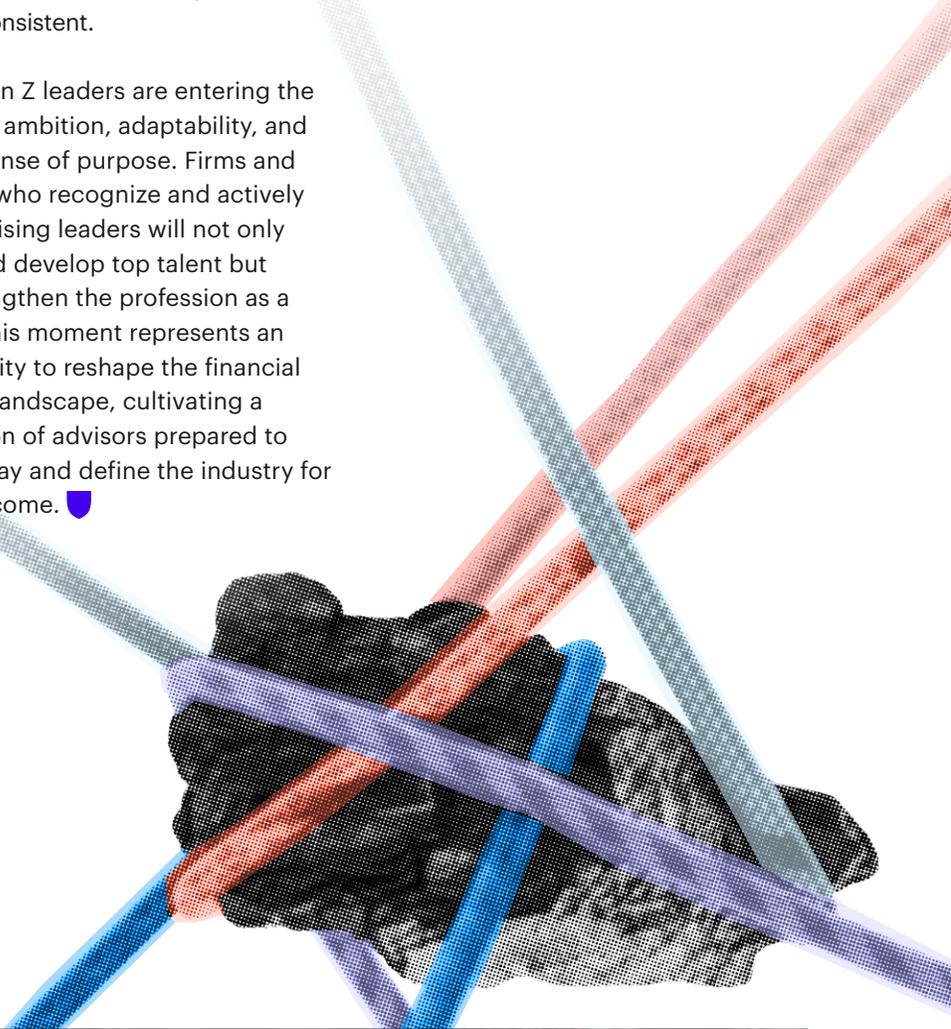
Across the many differences defining Gen Z, Cook sees a common thread, a desire for agency, clarity, and meaningful support. Her work on the study sets out a roadmap for educational institutions and firms to meet Gen Z's needs by pairing rigorous research with applied learning, mentorship, and clear professional pathways. Cook's experience reflects the climb ahead, along with the momentum already building as young professionals step into the field with intention and purpose.

The study's findings underscore the need for intentional strategies to support and foster Gen Z talent. Firms with structured learning initiatives, mentoring programs, and transparent career paths can help early-career professionals successfully navigate the cliff. Turning these insights into action requires thoughtful recruitment, clear communication, and structured support from day one.

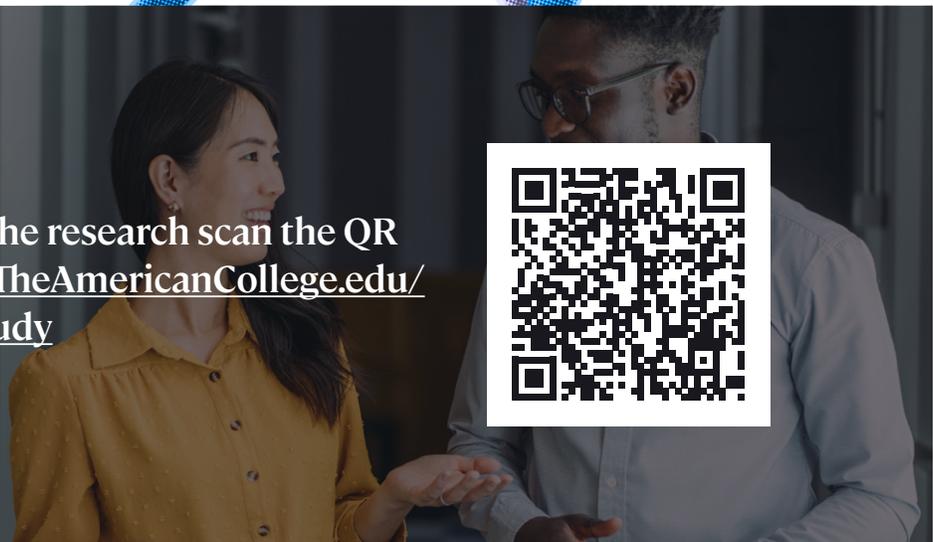
Recruiting candidates who show commitment to learning and expanding access to internships and outreach helps build trust and lay the foundation for long-term engagement. Setting realistic expectations during interviews, prioritizing transparency, and ensuring candidates understand both the responsibilities and realities of the role further reinforce trust. Once on the job, structured guidance, including mentoring, coaching, and regular check-ins, equips young professionals to navigate the steep learning curve of their first months. Transparent feedback, open communication, and peer networks foster a sense of belonging and clarity, critical factors for both performance and retention.

By embracing these strategies, firms give Gen Z early exposure to both the realities and rewards of the profession, preparing them to meet client demands, while cultivating the skills and confidence needed for long-term growth and success. Even with more accessible pathways into meaningful careers, industry values remain consistent.

Rising Gen Z leaders are entering the field with ambition, adaptability, and a clear sense of purpose. Firms and advisors who recognize and actively support rising leaders will not only retain and develop top talent but also strengthen the profession as a whole. This moment represents an opportunity to reshape the financial services landscape, cultivating a generation of advisors prepared to excel today and define the industry for years to come. 



To learn more about the research scan the QR code or visit Insights.TheAmericanCollege.edu/Onboarding-Gen-Z-Study



BE THE *Legacy*

Family Impact Across Generations

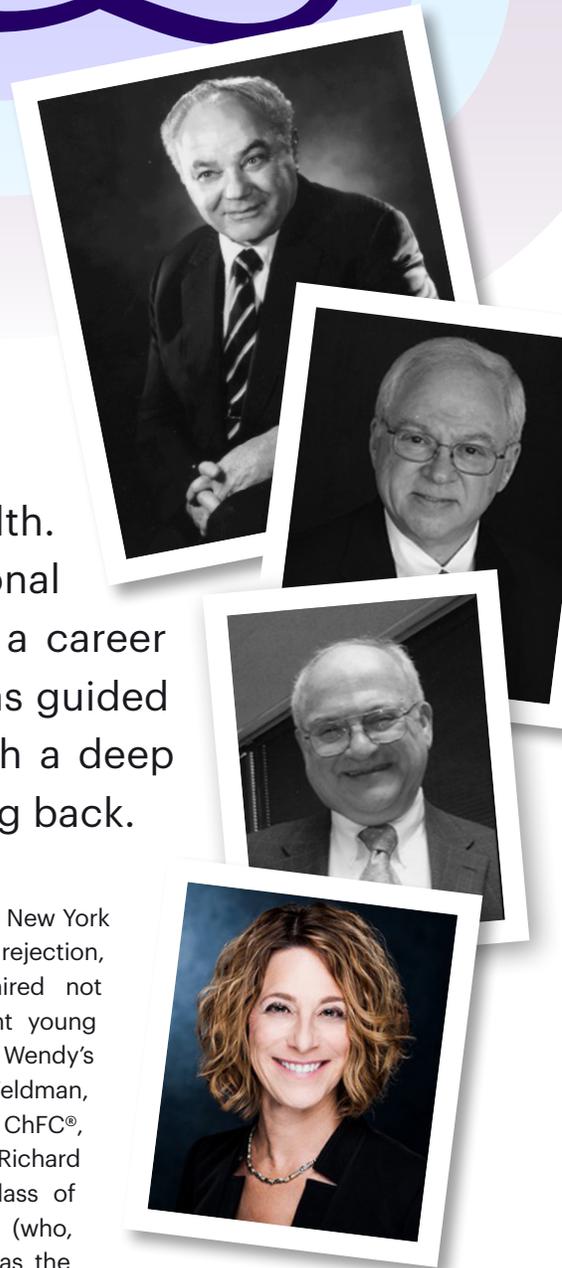
By Janet Yvonne Schulze, JD, and Stephanie VanSickle Talty, bCRE

Creating a legacy isn't just about building wealth. True legacy combines values, such as professional excellence and service, that endure long after a career ends. For the Feldman family, this philosophy has guided four generations, linking financial expertise with a deep commitment to education, client care, and giving back.

The Feldman family's connection to The American College of Financial Services reflects a belief that lasting impact is measured not only in portfolios, but in people and knowledge passed forward. It was this commitment that inspired Ben Feldman, CLU® Class of 1948, to leave a \$1 million planned gift to The College. Today, Ben's granddaughter Wendy Feldman, CLU®, ChFC®, CASL®, CLTC, reflects on the family's multigenerational connection to the profession.

"He got into the business because he wanted to marry my grandmother, a teacher, and needed to make a better income," she says. Inspired by these hopes for his family, Ben took the Life Insurance Marketing and Research Association (LIMRA)

test and applied to New York Life. After an initial rejection, they ultimately hired not only the persistent young man but also Wendy's uncle, Marvin H. Feldman, CLU® Class of 1974, ChFC®, and father, A. Richard Feldman, CLU® Class of 1975, ChFC®, MBA (who, at 18 years old, was the youngest agent ever put under contract at the time of his hiring).



What Wendy remembers most about those early years is not her family's fame, but the warmth of a bustling office filled with people who genuinely liked their work, each other, and their clients. As a teenager, she helped with filing and shredding, but the business itself felt opaque. "At dinner, the conversations always turned to work," she recalls. "I'd ask to be excused because it felt so boring." It wasn't until she entered the profession herself in 1986 that Wendy began to fully appreciate the craft that defined her family's approach to service.

The Feldman family's passion for learning became a defining thread across decades. Although he didn't have the opportunity to pursue college as a young man, Ben became an avid student of the profession. The College provided not only the education he craved, but also a community that shaped his thinking. Wendy, now the head of The Feldman Agency Ben started, still works out of his office when she travels to East Liverpool, Ohio, surrounded by his books, notes, and the ideas that fueled his legendary creativity. She smiles as she recalls his memorable phrases: "We sell bundles of money! Put me on your payroll! Pennies on the dollar!"

Some lessons were taught quietly in the field. Wendy vividly remembers driving her grandfather to deliver a death benefit check, only to be told she needed to wait in the lobby. "He said, 'When a man loses his wife, that moment needs to be between him and someone he knows and trusts.'"

Her presence might have made the widower uncomfortable or distracted. On the way home, he explained the years of planning, the conversations, and the promises that make every check possible. "He was the one walking in with money when everyone else was walking in with bills," Wendy says. He set a high standard of care she still carries today.

“
*If you're
going to give,
give big.
And if you're
going to give
big, use life
insurance.”*

—BEN FELDMAN, CLU®

Humble service ran through her whole family. Her grandfather loved giving to causes that mattered, and he wanted to be remembered for his generosity's impact. His second wife, Ethel, established the Feldman Family Fund through her own giving. Marvin is still a respected teacher and Million Dollar Round Table leader.

Wendy's father, Rich, was quieter but equally committed, even helping the Air Force during earthquakes in Alaska and assisting with the Johnstown floods by running emergency radio patches to connect families in crisis. "We were raised to believe that you take care of people," Wendy says. "You do something for the greater good."

That same spirit shaped Ben's decision to leave a planned gift to The College. A life insurance policy was, in his mind, the most fitting and efficient vehicle: a chance to "give big" using the very product which had given his family and community so much. Ben often said, "If you're going to give, give big. And if you're going to give big, use life insurance."

For Wendy, seeing her family's name connected to The College is deeply meaningful. From the Feldman Forum to the Feldman Residence Hall at the old Bryn Mawr campus, Wendy sees these touchpoints as extensions of her grandfather's desire to make a difference. It's also a reminder that legacy is not an abstract concept. It's lived. It's carried. It continues. She sees it when a new acquaintance asks if she is "any relation to *the* Ben Feldman?". She sees it in her son-in-law, Elias Slover, now the fourth generation to help carry the torch at The Feldman Agency. 🍀

With the partnership of families like the Feldmans, The College can advance its mission of empowering financial services professionals and benefiting society. Every gift and every act of service have the power to shape future generations.

If you are inspired by the Feldman family and would like to explore your own legacy, contact Alex Simon, major and planned gift officer, at Alex.Simon@TheAmericanCollege.edu.



THE AMERICAN COLLEGE OF FINANCIAL SERVICES

Create a *Lasting* Legacy



Your generosity has the power to transform lives. From scholarships that open doors to programs that empower the next generation of leaders, every gift creates lasting impact.

Planned giving is one of the most meaningful ways to ensure your legacy lives on for generations to come. There are many opportunities to include charitable giving in your estate and financial plans, including:

- ✔ IRA Qualified Charitable Distribution
- ✔ Beneficiary Designation (IRA, 401k, Life Insurance)
- ✔ Donor-Advised Funds
- ✔ Life Insurance Policy Gifts

A planned gift qualifies you for membership in the Legacy Society, celebrating those who ensure The College's mission thrives for generations to come.

To learn more about the Legacy Society, contact Alex Simon at Alex.Simon@TheAmericanCollege.edu or **610-526-1026**. Together, we can shape the future of financial services.

Awards and Accompl

2025 Wealth Management.com Industry Awards Winner

Wealthies Award 2025 for Industry Association



ThinkAdvisor. LUMINARIES AWARDS 2025

WINNER

ThinkAdvisor Luminaries Award 2025 for Industry Disruptor



Associate Provost Chet Bennetts, PhD, CFP®, ChFC®, CLU®, RICP®, CLF®, and RICP® Program Director Eric Ludwig, PhD, CFP®, authored a paper, “Echoes of Bias: An Analysis of ChatGPT in Financial Planner-Client Dialogues,” which was nominated for the CFP Board’s 2025 Financial Planning Review Best Paper Award. As AI tools become more embedded in client communication, the message is clear: financial planners must stay vigilant as they integrate AI into their practices.



Chet Bennetts, PhD, CFP®, ChFC®, CLU®, RICP®, CLF®, won third place in the Kenneth Black, Jr. Journal Author Awards for his research paper titled “Mental Accounting, Estate Bequests, and Retirement Satisfaction.” Written along with Jason N. Anderson, CFP®, CPA, and Blain Pearson, PhD, CFP®, AFC®, and published in the Journal of Financial Service Professionals, the paper has been integrated into elements of The College’s curriculum.



Azish Filabi, JD, MA, managing director of the American College Cary M. Maguire Center for Ethics in Financial Services, co-authored a paper, “Adaptable Artificial Intelligence,” published in the Journal on AI Policy and Complex Systems. The paper introduces the concept of adaptability — the capacity of AI systems to remain helpful and harmless as societal values evolve.



Michael Finke, PhD, CFP®, contributed to a report by the Nationwide Retirement Institute titled “Planning for a Century of Living.” As the number of Americans living to age 100 or older could quadruple by 2054, the report provides insights into how financial professionals and organizations need to adjust their retirement planning mindset to take longevity into account.



Eric Ludwig, PhD, CFP®, RICP®, received the American Council on Consumer Interests (ACCI) 2025 Consumer Movement Archives Applied Consumer Economics Award for his paper titled “The Psychology of Investor Behavior: Stock Market Expectations During Market Volatility.”

ishments

Meet the Thought Leaders Giving
You Expertise for Every Stage at
TheAmericanCollege.edu/OurPeople



Faculty by Program

CAP[®] Chartered Advisor
in Philanthropy[®]

7 

CFP[®] Certification
Education Program

&

ChFC[®] Chartered
Financial Consultant[®]

43 

ChSNC[®] Chartered Special
Needs Consultant[®]

3 

CLF[®] Chartered
Leadership Fellow[®]

10 

CLU[®] Chartered
Life Underwriter[®]

15 

FSCP[®] Financial Services
Certified Professional[®]

4 

MSFP Master of Science
in Financial Planning

23 

MSM Master of Science
in Management

11 

RICP[®] Retirement Income
Certified Professional[®]

9 

TPCP[®] Tax Planning
Certified Professional[®]

7 

WMCP[®] Wealth Management
Certified Professional[®]

6 

Board of Trustees

The College is grateful for our
leaders and stewards of our mission.



Salene Hitchcock-Gear, JD

Chair
Prudential

Paul A. LaPiana, CFP®

MassMutual

Kristi Martin Rodriguez

Vice Chair
Nationwide Financial

Cheri Lytle

JP Morgan Chase

Joe Bergan, CFP®

Edward Jones

**Brad Montgomery, CLU®, ChFC®, CPCU®, RICP®,
FLMI®, HIA, CASL®**

State Farm

Wallace E. Boston, Ed.D.

American Public University System, Inc.

George Nichols III, CAP®

The American College of Financial Services

Lisa Davis, MSM

1847Financial

Ellen Rinaldi, JD, LLM, CLU®, ChFC®

Vanguard (Ret.)

Edward G. Deutschlander, CLU®, CLF®

North Star Resource Group

John C. Roberts

Northwestern Mutual

Kristin Ferguson, FSA, CFA, MAAA

Securian Financial

Todd M. Schoon, JD, CLU®, ChFC®

The American College of Financial Services

Matt Foran

StoicLane, Inc.

Matthew Spriggs

CRC Group

Michael V. James

NFP

Cary Stamp, CFP®, AIF®, RICP®, CAP®, AEP®, CDFA™

Cary Stamp & Co.

Russell N. James, III, J.D., Ph.D., CFP®

Texas Tech University

Sonali Virendra, CLU®, ChFC®, CLF®

New York Life

Michelle D. Johnson

Lt Gen United States Air Force (Ret)

Executive Leadership Team

The College is grateful for our
leaders and stewards of our mission.



George Nichols III, CAP®
President and Chief Executive Officer

Mark Montgomery, CPA, CFA
Chief Financial and Risk Officer

Deborah Eskridge Glenn, MSM, MA, SPHR®, SHRM-SCP
Senior Vice President, Administration and Chief Human
Resources Officer

Carol Parlin Prushan
Senior Vice President, Advancement and Alumni Relations

Elizabeth Gray, EdD, CAIS, CPC, CSM, CSPO
Vice President, Institute for Learning Innovation

Todd M. Schoon, JD, CLU®, ChFC®
Executive Vice President and Senior Advisor to the President

Gwen Hall, PhD
Executive Vice President and Provost

David Stoeffel, ChFC®, CLU®, WMCP®
Senior Vice President, Business Development

Robert Moldoff
Senior Vice President and Chief Information Officer

Jared Trexler
Senior Vice President, Chief Marketing and Strategy Officer

President's Advisory Council

George I. Connolly, JD, CLU®, ChFC®
Securian

Lee M. Gammill, Jr., CLU®

**Linda S. Need, MSFS, CAP®, CFP®, FSA,
MAAA, CFA**

**Susan M. Cooper, MSM, CLU®, ChFC®,
CFP®, CAP®, RICP®**
Prudential (Ret)

Randall H. Harbert, CLU®
State Farm (Ret)

Knut A. Olson, CLU®
Federal Life Insurance Company

Mike Corey, LUTCF®
Corey Search Group

Thomas H. Harris, CLU®, ChFC®
Penn Mutual (Ret)

Robert B. Plybon, CLU®, ChFC®
Plybon & Associates, Inc.

Patrick Corey
Corey Search Group

**Rodger K. Johnson, MSFS, ChFC®, CLU®,
CFP®, CAP®, RICP®**
Johnson Financial Group

Michael "Mickey" Rosenzweig, CLU®, ChFC®
Rosenzweig Financial Services

Michael C. Davidson, MSM, CLU®, CAP®
State Farm (Ret)

Fred Jonske, CAP®
Insurex

Albert J. (Bud) Schiff, CAP®, CLU®, RICP®
Alvarez & Marsal

J. Scott Davison, CLU®, ChFC®
OneAmerica

Joseph W. Jordan

Mike Scovel, MSM, CLU®, ChFC®
New York Life

Louis P. DiCerbo II, LUTCF®, CLU®, ChFC®
DiCerbo P.C.P. and Associates, Inc.

Gloria LaGrassa, CLU®, ChFC®

Aaron Seurkamp
Protective Life Insurance Co.

John DiMonda, CLU®, LUTCF®
Osaic Financial Advisors

Leon L. Levy, CLU®
Leon L. Levy & Associates

Joel A. Shapiro, MSFS, CLU®, ChFC®
Bartmon, Shapiro and Associates, Inc.

**Anthony J. Domino, Jr., MSFS, CLU®,
ChFC®, CAP®, RICP®** Associated Benefit
Consultants, LLC

Richard A. Liddy, CLU®
General American Life (Ret)

Frederick J. Sievert, MSM
New York Life (Ret)

Harris Fishman, CLU®, ChFC®
MassMutual

Reed J. Lloyd AIF, CRPS, CRC
Pacific Life

Joseph Sparacio, LUTCF®, CLU®, CLF®
National Life Group

R. David Fritz, Jr., CLU®
Executive Benefits Network

James J. Meehan, MSM
1847 Financial (Ret)

Paul E. Vignone, JD, CLU®, ChFC®, LLM
Penn Mutual

James A. Mitchell, CLU®, ChFC®
IDS Life Insurance Company (Ret)

Campaign Leadership Council

The College is grateful for our
leaders and stewards of our mission.



J. Scott Davison, CLU®, ChFC® (Co-chair)

Salene Hitchcock-Gear, JD (Co-chair)

Lisa Davis, MSM

Michael C. Davidson, MSM, CLU®, CAP®

Edward G. Deutschlander, CLU®, CLF®

Thomas H. Harris, CLU®, ChFC®

Paul A. LaPiana, CFP®

Bradley D. Montgomery, CLU®, ChFC®, CASL®, RICP®, CPCU, FLMI

George Nichols, III, CAP®

**Terry Parham Jr, MSFP, CFP®, ChFC®, CLU®, WMCP®, RICP®,
TPCP®, CEPA®**

John C. Roberts

Kristi Martin Rodriguez

Michael “Mickey” Rosenzweig, CLU®, ChFC®

Todd M. Schoon, JD, CLU®, ChFC®

Paul E. Vignone, JD, CLU®, ChFC®, LLM

Alumni Council

The Alumni Council is a group of dedicated volunteers who help The College strengthen relationships among its 200,000 alumni, as well as students and friends — with programs and events to raise awareness of, and support for, The College’s nonprofit mission. Please contact Alumni@TheAmericanCollege.edu with questions about Alumni Council.

**Terry Parham Jr, MSFP, CFP®, ChFC®, CLU®, WMCP®, RICP®,
TPCP®, CEPA®**

President

Michaela F. Scott, MSFS, CFP®, CLU®, ChFC®, RICP®

Immediate Past President

Leslie S. Calkins, CLU®, ChFC®, CASL®, RICP®, MSFS, CAP®

Vice President

Carolyn Humphrey, RICP®, CLF®, WMCP®

Secretary

**Jason Austell, MSFS, CFP®, ChFC®, CLU®, CASL®, RICP®, AEP®,
CAP®, ChSNC®, CPFA®**

Michael Bitton, CFP®, CLU®, RICP®, CIMA®, CPWA®

Darin S. Fass, CLU®, CLF®, RICP®

Chad W. Franks, CLU®, ChFC®, CLF®, FSCP®, LUTCF®

Joshua A. Gonzalez, CFP®, ChFC®, CLU®

Tia Nichole Victoria McMillen, MSM, MSFP

Maurice Miller, Jr., CFP®, ChFC®

Bianca O’Brien, CLF®, LUTCF®, CLTC®

**Jim Petersen, PhD, MSM, MSFS, CPMBC, CFP®, CLF®, CPBL,
ChFC®, CLU®, CASL®, RICP®, WMCP®, ChSNC®, CRPC®, CAP®,
AEP®, CEPA®**

Emeritus Member

Julie A. Pinkerton, ChFC®, CLU®, LUTCF®

Sahar Pouyanrad, EMBA, CTFA, AEP®, CEP®, ChSNC®

Matthew Price, CLU®, ChFC®

Kimberlee Riley, CAP®

Christopher M. Sitek, CLU®, ChFC®, RHU®, REBC®, CASL®, CLTC®

Wendy Swanson, RICP®, CLTC®

**Kimberly Turner, PhD, MSFS, CFP®, LUTCF®, ChFC®, CLU®, CAP®,
AEP®, WMCP®**

Beady B. Waddell III, JD, LLM, MBA, MS, RICP®, CLU®, ChFC®

Heather Welsh, CFP®, AEP®, MSFS

Scott A. Winslow, MSFS, ChFC®, CLU®, RICP®, AEP®, CCFC®

FinServe Network Ambassadors

The College is grateful for our
leaders and stewards of our mission.



As a select group of doers, difference-makers, and alumni, members of our FinServe Network serve as advocates for The College and its programs and initiatives, amplifying our benefit to society. To learn more or express an interest in joining the FinServe Network, visit TheAmericanCollege.edu/About-The-College/Our-People/Finserve-Network.

Jason Austell, MSFS, CFP®, ChFC®, CLU®, CASL®, RICP®, AEP®, CAP®, ChSNC®, CPFA®

Mónica Clesse Meléndez, MBA, FPA

Angela Davis

Terrell Dinkins, MBA, ChFC®, RICP®

Nancy Du, MBA, RICP®, CFP®

Mary Fischer-Nassib, CAP®

Ande Frazier, CFP®, CLU®, ChFC®, RICP®, ChSNC®, CDFA®, CEPA, CExP™, BFA™

Drew Gerling, MSFS, CFP®, ChFC®, CLU®, CAP®, FIC, RICP®

Centario J. Grier

Dominique Langerman, MPA, CAP®

Anna Mpinga, FSCP®, MS

Terry Parham Jr, MSFP, CFP®, ChFC®, CLU®, WMCP®, RICP®, TPCP®, CEPA®

Rick Peck, CFP®, ChFC®, CAP®, IPA

Alanah Phillips, MBA

Sahar Pouyanrad, EMBA, CTFA, AEP®, CEP®, ChSNC®

Angela (Angie) Ribuffo, CFP®, RICP®, ChFC®, CDFA®, CLTC®, WMCP®

Irvin (Irv) Rosenzweig, CFP®, ChFC®, CLU®, CRPS®, AEP®, AIF®

Padric H.B. Scott, MSFP, CFP®, ChFC®, CLU®, AEP®, CAP®, WMCP®, CCFC, IPA

Ryan Swenson, RICP®, CEPA

Andrew Tudor, CFP®, RICP®, CAP®

Dave Valdez, ChFC®, CLU®, AAMS®, CWS®, AIF®

Heather Welsh, CFP®, AEP®, MSFS

Fatima T. Williams, FSCP®

Marco R. Williams, CFP®, MBA

Scott A. Winslow, MSFS, ChFC®, CLU®, RICP®, AEP®, CCFC®

Siu Lung (Philip) Wu, EA, NNSA®, CTRS, TPCP®, AFSP, CETF®

NextGen Advisory Task Force

Our NextGen Advisory Task Force represents the rising leaders of financial services. They work to build awareness of the profession, establish best practices for the future, and attract tomorrow's clients. Please contact Lindsey Lewis at Lindsey.Lewis@TheAmericanCollege.edu with questions about the NextGen Advisory Task Force.

Matt Aaron, CFP®, RICP®, ChFC® Michael Acosta, CFP®, ChFC® RICP®, CEPA, CSLP®

Bilal Afolabi, CFP®, ChFC®, RICP®

Vibhaw Arya

Kay Blunck, CFP®, CAP®, CRPC®, ChFC®, AEP®, TPCP®

LeTian Dong, CFP®, WMCP®, RICP®, ChFC®, RMA®

Jason Ellis, CFP®, ChFC®, CRPC™, ECA, AWMA™, AAMS™, DBA

Lauren Gabele, CFP®

Gloria Garcia Cisneros, CFP®

Stephanie Hohenshell, RICP®, LACP®, LUTCF®

Nabia Jenkins-Johnston

Hannah Kanstroom, CAP®

Anna Kareis

Kyle Kuyat, CFP®, ChFC®, RICP®

Ashton Lawrence, CFP®, ChFC®, AIF®

Lindsey Lewis, MBA, ChFC®, CFP®

Brandon Lovingier, ChFC®, AFC®, MQFP™

Morgan Marlin, CRPS®, WMCP®

Sid Misra, CFP®

Katlyn Orton, RICP®

Alanah Phillips, MBA

Matt Riley, ChFC®, ChSNC®

Crystal Roseman

Joshua C. Rosenberg, ChFC®, CLU®, RICP®, CCFC®

Padric H.B. Scott, AEP®, CFP®, ChFC®, CLU®, WMCP®, CCFC, CAP®, MSFP

Christopher William Seabrook, MBA, RICP®, CEPA

Brian Seymour, II, CFP®, ChFC®, RICP®, TPCP®, WMCP®

CJ Stermetz, CFP®, CEP

Jackie Wilke

Chandress Williams, ChFC®, CPWA®

The American College Center for Economic Empowerment and Equality Advisory Council



THE AMERICAN COLLEGE
CENTER FOR
ECONOMIC EMPOWERMENT
AND EQUALITY

Please contact CEEE@TheAmericanCollege.edu for questions about the American College Center for Economic Empowerment and Equality Advisory Council.

Mike James

Trustee Liaison/Inaugural Chair
NFP

Natalia Brown

National Debt Relief

Erick Chi

Securian Financial

Keita Cline, CLU®, ChFC®

Prudential

Julie Davis

MassMutual

Melinda Gee

Prudential

Eric Jackson, CLU®, LUTCF®

New York Life

Maz Kamaruddin

Guardian Life

Lynne O'Connor

MassMutual

JJ Perez

Nationwide

Kelly Piacenti, ChSNC®

MassMutual

Harold Price

Securian Financial

Tere Segara

Pacific Life Foundation

Kathy Tague

Northwestern Mutual

Kim Thomas

OneAmerica Financial

Meg Vecchi, CLU®

Guardian Life

Pam Wheeler

NFP

The American College Cary M. Maguire Center for Ethics in Financial Services Advisory Council



THE AMERICAN COLLEGE
CARY M. MAGUIRE
CENTER FOR ETHICS
IN FINANCIAL SERVICES

Please contact Ethics@TheAmericanCollege.edu for questions about the American College Cary M. Maguire Center for Ethics in Financial Services Advisory Council.

George I. Connolly, JD, CLU®, ChFC®

Co-Chair of the Advisory Council, Securian
Financial Group (Retired)

James A. Mitchell, CLU®, ChFC®

Co-Chair of the Advisory Council, IDS Life
Insurance Company (Retired)

Noreen D. Beaman

East Bay Executive Coaching
and Consulting

Jill A. Brown, PhD

Bentley University

Philip M. de Bruyn

CAPTRUST

Mike Conmey, JD

Northwestern Mutual

Lilly Farahnakian, JD

GCM Grosvenor

Luke R. Ficken, CFP®, BFA™, CLTC®, FIC

Thrivent

Todd Haugh, JD

Kelley School of Business, Indiana
University

Steve Koslow

Allianz Life Insurance Company

Joseph P. Mallee

MassMutual

Robert Mass

Hunter College

Amy Miller, JD

New York Life Insurance Company

James Rabenstine

Nationwide

Sunita Sah, MD, MBA, PhD

Cornell SC Johnson College of Business,
Cornell University

Lisa Stewart, CLU®, CLF®

State Farm

The American College O. Alfred Granum Center for Financial Security Advisory Council



Please contact Granum@TheAmericanCollege.edu for questions about the American College O. Alfred Granum Center for Financial Security Advisory Council.

Chet Bennetts, CFP®, CLU®, ChFC®, RICP®, CLF®, PhD
The American College of Financial Services

David Blanchett
PGIM

Kevin Crawford, MBA
Northwestern Mutual

Katie Cullen, CFP®
BlackRock

Beth Dendinger
Cetera

Timothy J. Gillespie, CLU®
BOA Merrill

Scott Hintz, CFA, CPCU
State Farm

Jack Horgan, CFA, CFP®
J.P. Morgan Wealth Management

Brooke Juniper, CFA, CAIA
Sage

Tom Lenkiewicz, CFP®, CPWA
J.P. Morgan

Jeff Levine, CFP®, CPA/PFS, CWS
Focus Wealth Partners

Amanda Lott, CFP®
J.P. Morgan

Rick Miller, PhD, CFP®
Sensible Financial Planning and Management

Beth Renner, CAP®
Wells Fargo

Peter Richardson, JD, CFA, CFP®
Northwestern Mutual

Mike Schultz, CFP®
Edward Jones

Harlan Wenig
Cetera

Robert Williams, MBA, CFP®, CPWA, RICP®, CRPC®
Charles Schwab

Scott A. Winslow, MSFS, ChFC®, CLU®, RICP®, AEP®, CCFC
Nabell Winslow Investments

The American College Center for Military and Veterans Affairs Advisory Council



Please contact Military@TheAmericanCollege.edu for questions about the American College Center for Military and Veterans Affairs Advisory Council.

Tracey Jones, U.S. Air Force (Vet.), MBA, PhD
Chair of the Advisory Council
Tremendous Leadership and T3 Solutions

Melvin Smith, U.S. Marine Corps (Vet.)
Vice Chair of the Advisory Council
Nationwide

James (Jim) Petersen, U.S. Navy (Ret.), PhD, CFP®, CLF®, ChFC®, CLU®, RICP®, WMCP®, CRPC®, CAP®, CASL®, AEP®, CPMBC, CPBC
Emeritus
Immediate Past Chair of the Advisory Council
The American College of Financial Services

George Bradley, U.S. Air Force (Vet.), ChFC®, CLU®
Penn Mutual

Matt Farver, U.S. Navy (Vet.), MBA
Penn Mutual

Steve Florence, U.S. Army (Vet.), CPCU®, CLU®
State Farm

Gregory (Greg) Gadson, U.S. Army (Ret.)
Patriot Strategies, LLC

Thomas (Tom) Harris, ChFC®, CLU®, FLMI
Emeritus

Sheri Rhoades, U.S. Navy (Vet.)
Penn Mutual

Robert (Rob) Schaffer, U.S. Marine Corps (Vet.)
Prudential

The American College Center for Women in Financial Services Advisory Council



Please contact WomensCenter@TheAmericanCollege.edu for questions about the American College Center for Women in Financial Services Advisory Council.

Debra Abbott-Walker, LUTCF®
Cetera

Michelle Kreeger, ChFC® CLU®
State Farm

Jennifer Warfield, MS, CFP®
Lightbulb Moments, LLC

Marguerita (Rita) M. Cheng, CFP®, RICP®
Blue Ocean Global Wealth

Neeraja Rasmussen
Spyglaz

Lyndsey Wellens, MBA, MSM, ChFC®, RICP®
State Farm

Janelle Gibson, CLU®, ChFC®
State Farm

Sanya Rizvi, WMCP®
J.P. Morgan

Rona Guymon
Nationwide

Suzanne Siracuse
Suzanne Siracuse Consulting Services, LLC

The American College Center for Special Needs Advisory Council



Please contact SpecialNeeds@TheAmericanCollege.edu for questions about the American College Center for Special Needs Advisory Council.

Pat Bergmaier, LUTCF®, ChSNC®, RICP®
1847 Financial

Jerry Hulick, CLU®, ChFC®, ChSNC®
The Washington Group Special Care Planning Team

Amy O'Hara, Esq.
Littman Krooks LLP

Tom Brinker, Jr., JD, LLM, PFS/CPA, AEP®, ChFC®
The American College of Financial Services

Keri Metres
Nationwide Financial

Kelly Piacenti, ChSNC®
MassMutual Financial Group

Kacy Seitz, ChSNC®, ChFC®
Northwestern Mutual

Honoring The College's Most Loyal Supporters at the President's Dinner

The Annual President's Dinner honors The College's President's Circle Members and greatest supporters, advocates, and volunteers. The special evening allows us to recognize and thank those who have made a significant impact on The College, the profession, and society.

Warmest congratulations to our 2025 award recipients:

Solomon S. Huebner Gold Medal



Randall H. Harbert, CLU®

President's Award



Thomas H. Harris, CLU®, ChFC®, FLMI

Alumni Hall of Fame



Rodger Johnson, CLU®, ChFC®, CAP®, CFP®, MSFS, RICP®

Second Century Society



John J. Rocco, MSFS, CLU®
(posthumously)

Women Working in WealthSM

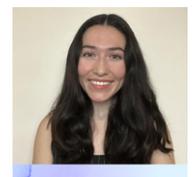


Michele Matchett Godfrey, MBA, ChFC®, AFC®

NextGen Financial Services Professional Awards



Aaron Gose, FSCP®, WMCP®, ChFC®, RICP®



Mariana Llamas, CFP®

Upcoming Events

We believe events should connect communities, catalyze change, and accelerate careers through knowledge.



Advanced Special Needs
Planning Symposium



May 4-6, 2026
Orlando, FL

May 7-8, 2026
Orlando, FL

August 3-5, 2026
Chicago, IL

November 2026
Philadelphia, PA



Browse our latest calendar of
upcoming conferences and events at
TheAmericanCollege.edu/Events

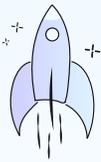
For questions or sponsorship opportunities,
please contact Events@TheAmericanCollege.edu



Your support shapes the future of financial services.

The American College Fund fuels the mission of The College by providing essential philanthropic resources that meet immediate needs and drive new opportunities for growth.

Your gift powers our top priorities:



Advancing
academic excellence



Empowering
innovation



Forging
impactful partnerships

Together, we can inspire our students, uplift the profession, and strengthen The College's impact for years to come.

Make your gift today!

To learn more, please visit:

TheAmericanCollege.edu/Support-Our-Mission/American-College-Fund





Photo Credit: Gene Smirnov Photography

Salene Hitchcock-Gear JD, Randall "Rand" H. Harbert, CLU®, and George Nichols III, CAP®, at the 2025 President's Dinner at the Four Seasons Hotel Philadelphia at Comcast Center. Harbert received the Solomon S. Huebner Gold Medal, The College's highest honor, in recognition of his work at State Farm and on behalf of The College.



Photo Credit: Gene Smirnov Photography

George Nichols III, CAP®, and Tom Harris CLU®, ChFC®, FLMI, attend the 2025 President's Dinner at the Four Seasons Hotel Philadelphia at Comcast Center. Harris, recently retired president of life insurance and annuities for The Penn Mutual Life Insurance Company, received the President's Award in recognition of his extraordinary generosity, leadership, and service in support of The College's mission.



Photo Credit: Gene Smirnov Photography

Employees from JPMorganChase attend the 2025 President's Dinner to celebrate their colleague, Michele Matchett Godfrey, MBA, ChFC®, AFC®. Godfrey received the Women Working in WealthSM Award for her leadership and commitment to inspiring, mentoring, and advancing others in the financial services profession.

George Nichols III, CAP®, Vice Admiral James Zortman, USN (Ret.), and Phil Easton, CMSgt, USAF (Ret.), attend the 2025 Military Summit and Soldier-Citizen Award and Scholarship Fund Dinner at the National Constitution Center in Philadelphia. Vice Admiral Zortman was honored with the Soldier-Citizen Award for a lifetime of service and leadership spanning both military and civilian life, including his current role as chairman of the board of USAA. Programming included the Maury Stewart Lecture Series and the Leadership Symposium, which was attended by over 100 financial professionals, service members, veterans, military spouses, and scholars.



Photo Credit: Gene Smirnov Photography



Photo Credit: Nick Mantzel Photography

Jeffrey Levine, CFP®, CPA/PFS, ChFC®, RICP®, CWS, AIF, BFA™, chief planning officer at Buckingham Wealth Partners, presents at Horizons 2025, an inaugural, one-of-a-kind conference in Coronado, California, that brings together the brightest minds in retirement planning to explore innovative strategies, insights, and solutions through an exclusive, immersive experience.



Photo Credit: Nick Mantzel Photography

Attendees at Horizons 2025 gather for a special Alumni Networking Reception, connecting with peers and exchanging advanced insights from across the retirement planning community.



Aquanetta Betts, JD, CAP®, AEP®, CFRE, director of planned giving, George Mason University, and founder and principal consultant, Johnson Betts, LLC, and James Mulhern, JD, MSc, B.Mus., partner,, Mulhern & Scott lead attendees in a workshop entitled “Planning for the Future: Estate Planning” at the Donor-Advised Fund (DAF) Professional Certificate Program in Dallas. This first-of-its-kind program was designed to equip professionals with skills to navigate the rapidly evolving DAF sector.



Photo Credit: Cork Brothers

Chelsea Williams, founder and CEO of the workforce and talent development firm Reimagine Talent, leads a career development session with 50 CEEE NextGen Scholars alongside their sponsors and mentors at the 2025 Conference for African American Financial Professionals (CAAFP) Student Forum, sponsored by Guardian Life. These undergraduate students represent the future of the profession and its potential.



Photo Credit: Cork Brothers

Attendees of the 19th Annual Conference of African American Financial Professionals (CAAFP) in Atlanta network in style at the White Party, sponsored by New York Life, a celebration of three days of learning and enhanced industry representation and impact.



630 Allendale Road, Suite 400
King of Prussia, PA 19406

2025 *by the* NUMBERS*

A look back at the significant markers and milestones of the year.

17,144¹

Total students enrolled

5,956

Designations and degrees conferred

1,784¹

Learners enrolled in Know Yourself, Grow Your Wealth® consumer financial education program

26

Ambassadors in the FinServe Network

1,732

Unique registrants for College conferences and events

173

Scholarships awarded in 2025

\$864,810

Scholarship dollars awarded in 2025

Support the mission of The College with a gift at
TheAmericanCollege.edu/PresidentsReport



¹ As of December 18, 2025.

* Annual data as of December 2025.